

Study on the Countermeasures for the Deep Integration of Culture and Tourism in Heilongjiang Province under the Background of High-quality Development

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Abstract: All walks of life have begun to pay attention to the issue of high-quality development since 2019. High-quality development has become the core demand of the culture and tourism industry and the main theme of the integrated development of culture and tourism. Starting from the existing problems of culture and tourism integration in Heilongjiang Province, based on the classification of culture and tourism integration types, the corresponding countermeasures for the deep integration and development of culture and tourism in Heilongjiang under the background of high-quality development are put forward.

1. Introduction

In December 2019, the Central Economic Work Conference clearly proposed to "promote the high-quality development of tourism". "Based on a new development stage, implement new development concepts, build a new development pattern, and promote high-quality development", this is an important task for the current development of national culture and tourism. Heilongjiang Province proposes to unswervingly promote the high-quality development of the culture and tourism industry, cultivate and expand the main body of the culture and tourism market, and accelerate the implementation of the ice and snow economic development plan, which provides fundamental compliance and action guidelines for the province's cultural and tourism work. Chen Zhe, director of the Department of Culture and Tourism of Heilongjiang Province, said that it is necessary to actively promote the transformation of the cultural industry and tourism industry, adjust the structure, and promote the development of culture and tourism to achieve new breakthroughs. The development path released will contribute to the realization of the comprehensive revitalization of Hei Longjiang and contribute to the culture and tourism power.

The culture and tourism industry in Heilongjiang continues to grow in scale, and the market becomes more active. Tourist attractions in various places have launched cultural and tourism integration products with local cultural characteristics, such as souvenirs and stage interactive performances. However, there are not many successful cultural and tourism integration projects. At present, there are many problems in the development of the cultural and tourism industry, such as insufficient cultural resources mining, lack of creativity in cultural and tourism projects, insufficient product abundance, and insufficient corporate competitiveness. Since 2019, high-quality

development has become the main theme of the integrated development of culture and tourism. How to deeply integrate culture and tourism, including the creation of cultural IP, the driving force of tourism brands, and the extension of the cultural and tourism industry chain, are related to the sustainable development of the entire industry. Therefore, it is of great practical significance to study the deep integration of culture and tourism based on the concept of high-quality development.

2. Connotation and Types of Culture and Tourism Integration

The integration of culture and tourism is the integration of cultural industry, cultural undertakings and tourism. The three penetrate each other and generate synergies. Traditional culture and tourism integration methods are often based on cultural resources and tourism resources to empower each other. Tourist attractions, such as world cultural heritage, architectural art, museums, art galleries, etc., have their own unique charm, and supplemented by corresponding tourist facilities, services and marketing, they have become tourist attractions dominated by cultural resources. The deep integration of culture and tourism takes content as the carrier and cultural IP as the base, and has the attributes of creativity, entertainment, technology, intelligence and other diversified formats. The deep integration of culture and tourism can optimize the industrial structure, drive industrial upgrading, and lead the coordinated development of multiple formats. Hou Bing Yang Jun and Yu Fenglong believe that the deep integration of culture and tourism for high-quality development requirements should better meet the new expectations of people's spiritual and cultural life, and enhance the people's sense of gain and satisfaction [1].

At present, scholars have studied the types of integration of culture and tourism from different perspectives. Some scholars divide the integration types of culture and tourism into festival tourism, tourism performance, film and television tourism, museum tourism, red tourism, etc. [2] Some scholars classify them based on different types of cultural industries and tourism integration, such as cultural heritage, theme parks, cultural creativity, etc. [3] Taking into account national-level tourist resorts, national scenic spots, and the more influential cultural and tourism integration projects in the past two years, the integration of culture and tourism is divided into three categories based on consumption formats, namely traditional scenic spots, cultural undertakings, and culture and tourism complex. Traditional scenic spots include natural scenic spots with forest parks, geological parks, and nature reserves as the main body, as well as historical and cultural scenic spots. Cultural undertakings mainly provide public cultural services and play the functions of cultural undertakings to meet the spiritual and cultural life of the people as the goal, such as museums, libraries, art galleries, etc. The culture and tourism complex covers culture and tourism towns, tourist and leisure blocks, tourist resorts and other diverse formats, such as Xuexiang, Central Street, and Yabuli Ski Resort.

3. The Main Problems Faced By the Deep Integration of Culture and Tourism in Heilongjiang Province

Heilongjiang Province is rich in natural resources and historical and cultural resources, and has unique advantages in the development of ice and snow tourism. In recent years, based on its own characteristics, Heilongjiang has continuously tried to tap characteristic cultural and tourism resources, such as developing eco-tourism and health tourism by relying on superior forest resources and wetland resources, developing “Shenzhou Arctic” Mohe, “Huaxia East” Fuyuan relying on unique regional characteristics, the border tourist area with Russia, the highway G331 and other tourist routes and products. However, Heilongjiang Province is faced with many problems such as insufficient resource development depth, insufficient market operation capacity, and backward supporting construction.

First, the national influence and competitiveness of ice and snow tourism in Heilongjiang continues to weaken. At present, the ice and snow tourism industry in China has formed a new pattern with the northeast region, Beijing-Tianjin-Hebei and Xinjiang as the main ice and snow tourism development centers and all-round development across the country. As the earliest regions in China to develop ice and snow resources, destinations such as Yabuli and Xuexiang were once regarded as the preferred brands of ice and snow tourism destinations in China. With the promotion of the Beijing Winter Olympics, various ice and snow sports venues have emerged all over the country, which has led to the blossoming of ice and snow tourism across the country, especially in Jilin, Xinjiang, Hebei and other provinces and cities, which have increased the number of ice and snow tourism facilities. Investment and promotion, the market has been extremely hot in recent years. Heilongjiang has not been able to follow up on the related facilities and service marketing of ice and snow tourism in recent years. Therefore, compared with rising stars, there are older accommodation and venue facilities, serious homogeneity of experience items, and transportation. High cost and many other issues.

Second, forest health tourism in Heilongjiang failed to form an attractive product system. Although Heilongjiang's climatic conditions and regional location have certain shortcomings, which restrict the tourism development of Heilongjiang to a certain extent, but also form the uniqueness of Heilongjiang's natural resources. At present, most of Heilongjiang's forest health care projects rely on traditional scenic spots such as the National Forest Park. They have failed to form a certain industrial chain and unique forest health care products, and have failed to make up for the impact of climate on the local tourism economy. Form a unique or iconic forest health tourism product system in Heilongjiang.

Third, the development and construction of cultural resources in the basin of Heilongjiang has a long way to go. Culture is the gene of the heterogeneity of tourism products. Business models and technological means can be copied, but local culture cannot be re-examined. Therefore, more efforts should be made to tap the historical and cultural resources of the Heilongjiang River Basin. At present, this work has been carried out and some results have been achieved, but it still requires in-depth collaboration in various fields such as the government, academia, and business circles. Culture is the soul. Whether it is the development of ice and snow tourism, eco-tourism or wellness tourism, it is not enough to rely solely on technology empowerment. What is important is to form a unique cultural system and to develop more attractive products based on the cultural core. Form an influential destination brand. At the same time, the development and effective communication of culture in the Heilongjiang River Basin can not only enhance the cultural self-confidence of the people of Heilongjiang, but also establish a broad mass communication foundation.

4. Countermeasures for the Deep Integration of Culture and Tourism in Heilongjiang under the Background of High-Quality Development

Objective conditions such as climate and geographical location in Heilongjiang cannot be changed. How to turn disadvantages into advantages is the driving force for the future construction of culture and tourism in Heilongjiang. Vigorously developing ice and snow tourism in winter, developing forest health tourism in summer, and creating cultural tourism in spring and autumn have become the main ideas for Heilongjiang to realize the four-season development of cultural tourism. However, based on the main problems faced by the above three types of tourism, it can be seen that the key to realizing the deep integration of Heilongjiang culture and tourism is to solve the core problem of "how to attract people".

4.1. Deeply Excavate and Refine the Essence of Heilongjiang Culture and Build an IP System of Hei Longjiang Culture

The purpose of the deep integration of culture and tourism is to attract more tourists to generate greater value and influence, so the first step to attract tourists is to create unique tourist attractions. Snow Town (Xue Xiang) is recognized as a unique tourist attraction. It is a natural and tangible tourist resource. It represents the distinct IP image of Heilongjiang ice and snow tourism. Other regions cannot imitate it. Items replicated in multiple regions of the country. There are many cultural resources in Heilongjiang that have not been tapped. Each destination should refine its own cultural essence based on the local culture to form different destination IPs. How to excavate local culture, tell good stories, turn culture into tourist attraction, and resonate with the market is very important to enhance tourist experience and destination value [4]. At the same time, the in-depth excavation of local culture is conducive to the value recognition of local enterprises and residents, thereby realizing a wider spread of the destination image. In recent years, the Forbidden City has developed and designed a large number of cultural and creative products based on the exhibits of the Forbidden City, which are both fashionable and full of connotations, attracting widespread attention and recognition from the public, forming a unique cultural IP of the Forbidden City, bringing huge commercial value. It is the typical representative of the success achieved by the integration of culture and tourism through creativity and technology.

4.2. Enrich Product Experience and Innovate Marketing Methods

The traditional tourist attractions in Heilongjiang are rich in natural resources and have a high degree of recognition. However, the way of sightseeing is still mainly sightseeing, the display form of resource content is not vivid enough, the product richness is not enough, and the ticket revenue is the main part. Therefore, for the deep integration of culture and tourism in traditional scenic spots, more attention should be paid to the activation of resource content and form, as well as the value creation and enhancement of experience-based products. Inject more content through cultural creativity, increase the fun of cultural and tourism consumption through technology and intelligent interactive experience, vividly present cultural content in a way that the public likes and hear, and use new media technology for mass communication. By creating themed and diversified business formats, enriching new scenarios of entertainment consumption, creating a night economy, extending the stay time of tourists, providing tourists with more choices, and thus enhancing the people's sense of experience and satisfaction [4]. Cultural tourism projects represented by museums and libraries generally have rich cultural or artistic resources, and can use digital technology and intelligent interactive equipment to display the exhibits more vividly, becoming a popular punch card among young people. Such cultural and expo venues should transform resources into creative products, provide richer consumption scenarios, provide richer experience products, and carry out comprehensive operations by loading tourism functions, thereby extending the value chain and industrial chain [5].

4.3. Empowered by Technology, Cross-industry Integration, and Enhance the Capabilities of Brand Operation

Digital economy has deeply penetrated into all walks of life, and the construction of smart tourism and smart scenic spots is inseparable from the application of digital technology. Digital technology has been widely used in 5A-level scenic spots across the country, and the construction of smart scenic spots has achieved remarkable results. From pre-tour to post-tour, tourists can fully experience the convenience brought by common functions such as ticket booking, intelligent tour

guide, and theme route recommendation. Digital construction not only improves the efficiency of tourism services and tourist experience, but also deeply improves destination marketing and destination governance. However, the construction of cultural and tourism complex projects in Heilongjiang is relatively backward, the digital construction of various scenic spots is slow, and the funds are not in place. Governments at all levels should actively promote the digital construction of scenic spots and accelerate the development of traditional scenic spots and culture and tourism projects. Culture and tourism complex projects, such as Yabuli, Central Street, should pay close attention to the market, understand the market demand, adjust the content of the business format according to the market trend, and regularly upgrade and maintain the business format. Experience and immersion have become prominent features of the transformation of culture and tourism consumption, optimize the product innovation system, and achieve a higher level of culture and tourism supply. In response to night-time consumption needs, projects such as trendy night markets and night light shows can be launched to expand the functional format of tourism. At the same time, the culture and tourism complex project should improve the brand awareness and reputation of the culture and tourism project through brand operation, and lead the in-depth consumption of the customer group by constantly creating brand products at different levels.

5. Conclusion

Under the background of high-quality development, the boundaries between culture and tourism and other industries are becoming more and more blurred, and the means and methods of industrial integration are becoming more and more abundant. Cultural creativity is the soul, resources are the foundation, and technology is the tool. On the basis of the integration of resources, we must pay more attention to the integration and development of creativity, technology and scene boundaries, adhere to innovation-driven, cross-border integration, and be guided by cultural creativity and technological innovation. Improve the originality of cultural content, promote product innovation, format innovation, and model innovation in culture and tourism, and promote the extension of the cultural and tourism industry chain. We must always adhere to the premise of respecting culture and ecology, use creativity and technology to excavate and refine cultural content, create cultural IP with distinctive cultural logos, realize the overall improvement of the value of the cultural tourism industry, and provide people with more diversified products and services. A richer experience to fully meet the consumer needs of mass culture, leisure and entertainment.

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