

Analysis of the Coupling Development Mechanism of Film and Television Culture and Tourism Industry in Jiangxi Province from the Perspective of All-for-One Tourism

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Abstract: with the continuous improvement of people's living standards and the rapid development of information media, the separation development of traditional film and television culture and tourism industry has become increasingly difficult to meet the growing demand of consumers for cultural tourism. At the same time of implementing all-for-one tourism strategy in Jiangxi, the coupling development of film and television culture and tourism industry is quietly rising. Based on this, this paper analyzes the development context and path of the coupling of film and television tourism industry in Jiangxi Province from the perspective of all-for-one tourism, explores many problems existing in the coupling, integration and collaborative development of the two. And according to the overall development situation of Jiangxi Province at this stage, this paper discusses the countermeasures and suggestions for the future coupling development of film and television culture and tourism industry in Jiangxi Province from the two aspects of enterprise and government, through the four levels of product, film and television, industrial chain structure and personnel training.

1. Introduction

all-for-one tourism is the general strategy of China's tourism development during the 13th Five Year Plan period, and it is an important force to improve the level of regional economic and cultural development. In recent years, China's tourism industry has developed rapidly, with the total revenue increasing, the industrial scale expanding and the industrial system improving. However, it is still in the stage of low consumption, popularization and low level, and the sustainable development of economy and culture is limited. In order to ensure the coordinated development of economy and culture, the all-for-one tourism strategy urgently needs culture to lead the transformation and upgrading of tourism industry. Film and television culture has economic, cultural and artistic values and can play a leading role, and speed up the modernization, quality and internationalization of tourism industry, to ensure the gradual improvement of economy, entertainment and ideology, film and television culture and tourism industry are increasingly showing close integration and symbiotic benefits.

In order to further deepen the construction of a strong tourism province, upgrade the development level and quality of tourism industry in an all-round way, and create a beautiful "Jiangxi model" of China, Jiangxi Province urgently needs to implement "*the guiding opinions of the general office of the State Council on promoting the development of all-for-one tourism* ", the strategic requirements of overall coordination, integrated development, adaptation to local conditions, green development, reform and innovation, demonstration and guidance, with cultural coupling development as the core, through the form of film and television content, explore the characteristics of the province, refine the brand concept, agglomerate the space resources, consolidate the cultural value, and achieve the coupling development of film and television culture and tourism industry, and build Jiangxi into an important national and internationally famous tourism destination.

2. Literature Review and the Definition of Inherent Law

Since the beginning of this century, the growth of tourism industry has slowed down, the form of tourism industry has been single, and the characteristics of “small tourism” have become prominent. How to coordinate, integrate cultural construction, respond to national policies to build a coupling development model of film and television culture and tourism industry, and promote the implementation of all-for-one tourism strategy has become a research hotspot for scholars.

2.1 Requirements for the Coupling Development of Film and Television Culture and Tourism Industry in the Context of All-for-One Tourism

All-for-one tourism is a national strategy for the development of China's tourism industry and a new deployment to promote the upgrading of provincial tourism and realize the reform of tourism structure (Zhang Chunxiang, 2018). Scholars generally believe that the development of tourism industry in the context of global tourism is presenting five new era requirements: first, the tourism industry should Insist the global linkage of tourism industry, activate tourism resources, and realize the transformation of Industrial Development (Li Xinjian, 2013); second, the tourism industry should create a global optimization of tourism landscape, create a good habitat, and realize the upgrading of tourism form (Meng Xinxin, 2016); third, the tourism industry should implement the global matching of tourism services, improve infrastructure construction, and achieve The supporting facilities are complete (Shi Peihua, 2016); Fourth, the tourism industry should adhere to the whole coverage of tourism governance, form a symbiotic network, and achieve multi-lateral linkage (Ge Jihong, 2017); fifth, the tourism industry should realize the sharing of tourism results among all people, create a demand-oriented mechanism, and realize the full participation of the public (Zeng Xiaoqiao, 2018). It can be seen that have the industrial development value, landscape development potential, public construction power, linkage management efficiency and film and television culture with demand oriented ability; And coordinated and integrated development with tourism industry are good choices for the all-for-one tourism strategy (Hu Yu, 2018).

2.2 Research on the Promotion of Film and Television Culture to the Development of Tourism Industry

Film and television culture plays an extremely important role in our country's value communication system. It is the cultural communication mode that has the greatest impact on people's cultural leisure life, and also a good way to play a value oriented role (Larkin ET, 2018). With the increasing importance of cultural consumption in people's lives, integrating film and television culture has become an important support for the development of tourism industry (Rittichainuwat B, 2015).

In the process of film and television culture promoting the development of tourism industry, on the one hand, the integration of film and television culture can promote the diversity of information dissemination and further expand the cultural brand effect of tourism industry (Huang CE, 2018); on the other hand, the integration of film and television culture can bring economic development to tourism industry (Hudson Simon, 2011), making effective resources effectively integrated (Sandvik Kjetil, 2012), the tourism industry can continue to develop; On the other hand, the development of film and television culture can lead the public demand orientation and guide the public's tourism life and consumption (Hahn JY, 2017). It can be seen that film and television culture can help the tourism industry to shape brand culture, integrate effective resources, guide consumption trend, produce aggregation effect (O'Reilly D, 2013), and accelerate development.

2.3 Research on the Promotion of Film and Television Culture Construction by Tourism Industry

As early as 1918, 70% of film companies were located in Hollywood, and the new film and television tourism mode in the form of film and television city has opened an innovative path for tourism industry to guide the development of film and television culture agglomeration (Ringle C,

2018). Similarly, Hengdian World Studios in Jinhua, Zhejiang Province has also become a leader in the development of film and television culture coupled tourism industry (Mao Xiujuan, 2017). Referring to the development mode of tourism industry in Hollywood and Hengdian Film and Television City, it can be seen that the absorptive capacity of symbolic knowledge base in knowledge exchange is highly localized and embedded in the region, so the tourism industry can promote the implantation and dissemination of film and television culture through the impact on regional economy and culture (Kang TY, 2017). The development of tourism industry has become an important mode for film and television culture to create agglomeration advantages and need to accelerate its development (Rittichainuwat B, 2014).

To sum up, the inherent law of the coupling development of film and television culture and tourism industry lies in the promotion of film and television culture to the development of tourism industry and the pulling effect of tourism industry on the construction of film and television culture. The driving force of the two lies in the transformation and upgrading under the requirements of the five new era of global tourism.

3. Analysis of the Linkage and Relationship of Coupling Development

3.1 Characteristics of the Relationship between the Implementation of Global Tourism Strategy and the Coupling Development

On July 10, 2019, the People's Government of Jiangxi Province officially issued the notice of *three-year action plan for high-quality development of tourism industry in Jiangxi Province (2019-2021)* to provinces, cities and counties at all levels. In the plan, culture and tourism industry are organically combined from six aspects of "excellent", "beautiful", "deep", "special", "strong" and "prosperous". Looking at the current situation of culture and tourism industry in Jiangxi Province, we can see that the interaction and coupling development between them is mainly manifested in four aspects: resources, enterprises, products and markets. At the level of resources, various cultural landscapes, scenic spots and historic sites in the province act as the driving elements of production, and serve as the carrier of the coupling development of the two; At the level of enterprise, new enterprises are emerging, which mainly focuses on the two levels of spanning culture and tourism in the province at this stage. At the product level, the traditional single culture or tourism enterprises have launched a series of new cultural and creative products according to the local culture in the way of linkage and mutual promotion or reorganize and integrate into a new type of enterprise spanning two levels of culture and tourism, which can better meet the current tourism consumers' consumer demand of pursuing cultural value and historical feelings in the connotation of souvenirs; On the market level, cultural market and tourism market can break through the barriers between industries, and thus enter into a state of integration of crossing and infiltration.

However, at present, the coupling development of cultural tourism industry is affected by many factors, such as low communication efficiency, high communication cost, no regional brand and so on, and there are also many restrictions on its development. This paper holds that we should integrate the objectives and characteristics of the coupling development of film and television culture and tourism industry in Jiangxi Province, analyze the pattern of differential positioning, dislocation competition and complementary development, and divide the specific realization path into (the former is the coupling development characteristics, the latter is the requirements of the whole region tourism): There are four aspects: provincial characteristics --- local conditions, brand concept --- demonstration guidance, spatial resources --- overall coordination and cultural value --- Integrated Development.

To sum up, the coupling development of Jiangxi film and television culture and tourism industry meets the requirements of all-for-one tourism in the new era, and the integration and coordination of the two will provide an effective impetus for the implementation of the strategy.

3.2 Analysis of the Fusion Relationship between Jiangxi Film and Television Culture and Tourism Industry

“Huifeng Pavilion of Langya Mountain in Chuzhou, Anhui Province has been renamed ----- Langya Pavilion”. In October 2015, with the popularity of the TV drama “Langya Bang”, Langya Mountain Tourism Development Co., Ltd. registered the trademark of Langya Pavilion in the shortest time, and renamed the original Huifeng Pavilion Langya Pavilion, attracting a large number of tourists from home and abroad to watch. In recent years, all over the country have followed suit, and the phenomenon of promoting the development of tourism industry by combining film and television works is endless. Compared with the traditional way of promotion, relying on TV series, films and other film and television works to promote the tourism destination, which rich voice, strong appeal and wide audience, and has the natural advantages of cultural communication. Jiangxi Province is rich in famous mountains and rivers, rich in cultural heritage, “Lushan Mountain is an old mountain in the world, Sanqing mountain is a wonder in the world, Longhu Mountain is unique in the world, Nanchang is a hero city in the world”, However, there are few film and Television Works CO named with scenic spots in Jiangxi Province nowadays, which to some extent restricts the development of tourism industry in Jiangxi Province.

3.3 Research on the Collaborative Relationship between Jiangxi Film and Television Culture and Tourism Industry

Different cultural characteristics of major tourist destinations are unique magic weapons to attract tourists to visit. Various tourism industries are direct carriers for foreign tourists to understand the culture of the province. The traditional tourism industry for all aspects of cost considerations, more just through short-term performance, folk show to give tourists local cultural and custom experience, the effect is often unsatisfactory. In comparison, cultural output through various kinds of film and television works can often help tourists better understand the local unique regional culture. For example, the international gold medal winning documentary “*Ba Shan SaYeKu*” vividly shows the unique simple folk customs of Tujia minority in Hubei Province to tourists at home and abroad on the vivid story of excavation, protection and inheritance of Tujia folk dance in Changyang; film and television works such as “*Bailuyuan*” and “*The Ordinary World*” let tourists in the South really understand what Shanxi life is. Nowadays, the film and television cultural works with high ratings not only reap rich returns from the capital market, but also attract a large number of tourists, drive the rapid development of the tourism industry in the province, and promote the growth of the economic level of the province.

4. Countermeasures and Suggestions for the Coupling Development of Jiangxi Film and Television Culture and Tourism Industry

Based on the linkage and relationship analysis of the coupling development of Jiangxi film and television culture and tourism industry from the perspective of global tourism, we find that the main problems faced by the development of Jiangxi film and television culture and tourism industry at this stage are still mainly focused on the two aspects of the integration of the two is not complete and the business model is too old.

Based on this, this paper puts forward the following four countermeasures and suggestions from the perspective of enterprises and government.

4.1 Enterprises

1) Down-to-earth development and promotion of local advantageous cultural products

Based on the unique cultural customs and characteristic products in all parts of the province, the study suggests that all tourism enterprises in the province should be down-to-earth and launch a series of unique cultural and creative products based on the local characteristics, so as to promote the development of tourism industry and also meet the diversified consumption needs of consumers nowadays. For example, Jingdezhen, the porcelain capital of the millennium, can provide porcelain

cultural and creative products for consumers in need when putting in blue and white porcelain publicity works.

2) Cooperate with each other to innovate and tap regional stories to produce films and TV programs

In order to seek development of tourism industry in Jiangxi Province, we should actively discuss and cooperate with all kinds of film and Television Cultural Industries in the province, cooperate with each other, jointly explore regional stories suitable for display in the screen, and present them to the audience in the form of micro film or series, so as to improve the regional popularity, attract tourists at home and abroad, and promote the economic development of the province. “Blood colored Gannan, the beginning of the Republic ----- Jinggangshan”, “the rise of humanity, farming and reading heirs ----- Bailudong”, “materialized Tianbao, goods all over the world ----- Jiangyou shangbang”. Throughout the past and present, the land of Jiangxi and Poyang deserves to be spread the character stories by film and television, too many to count.

4.2 Government

1) Overall planning and construction, improve the industrial chain

At present, the film and television culture and tourism industry chain in Jiangxi Province is still in the preliminary stage compared with the construction of neighboring provinces such as Hunan and Zhejiang. The implementation of the whole region tourism strategy in Jiangxi is inseparable from the perfection of film and television culture and tourism industry chain. Therefore, the relevant departments should carry out overall standardization according to the current development status and regional characteristics of the relevant industries. On the one hand, we will speed up the improvement and development of the industrial chain through policy encouragement, investment promotion, tax reduction and other measures. On the other hand, we will adhere to the construction of ecological civilization and cultural relics protection to prevent a series of secondary problems caused by the rapid development of various film and television cultural tourism industries.

2) Gather the advantages of talents and stick to consolidating the development potential

With the help of the upsurge of film and television culture to develop the tourism industry of our province, talent is the first element, and also an important guarantee to maintain the development of various industries. Therefore, while improving the industrial chain rapidly, the government has also strengthened the introduction, training and construction of excellent film and television talents such as directors, screenwriters, actors, lighting, special effects, publicity and marketing. For example, colleges and universities in the province are encouraged to establish secondary disciplines such as film and television colleges according to their own actual conditions; the use mechanism of talents is innovated, and the innovation achievements of professional talents are encouraged to participate in the distribution according to their contributions and so on.

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