

# Study on the development strategy of Coupling Degree cultural industry and tourism industry in Dandong City

Aihua Zhao

Tourism Management Department, Eastern Liaoning University, Dandong, Liaoning Province,  
Postcode 118001, China

aihua8663@sina.com

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**Abstract.** Culture is the soul of tourism development, always contained in tourism activities; Tourism is the basis of cultural development, and all elements of tourism reflect the influence and application of culture. This essay makes a quantitative analysis on the degree of the combination and coordination of culture and tourist industry by 2010-2018 statistic data of Dandong City. Hereby the related measures and suggestions are presented so that sustainable economic development of Dandong is expected to promote.

## 1. Background of the research

As one of the most promising industries in the 21st century, the integrated development of cultural industry and tourism industry is not simply 1+1, but will give full play to their advantages. The industrial convergence between these two industries is actually the industry joint and a kind of inheritance and development of industry integration. It is not only the sharing and harmony of knowledge and technology between cultural industry and tourism industry, but also the comprehensive cooperation and interaction on market, factors of production, product research and development, technology innovation. Their integrated development plays an important role in promoting the economic transformation, upgrading and structural adjustment of a region or even the entire country<sup>[1]</sup>.

## 2. Current development of cultural industry and tourism industry in Dandong City

### 2.1 Current development of cultural industry in Dandong City

In recent years, the cultural industry in Dandong City has shown a good momentum of rapid development, with the total volume continuously increasing, the main structure continuously optimized and the strength significantly enhanced. Dandong City takes the development of cultural industry as a major measure of revitalization, and strives to promote the improvement of cultural policy system and mechanism<sup>[2]</sup>. In 2014, Liaoning Provincial Committee put forward the Implementation Plan of Deepening Cultural System Reform in Liaoning Province, planning and designing cultural system reform based on the overall situation of Liaoning Province. In 2016, the General Office of the People's Government of Liaoning Province promulgated the Implementation Plan of Supply-side Structural Reform in the Cultural Field of Liaoning Province to promote the coordinated development of culture, economy and society of the whole province. In November 2018, the Culture and Tourism Department of Liaoning Province was officially launched. The department will further promote the in-depth integration of culture and tourism and give full play to the advantages of culture and tourism. The introduction of the above policies and measures reflects that the cultural industry in Liaoning Province has been gradually improved in terms of industrial policies and management system.

### 2.2 Current development of tourism industry in Dandong City

Tourism industry is one of the pillar industries that started earlier and developed more mature in Dandong City. In 2014, the Liaoning provincial government issued the Implementation Opinions on

Promoting the Reform and Development of the Tourism Industry to build a tourism industry layout of "One Circle, Two Belts and One District". In 2016, the Liaoning provincial government issued the 13th Five-year Plan for the Development of Tourism in Liaoning Province, which proposed that the province vigorously promote the construction of region-wide tourism. In 2018, China received 5921.6 million domestic and foreign tourists, an increase of 9.96% over the previous year. Total tourism revenue was 690.7 billion yuan, an increase of 12% over the previous year. By the end of 2018, the province had 34 hotels with stars and above. At the end of the same year, there were 110 travel agencies, and there were 25 national grade A tourist attractions, among which 8 were grade 4A tourist attractions. The National Tourism Administration has announced two batches of national region-wide tourism demonstration zones. Dandong City has 2 of the first batch of 262 demonstration zones. The construction and development of the region-wide tourism demonstration area provide policy support and strong power for the development and rise of the tourism industry in Dandong City.

### 3. Current situation and problems of integrated development of cultural tourism industry in Dandong City

#### 3.1 Cultural industry and tourism industry are highly coupled

Coupling refers to the phenomenon that two or more systems interact with each other through various interactions in the process of movement or development so as to combine. It is the dynamic relationship of mutual dependence, mutual coordination and mutual promotion under the benign interaction among subsystems. The degree of coupling, is the degree of close relationship between the two, which can also be understood as the degree of interdependence. The nature of cultural industry and tourism industry determines that there must be a coupling relationship between them<sup>[3]</sup>. According to the characteristics of the cultural industry and the tourism industry, this paper selects the added value of the cultural industry, the number of cultural centers and art galleries, the number of public libraries, the number of museums, the types of newspapers and periodicals, and the number of books as the evaluation indexes of the cultural industry, and selects the number of domestic and foreign tourists, total tourism income, the number of star-rated hotels, the number of travel agencies and the number of national A-level tourist attractions as the evaluation indexes of the tourism industry. The coupling index system of cultural industry and tourism industry is thus determined by the two evaluation indexes. Relevant data are obtained from Statistical Bulletin of National Economic and Social Development of Liaoning Province, Statistical Yearbook of Liaoning Province and Statistical Survey of China, and the time span is from 2010 to 2018.

Table 1: the corresponding types of coupling degree and coupling coordination degree of Dandong cultural industry and tourism industry

Year	Contribution of Tourism Industry	Contribution of Cultural Industry	Coupling Degree of the Two Systems	$T=\alpha G1+\beta G2$	Coupling Degree of the Two Systems
2010	0.076154731	0.318402117	0.789326762	0.173053685	0.369588832
2011	0.187492518	0.15555658	0.99565729	0.174718143	0.417084395
2012	0.172909512	0.097515967	0.960350344	0.142752094	0.370259399
2013	0.320342362	0.275245875	0.997129305	0.302303767	0.549031825
2014	0.439248194	0.560093215	0.992661688	0.487586203	0.695706937
2015	0.39295311	0.507412354	0.991886664	0.438736808	0.659679611
2016	0.498827934	0.613470491	0.994674295	0.544684957	0.736059866
2017	0.900616356	0.870545092	0.999855859	0.88858785	0.942581438
2018	1	0.742052432	0.988976723	0.896820973	0.941772301

Note: in T,  $\alpha=0.6$ ,  $\beta=0.4$

Table 1 shows the coupling degree and the coupling coordination degree of Dandong's cultural industry and tourism industry from 2010 to 2018. It can be seen that the coupling degree of the two is relatively stable and remains at a high coupling stage of around 0.9, indicating that the fusion of the two is in a very good state. In terms of the degree of coupling coordination, it shows a gradual

increase from 0.3 to 0.9. From 2010 to 2012, Dandong's cultural industry and tourism industry grew together and basically developed in step. Considering the comprehensive contribution of the two, the development of cultural industry lags behind. From 2013 to 2018, the development of coupling degree is stable, but the fluctuation of the degree of coupling coordination is large. During this period, especially from 2014 to 2015, the tourism industry decreased from 0.4 to 0.3, mainly due to unstable social factors that would bring a certain degree of impact on the development of the tourism industry. From 2016 to 2018, the coupling coordination degree of cultural industry and tourism industry increased from 0.7 to 0.9, indicating that good social environment and policy support made the two industries enter the phase of rapid growth and that industry comprehensive level increased significantly. The coupling coordination degree is relatively stable and higher than coupling degree, indicating that the coupling degree of the two industries needs to further enhance.

### **3.2 existing major problems**

The developed cultural tourism products lack of regional characteristics, to a serious degree of homogeneity. Even in the scenic spots with rich cultural deposits, the corresponding cultural tourism products have not been developed. In short, the integration degree between tourism industry and cultural industry is not high. The cultural connotation of tourism products is not deep or insufficient, In particular, cultural and creative products are less sufficient. The core competitiveness of cultural tourism industry is weak. The correlation degree between cultural tourism scenic spots is not high, and the development of cultural and creative formats is not enough<sup>[4]</sup>. In addition, although management departments or tourism development companies have been set up in some scenic areas, little actual effect has been achieved. Most of the cultural tourism development plans in the province only focus on their own interests and result in such problems as the lack of product innovation, inconsistent industrial planning, nonstandard management, imperfect image, and poor marketing, which seriously hinders the sustainable and healthy development of the province's cultural tourism industry.

## **4. Strategies and Suggestions for the integrated development of cultural tourism industry in Dandong City**

### **4.1 Innovate the management concept**

The government authorities should plan and formulate policies and measures to promote the integrated development of industries based on the current situation of local resources and regional economic development, establish and improve the investment mechanism, gradually increase the input intensity, and provide policy and institutional guarantee for the integrated development of the two industries. In terms of the development of cultural tourism resources, the government is responsible for comprehensively sorting out local cultural tourism resources, formulating overall plans and strengthening macro guidance and supervision. At the same time, the cultural industry management department, research institutions, cultural enterprises, industry associations and other forces should be organized to formulate relevant supporting documents that are conducive to the transformation and upgrading of Dandong's cultural industry in a comprehensive way, and comprehensively support the development of cultural industry in finance, tax, and land policies<sup>[5]</sup>. In addition, in the process of tourism development, the government and enterprises should have the concept of sustainable development, pay attention to the protection and rational development of local cultural tourism resources, and take the road of sustainable development.

### **4.2 Promote the construction of cultural tourism industrial parks**

Dandong should organize manpower, material resources and financial resources, further excavate the underlying value of resources, extend the depth and breadth of the development of the traditional culture and geologic relics, and build classical cultural tourism products with richer cultural connotation, to meet the public pursuit of high quality of cultural tourism and strengthen the whole province's cultural tourism industry's competitiveness and influence. At the same time, we

should, on the basis of existing industrial parks, accelerate the construction of cultural tourism industrial parks, cultivate large-scale cultural tourism industrial clusters, give full play to the clustering and radiation effect of the parks, and create clustering force for the development of cultural tourism industry.

### 4.3 Rational integration of resources

Dandong City needs to reconsider the integration of cultural resources and tourism resources, to improve the tourist attraction with the rich connotation of the intangible culture and develop the intangible cultural heritage into tourism resources not only protects the culture, but also enriches the tourism products and improves the quality of the tourism industry. Dandong region combines regional, ethnic and historical resources to create performance programs of scenic spots such as "Eight Banners Landscape Ballads" and "a River with 1,000 Years of History", which integrate Manchu and Korean folk culture into the performance and make them cultural tourism performance programs with local ethnic characteristics and market benefits. At the same time, to promote transformation and upgrading of tourism and cultural industries and build the great pattern of integration development of cultural tourism industry, Dandong City should not only combine leisure agriculture, convention and exhibition industry, and related industries, but also actively expand the market, innovate the mode of industrial development, establish the differentiation of cultural tourism products with Dandong's regional characteristics, and create well-known brand of cultural tourism. In the process of developing and constructing the cultural tourism industry, efforts should be made to innovate the concept of development, guide the adjustment of industrial structure and realize the optimization and upgrading of industrial structure.

## 5. Conclusion

With a long history and outstanding talents, Dandong has the innate conditions and unique advantages to develop the cultural tourism industry. We must deeply integrate the two industries, inject cultural soul into the tourism industry, and promote tourism with culture, development upgrading of the two major industries in Dandong City.

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2. Dandong philosophy and social science project approval in 2019 (2019DDSK026)

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