

Research on the Integrated Development Path of Tourism and Cultural Industry in Wuhua County from the Perspective of Collaboration

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Keywords: Wuhua County; Tourism; Cultural industry; Coordinated development

Abstract: This paper takes the Tourism and cultural industry of Wuhua County as the research object, and uses the synergy theory to analyze their integrated development path. Under the background of the rapid development of digital economy, the organic combination of Tourism and cultural industry can not only inherit culture, enhance cultural identity, but also promote the sustainable development of regional economy. By combing through the current situation of Tourism resources and cultural industry in Wuhua County, the paper discusses the bottleneck and challenge of their integrated development. Based on the collaborative perspective, this paper puts forward strategies to promote the integration of Tourism and cultural industries, including resource integration, innovation-driven, digital empowerment and multi-party cooperation, and builds a characteristic integrated development model with culture as the core, in order to provide theoretical reference and practical guidance for Wuhua County and similar regions.

1. Introduction

As an important form to carry forward the revolutionary spirit and inherit culture, Tourism is a key link to promote the construction of a cultural power in the new era. In recent years, with the vigorous promotion of national policies and the enhancement of social identity of culture, Tourism has gradually become an important industry to promote local economic development. According to data released by China's Ministry of Culture and Tourism, in 2023, the number of tourists in the country exceeded 1.5 billion, accounting for more than 30 percent of the total number of domestic tourists, and Tourism revenue exceeded 400 billion yuan, making important contributions to regional economic development and cultural dissemination. However, a single Tourism model has limitations in attracting tourists and prolonging the consumption chain, and deep integration with the cultural industry is urgently needed to achieve sustainable development. Wuhua County, located in the northeast of Guangdong Province, is a famous revolutionary base area and Tourism resort in China. Its rich cultural resources include important revolutionary sites such as the former site of the Dongjiang Revolutionary Base and the Cemetery of the Wuhua Army Martyrs. These resources not only carry a heavy historical memory, but also an important carrier of inheriting the spirit [1]. In

addition, Wuhua County, as one of the cradles of Hakka culture, has unique Hakka cultural resources, including intangible cultural heritage such as Hakka besieged house architecture, Hakka folk songs and Hakka cuisine, providing a broad space for the integrated development of Tourism and cultural industries. At the policy level, the 14th Five-Year Plan for Cultural and Tourism Development proposes to "promote the high-quality development of Tourism, strengthen its integration with the cultural industry, and broaden the supply path of Tourism products". Guangdong Province also made it clear that it should rely on the resources in the old revolutionary base areas to promote the integrated development of regional culture and tourism, and accelerate the formation of a comprehensive development model with culture as the core and cultural industry and tourism functions. These policies have provided strategic support and policy guarantee for the integrated development of Tourism and cultural industry in Wuhua County. However, the current development of Tourism and cultural industry in Wuhua County still faces many problems. On the one hand, the development of Tourism resources mainly focuses on the maintenance of sites and traditional visiting modes, and lacks the mining of cultural connotation and the extension of industrial chain. On the other hand, the overall scale of Wuhua County's cultural industry is small, the degree of marketization and digitalization is not high, and it is difficult to form a competitive brand effect. In addition, the lack of multi-party cooperation also leads to the lack of systematic planning and sustainable promotion of the integration and development of Tourism and cultural industry. From the perspective of synergy theory, this paper systematically analyzes the integrated development path of Tourism and cultural industry in Wuhua County from four aspects: resource integration, innovation-driven, digital empowerment and multi-party collaboration [2]. Through the combination of theoretical analysis and practical cases, this paper explores the integration mode of sustainable development, and provides references for the innovative development of Tourism and cultural industry in Wuhua County and other old revolutionary base areas.

2. An Overview of Relevant Theories

2.1 Synergy Theory

Synergy theory, proposed by German physicist Hermann Haken, aims to explore the dynamic interaction and orderly evolution of subsystems in complex systems. Its core idea is to maximize the overall function of the system by integrating resources and optimizing the structure. The theory emphasizes that collaboration among the various parts of a system not only improves the efficiency of the system, but also creates synergies beyond the individual benefits of each part through functional complementarity and resource sharing.

Introducing the synergy theory into the integration study of Tourism and cultural industry can effectively reveal the synergistic mechanism and optimization path of the two in the development process. As subsystems of different fields, Tourism and cultural industry have their own unique resources and functions. Tourism takes cultural resources as its core and emphasizes cultural inheritance and social education functions. The cultural industry emphasizes economic benefits and innovation ability by means of creative design and market-oriented operation. Synergy theory provides theoretical support for the integration of these two fields, pointing out that efficient allocation of resources and mutual promotion of functions can be achieved through systematic integration and innovative development [3].

In Wuhua County, the synergistic effect between Tourism and cultural industry is particularly obvious. Wuhua County is rich in revolutionary sites and deep Hakka cultural resources, which can both provide a creative foundation for the cultural industry and enhance the attractiveness and market competitiveness of Tourism through innovative forms of the cultural industry. The application of synergy theory can not only provide guidance for resource integration, but also provide an

optimization path for the structural contradictions that may be faced in the integration and development. Through the function of the synergy mechanism, Wuhua County can realize the innovative transformation of the cultural value and the extension and expansion of the cultural industry chain, so as to strike a balance between cultural inheritance and economic growth.

2.2 Connotation of the Integration of Tourism and Cultural Industry

As a special form of tourism, Tourism is a cultural activity that relies on cultural resources, spreads the revolutionary spirit, inherits history and culture, and achieves social education goals by visiting revolutionary sites, memorials and other places. Its main values are embodied in promoting patriotism, enhancing cultural identity and promoting local economic development. However, the traditional Tourism mainly focuses on single commemorative and educational activities, which is monotonous in form and lacks market operation, which restricts its long-term development to a certain extent.

The cultural industry covers many fields such as literature, art, film and television, and creative design, and has a high degree of innovation and marketization. Its core lies in transforming cultural content into cultural products and services with commercial value through creative development, and realizing the organic combination of culture and economy [4]. In the modern economy, cultural industry has become an important engine driving local economic development, and its cross-border integration ability enables it to form a synergistic development relationship with other industries.

The integration of Tourism and cultural industry aims to transform cultural resources into cultural industry products with both cultural connotation and market value, so as to achieve a win-win situation of cultural inheritance and economic benefits [5]. This integration is not only reflected in the innovation of content and form, but also in the deep combination of resources, technology and market. For example, through cultural creativity and new technological means, cultural and creative products, movies and TV dramas, immersive experience projects with theme as the core can be developed, so that culture can enter the market in diversified forms, and promote the wide dissemination of culture through market mechanisms [6].

In Wuhua County, there is great potential for the integration of Tourism and cultural industries. The combination of revolutionary sites and Hakka culture provides rich materials for the development of innovative cultural products, while the application of digital technology provides technical support for diversified tourism experience and cultural dissemination [7]. Through the integration, Tourism is no longer just a carrier of culture and education, but an important part of the cultural economy. The cultural industry can also make use of the profound accumulation of culture to enhance the cultural value and market competitiveness of its products. This deep integration in connotation can not only enhance the cultural attraction of Wuhua County, but also promote the sustainable development of regional economy [8].

3. Analysis of the Status Quo of Tourism and Cultural Industry in Wuhua County

3.1 Overview of Wuhua County

Wuhua County has a unique geographical location, rich historical culture and Tourism resources as well as vigorous development of cultural industry. These advantages provide broad space and potential for the integrated development of Tourism and cultural industry in Wuhua County.

Wuhua County is located in Meizhou City, Guangdong Province, located in the northeast of Guangdong Province, the upper reaches of the Han River, and is part of the hilly region of East Guangdong. Its geographical location is advantageous, the southeast and Meizhou Fengshun County, Jiexi County, Jieyang City, Shanwei City Luhe County border, southwest and Heyuan City Zijin

County, northwest and Heyuan City Longchuan connected, northeast and Meizhou City Xingning adjacent. Wuhua County is high in the southwest and low in the northeast, with a total area of 3,226.06 square kilometers, accounting for 1.47% of the area of Guangdong Province. It is rich in natural resources and a good ecological environment. Figure 1 is the map of Wuhua County:



Figure 1: The map of Wuhua County

Table 1 shows the main border distance between Wuhua County and its neighboring counties and cities, from which it can be seen that Wuhua County has a superior geographical location and is relatively close to Xingning City of Meizhou City and Fengshun County, 45 km and 55 km respectively. This geographical advantage provides convenient conditions for Wuhua County and its surrounding areas to cooperate in the development of Tourism and cultural industry.

Table 1: Relationship between neighboring cities and counties

Adjacent Cities and Counties	Azimuth	Main boundary area
Fengshun County, Meizhou City	Southeast	Middle Hanjiang River basin
Jiexi County, Jieyang City	Southeast	Shuangxikou, Jiulunzhang
Luhe County, Shanwei City	Southeast	Lianping Shan District
Zijin County, Heyuan City	Southwest	Purple Mountain and tributaries of Dongjiang River
Longchuan County, Heyuan City	Northwest	Longchuan Basin
Xingning, Meizhou City	Northeast	Hilly transition area of northeast Guangdong

3.2 Overview of Tourism Resources in Wuhua County

Wuhua County has a long history and profound cultural deposits. The old name Changle County was changed to the present name at the beginning of the Republic of China. From the county to the Qing Dynasty, there were 25 scholars, 203 people and 609 tribute students. There were 227 officials

who served seven grades or above. Many historical figures emerged, such as Gugong, a Pennsylvania governor in the Song Dynasty, Chen Xiufu, the founding minister of the Ming Dynasty, and Li Weiguang, the champion of the Qing Dynasty. At the same time, Wuhua County is also a county in the central Soviet area, with rich cultural resources, which provides a solid foundation for the development of Tourism.

Wuhua County is rich in Tourism resources, including the old residence of Ancient Dachun, the birth site of the Wuhua County Committee of the Communist Party of China, the former site of the Farmers' Association, the Party School of the Wuhua County Committee, the Wuhua Soviet District Revolutionary History Museum and many other attractions. These scenic spots have been carefully repaired and built, and have become the "punch time" places for people to listen to stories and pay tribute to heroic ancestors. Among them, the ancient Dachun former residence is listed as a cultural relic protection unit in Guangdong Province, and has become a patriotic education base in Meizhou, a Party history learning and education base in Meizhou, and one of the "Ten sights" in Meizhou. As can be seen from Table 2, the average annual tourist data of the main scenic spots in Wuhua County show that the ancient Dachuan Historic Residence and the birthplace of the Wuhua County Committee of the Communist Party of China are the most popular scenic spots, with an average annual tourist volume of 50,000 and 38,000 respectively. The Revolutionary History Museum of Wuhua Soviet District attracted 25,000 visitors, showing great potential for development. These attractions have become the core driving force of Tourism, contributing to the prosperity of the local economy and culture.

Table 2: Main scenic spots and their characteristics

Names of scenic spots	Features	Annual number of visitors (tens of thousands)
Ancient Dachun Residence	Party History Learning Base in Meizhou City, a cultural relic protection unit in Guangdong Province	12
The birthplace of Wuhua County Committee of the Communist Party of China	Central Soviet District county history display	8
Old site of farmers association	Educational site of the history of peasant revolutionary movement	6
Wuhua County Party School	Revolutionary cadre training and patriotism education	5
Wuhua Soviet District Museum	Revolutionary historical relics display, one of Guangdong's "Ten Sights"	10

3.3 Status quo of Cultural Industry Development in Wuhua County

Wuhua County, as a county in the Central Soviet Area, has rich Tourism resources. By holding cultural activities and building Tourism routes, it has attracted a large number of tourists to visit and promote the development of local economy. Adhering to the people-centered development philosophy, the county has extensively gathered all social forces, vigorously implemented the strategy of strengthening the county through culture, steadily promoted the development of cultural and literary undertakings, and carried out rich and colorful cultural activities to benefit the people, so that the broad masses can enjoy the fruitful results of the prosperity and development of cultural and literary

undertakings. Such as holding calligraphy into the Chinese Super League, literature into the countryside, Hakka folk song contest and other cultural and artistic activities. Figure 2 shows the proportion of residents participating in various cultural activities in Wuhua County. Literature activities (25%) and drama activities (20%) occupy a large proportion, reflecting residents' strong interest in culture and art. The Hakka folk Song Challenge Competition ranked third with 15 percent participation rate, fully reflecting the attraction of local culture. The participation rate of calligraphy and other art activities was 18 percent and 22 percent, respectively, showing the diversity of cultural activities. Wuhua County's cultural and literary undertakings are flourishing, and it has won many city business cards, such as the hometown of Chinese poetry, the hometown of Guangdong Province's drama, and the famous city of Guangdong Province's hard pen calligraphy. Local writers and artists have actively created and produced a number of literary and artistic works with local characteristics, such as the large-scale tea picking drama Earth People and the traditional marionette drama Wisdom of the House. These works are not only popular locally, but also have won many honors at provincial and municipal art festivals. From being awarded the "Hometown of Chinese Poetry" in 2012 to the title of "Famous City of Hard Pen Calligraphy in Guangdong Province" in 2022, it demonstrates the continuity and excellence of the development of the county's cultural industry. These honors show that Wuhua county not only has advantages in Tourism, but also has made remarkable progress in cultural industry innovation and inheritance, as shown in Figure 3 and Table 3. In the future, with the deep integration and development of Tourism and cultural industry as well as the continuous promotion of policies, Wuhua County's cultural industry will usher in broader prospects for development.

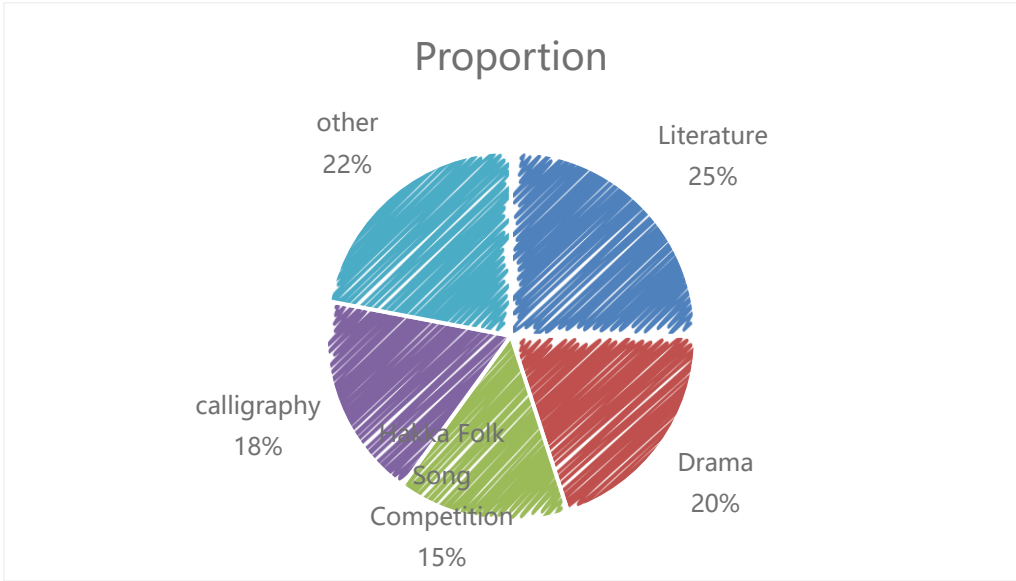


Figure 2: Proportion of participation in cultural activities in Wuhua County

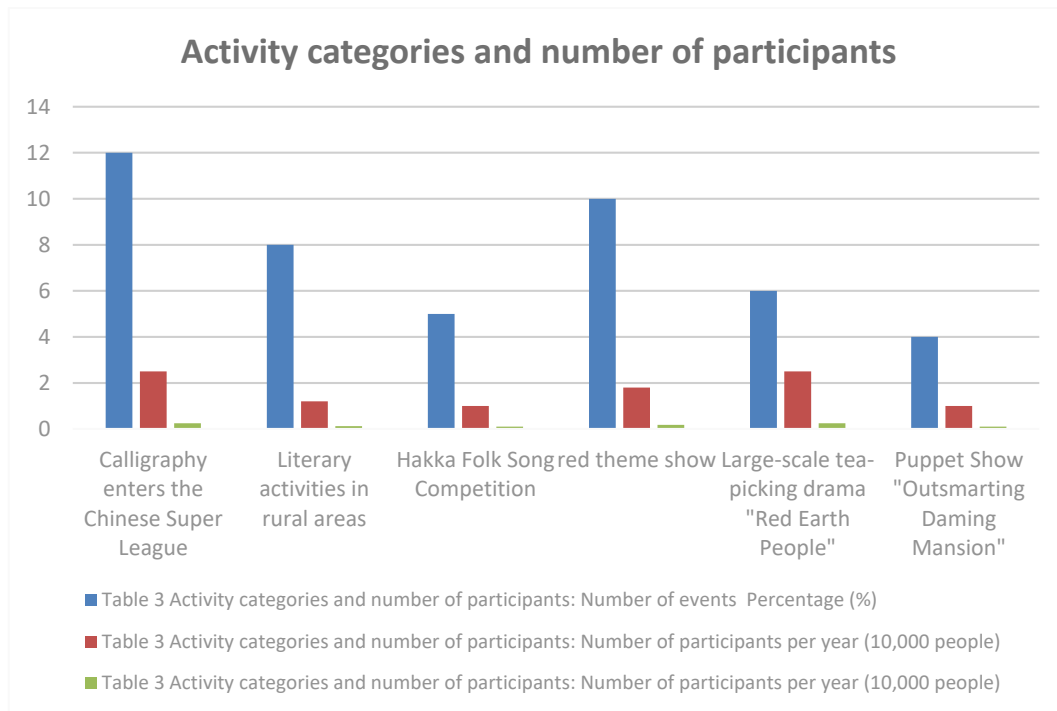


Figure 3: Types and number of participants of cultural activities in Wuhua County

Table 3: Award-winning literary and artistic works

Titles of Works	Category	Awards
"People"	Tea-picking Opera	Gold medal of Guangdong Art Festival
"Taking Your Daimyo"	The Puppet Show	Excellence Award of Guangdong Art Festival

4. Bottlenecks and Challenges of Integrated Development

After analyzing the current situation of Tourism and cultural industry in Wuhua County, it can be seen that its integrated development is facing some major bottlenecks and challenges, which not only restrict the full play of industrial potential, but also affect the realization of the overall synergy effect. The following three major challenges are selected for elaboration:

4.1 The Depth of Development of Tourism Resources Is Insufficient, and the Mining of Cultural Connotation Is Insufficient

Wuhua County has abundant Tourism resources, such as the former residence of Ancient Dachun and the birth site of the Wuhua County Committee of the Communist Party of China, which have high historical and cultural value. However, at present, the development of these scenic spots mainly focuses on the display function, and lacks in-depth exploration of the historical significance and cultural connotation behind them. For example, tourists tend to receive information in a one-way way, lacking participatory and interactive experience. Tourism fails to vividly reproduce historical situations through modern means, which makes it difficult for tourists to deeply understand the spiritual core of culture [9]. In addition, the utilization rate of resources is low, and some scenic spots have not become popular destinations for tourists due to insufficient publicity or inconvenient transportation. The lack of differentiation and in-depth development limits the added value of these

resources when combined with the cultural industry.

4.2 The Degree of Marketization of Cultural Industry Is Low, and There Is A Lack of High Value-Added Products

Although Wuhua County has the honorary title of "Hometown of Chinese poetry" and "Hometown of Guangdong Province Drama" in terms of cultural industry, the overall marketization degree is not high, and the industrial chain is not perfect. For example, in the context of Tourism, cultural and creative products in Wuhua county are under-developed, and there is a lack of attractive souvenirs or creative products related to culture in the market. In addition, although local literary and artistic works have certain characteristics, such as tea picking drama Earth People and marionette drama Taking Your Daimyo House, most of these works stay within the region and spread, making it difficult to attract a wider audience. The disconnection between cultural and creative content and market demand has failed to fully release the economic value of the cultural industry, and weakened its supporting role in the development of Tourism.

4.3 Infrastructure and Service Supporting Lag

The deep integration of Tourism and cultural industries cannot be achieved without a sound infrastructure and service system. However, supporting facilities such as transportation, accommodation and catering in some scenic spots in Wuhua County are still inadequate. For example, scenic spots in remote areas, such as the birthplace of the Wuhua County Committee of the Communist Party of China, have high transportation costs for tourists and lack of high-quality service facilities in the surrounding areas, affecting the overall experience of tourists. In addition, the level of modern tourism information service also needs to be improved, lacking convenient online booking, tour services and interactive functions, which is far from the modern tourists' demand for efficient and convenient travel. This lagging service not only reduces the re-visit rate of tourists, but also restricts Wuhua County's ability to build a regional cultural tourism brand to a certain extent.

5. Integrated Development Path of Tourism and Cultural Industry in Wuhua County from the Perspective of Collaboration

The integrated development of Tourism and cultural industry in Wuhua County should be based on its rich resources and profound cultural deposits, guided by the synergy theory, and strive to break the current development bottleneck, and promote high-quality development through resource integration, industrial linkage and service optimization.

5.1 Deepen the Coordinated Development of Resources and Strengthen the Transformation of Cultural Value

Wuhua County is rich in Tourism resources, such as the former residence of Ancient Dachun and the birthplace of the Wuhua County Committee of the Communist Party of China, which carry the revolutionary spirit and historical memory, but their potential has not been fully exploited. Special development plans should be formulated through cross-departmental collaboration to integrate dispersed resources and build a unified brand image [10]. At the same time, modern digital technology should be used to combine history with interactive experience to create more vivid and immersive cultural tourism projects, such as recreating historical scenes through virtual reality technology, allowing tourists to deeply participate in the senses and emotions, and enhancing the communication power and attraction of culture. On this basis, it is also necessary to pay attention to

the integration of resources with local natural and cultural resources, such as combining education activities with ecological tourism and folk culture experience to enhance tourists' comprehensive experience.

5.2 Promote the Interconnected Development of Industries and Build a Coordination Mechanism for the Whole Industrial Chain

The malleability of Tourism and the diversity of cultural industries provide possibilities for the integration of the two. Wuhua County can develop a diversified business form of "+ culture + creativity" on the existing basis, such as designing cultural and creative products around the theme, developing handicrafts and souvenirs with both cultural connotation and market value, and extending the industrial chain. At the same time, cultural and tourism activities with culture as the background, such as red-themed art exhibitions and folk song competitions, can attract different levels of consumer groups and promote the common prosperity of tourism and cultural industries. In addition, relying on local art resources, the development of cultural performances and creative products with local characteristics, and the integration of culture into stage plays, tea picking operas and other forms, not only enrich the cultural experience of tourists, but also inject new momentum for the development of cultural industries.

5.3 Improve the Infrastructure and Service System to Enhance Tourists' Experience

Wuhua County should speed up the improvement of traffic conditions in and around the scenic spot, such as adding bus lines connecting the main scenic spots, improving transportation convenience, and providing tourists with comfortable travel experience. At the same time, it should improve the construction of accommodation, catering and other supporting facilities, introduce local special food and folk culture display, so that tourists can deeply feel the charm of Hakka culture. In terms of service innovation, the smart tourism platform can be used to realize functions such as intelligent tour and online reservation through digital means, so as to enhance tourists' participation and satisfaction. In addition, big data can also be used to analyze tourists' behavioral preferences, provide scientific basis for the optimization of scenic spot operations, and improve management efficiency and market competitiveness.

6. Conclusions

The integrated development of Tourism and cultural industry in Wuhua County is not only an important path to promote local economic growth, but also a realistic requirement for inheriting the revolutionary spirit and promoting excellent culture. By analyzing the rich resources and cultural industry advantages of Wuhua County, it can be seen that its development potential is huge, but it also faces many challenges such as insufficient resource development, weak industrial linkage, infrastructure and service system need to be improved. Under the guidance of the synergy theory, Wuhua County should start from three aspects: deepening the coordinated development of resources, promoting the linked development of industries and improving the service guarantee system, and realize the organic combination of culture and cultural industry through resource integration, innovation-driven and service optimization.

In the future, Wuhua County needs to base on its own characteristics, make full use of modern technology and policy dividends, constantly explore innovative development models, and elevate the integration of Tourism and cultural industries to a new height. Through the continuous promotion of coordinated development, it will not only inject vitality into the local economy, but also provide a model for the spread of the revolutionary spirit and the high-quality development of the cultural

industry, and contribute useful experience for other regions to realize the deep integration of culture and tourism.

Acknowledgement

2023 Special Fund of Science and Technology Innovation Strategy of Guangdong Province (Special Fund of "Climbing Plan") "Research on the Coordinated Development of Tourism and Characteristic Cultural Industry in Wuhua County under the Overall Thinking" (pdjh2023b0790);

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