

# Analyzing The New Path of Cultural and Tourism Integration Development in Quanzhou

Jingwen Shi

*Business College, Anyang Institute of Technology, Anyang City, Henan Province, The People's Republic of China*

**Keywords:** Integration of Culture and Tourism, Intangible Cultural Heritage, Cultural Tourism, Quanzhou.

**Abstract:** As an important policy in response to the Chinese “14th Five-Year Plan”, cultural and tourism integration has a certain degree of fragmentation and limitations, which affects the comprehensive exploration of new paths of Cultural and Tourism Integration. The article selects Quanzhou City as a case study, analyzing the advantages and disadvantages of the integration of culture and tourism and proposes corresponding measures to promote further development of cultural and tourism integration in Quanzhou. The study found that there is a natural resonance between promoting cultural heritage preservation and upgrading the tourism industry. However, issues such as an imbalanced development relationship between the two and inadequate integration of cultural and tourism resources under the context of Cultural and Tourism Integration. Thus, there is a need to enrich the form of Cultural and Tourism Integration, innovating the development model, and exploring new paths of Cultural and Tourism Integration.

## 1 INTRODUCTION

On July 25, 2021, Quanzhou, as the 'China's World Ocean Trade Center in Song Dynasty (960-1279) and Yuan Dynasty (1271-1368)', successfully passed the review of the 44th session of the UNESCO World Heritage Committee and was officially inscribed as a World Heritage site. It includes 22 representative elements, making it China's 56th World Heritage site (Ying et al, 2021). Quanzhou is a famous historical and cultural city located on the southeast coast, not only is it an industrial powerhouse. There are also rich and unique intangible cultural heritages such as Nanyin Music, puppet shows, chest slapping dance, and Southern Fujian Culture of red brick architecture, which are listed in the World Cultural Heritage List and at the same time the starting point of the Maritime Silk Road, with certain international influence, the development of Cultural and Tourism Integration has obvious cultural advantages and regional characteristics. In recent years, the Quanzhou government has responded to the strategy of promoting the integrated development of culture and tourism put forward in the Outline of the 14th Five-Year Plan of the State, and has vigorously promoted the integrated development of culture and tourism. Cultural and Tourism Integration refers to the synergistic development of culture and tourism,

through resource integration, exchange and interaction, and complementary advantages, to innovate cultural expressions while developing tourism, and to promote the upgrading of the tourism industry while inheriting culture, the core of which lies in the promotion of the in-depth fusion of culture and tourism and high-quality development, which in turn drives the development of the social economy, and at the same time, Cultural and Tourism Integration is the new goal and mission of the Chinese government in the context of a new era. Chinese practicing the new goal and mission of socialist thought with Chinese characteristics (Liu et al., 2022). Therefore, the promotion of Cultural and Tourism Integration in Quanzhou is conducive to the promotion of local economic development and social progress, improving local infrastructure, promoting cultural innovation and inheritance, enriching the attractiveness of the city brand of “Song-yuan China - maritime Quanzhou,” increasing international influence, and attracting domestic and foreign tourists to come and visit. Promoting Southern Fujian culture and Hokkien enhances citizens' sense of cultural identity and cultural self-confidence, and at the same time, it can also provide reference significance for other historical and cultural cities in China. However, how to integrate Culture and Tourism Integration of resources in a balanced manner, to present the result that the force of the two together can exceed the role

played by the separate parts, how to avoid homogenization of the Cultural and Tourism Integration at the same time, how to promote new paths for the integration of the two and the achievable of the development of a new model have not been sufficiently discussed. Therefore, this study is mainly through sorting out the relationship between cultural value and tourism resources, considering tourism as the carrier of cultural development and culture as the soul of tourism economy, based on the dialectical analysis of the advantages and disadvantages in the development of Cultural and Tourism Integration, with the main purpose of promoting and inheriting the culture in the development of tourism, and promoting and developing the tourism industry while pursuing the significance of the culture, and with a deep understanding and implementation of a series of Cultural and Tourism Integration Policies by the government of Quanzhou. A series of Cultural and Tourism Integration policies, combined with the local cultural elements of performing arts activities supported by the policy, non-heritage cultural creations and tourism in the ancient city, expanding the tourism industry and other projects, in the context of digitalization, starting from the perspective of cultural preservation, cultural and creative development, economic development and other aspects, to explore the implementation of a new path of Cultural and Tourism Integration development to answer the solution to the above problems.

## **2 ANALYSIS OF ADVANTAGES AND DISADVANTAGES OF CULTURE AND TOURISM INTEGRATION IN QUANZHOU CITY**

### **2.1 Strengths**

#### **2.1.1 The Advantage of Policy Support**

In recent years, China has introduced a series of policies to support Cultural and Tourism Integration. In China's 14th Five-Year Plan, it is clearly proposed to promote the in-depth integration of the cultural and tourism industries. China has set up economic support programs for the development of cultural tourism, such as establishing special funds, preferential taxation and financial support. It has also formulated relevant policies for the introduction of talent, which is conducive to the cultivation of high-level talent for the development of Cultural and Tourism Integration,

all of which provide macro policy support for the development of Cultural and Tourism Integration in Quanzhou City. Meanwhile, the Quanzhou municipal government also attaches great importance to the development of Cultural and Tourism Integration. A number of local policies are in place to safeguard and lay the groundwork for the development of cultural tourism. Such as rewarding quality cultural works, supporting cultural performances, enriching the form of tourism, and developing the mode of "tourism plus".

#### **2.1.2 The Advantage of Regional Location**

As the starting point of the Maritime Silk Road, Quanzhou is an important maritime trade interface between China and Southeast Asia, the Middle East and other regions, Quanzhou has unique regional advantages that attract a large number of domestic and foreign tourists to visit. At the same time, Quanzhou has an international airport, several railroad stations and ports. Among them, the ports of Quanzhou and Jinjiang are important nodes for global trade and maritime transportation. The advantage of convenient transportation can lead to individual tourism behaviour, but also as a guarantee basis for the organic integration of culture and tourism. Therefore, sea-land-air connectivity provides good support for large basic transportation for Quanzhou City, and tourists have a variety of travel options to travel to Quanzhou easily (Shi et al., 2021). Good external transportation is the basis for enhancing the dissemination of cultural and tourism resources.

#### **2.1.3 The Advantage of Humanistic and Historical**

Sites and landscapes selected as World Heritage Sites have a more endogenous connection with local identity, and Quanzhou, as a World Heritage City, is rich in Southern Fujian culture, religious culture, and overseas Chinese culture, and is a place where multiple cultures converge (Sun et al., 2015). Quanzhou City is an important part of the southern part of Fujian Province. South Fujian has a unique language, Hokkien, and a rich folk culture. Such as the God Pageant Ceremony, Nanyin Music, flower-pinning and chest-slapping dances. These folk activities have created a wave of tourism in Quanzhou in recent years. The historical relics such as the Kaiyuan Temple, Mazu Temple, Mosque and Catholic Church are the records of the fusion of Chinese and foreign cultures in Quanzhou's religious culture. At the same time, Quanzhou, as a famous

“hometown of overseas Chinese”, has a long cultural history. Overseas Koreans have taken root in many countries and regions. Especially in Hong Kong, Macao and Taiwan, as well as Southeast Asian countries, where they have greater influence. The source of visitors is mainly Chinese from Hong Kong, Macao, and Taiwan who come to Quanzhou to do a pilgrimage, visit relatives, do business study and sightseeing. The large number of expatriates is an important link between Chinese and foreign cultural exchanges (Hong, 2013). These are unique and important resources for Quanzhou City to face the development of Cultural and Tourism Integration.

#### **2.1.4 The Advantage of Natural Resource Advantages**

Located on the southeast coast, Quanzhou City has the geographical advantage of the convergence of mountains and the sea. The stone carvings and temples on Qingyuan Mountain by which the majestic mountain. The traditional sea defense architecture of Chongwu Ancient City complements the magnificent coastal landscape, creating an ideal place to combine leisure tourism and cultural experience. The Gold Coast is blessed with beautiful beaches and rich marine resources, and the local temple of Logar Temple, known as the “Buddha Land on the Sea”, is the perfect sanctuary to enjoy the culture of the coast. Quanzhou's natural landscape is a tourist attraction and a natural stage for displaying history and culture. Natural scenic spots such as Qingyuan Mountain, Chongwu Ancient City and Gold Coast are combined with rich history and culture, which have the dual attraction of culture and landscape.

## **2.2 Weaknesses**

### **2.2.1 The Shortage of Inadequate Tourism-Supporting Elements**

At present, Quanzhou's tourism infrastructure still needs further improvement. Especially in terms of scenic transportation facilities. Although the relevant departments have redeployed their planning in terms of bus frequency the number of parking spaces, and the setting up of special tourist routes, a mature and intelligent public service system for transportation has not yet been formed, issues such as road planning and road safety in scenic areas also need to be addressed by proposing more sophisticated methods (Huang, 2024). Moreover, the supporting accommodation in Quanzhou should be further planned. For example, reasonable pricing of

accommodation, basic requirements for accommodation environment and facilities. Both the infrastructure and the quality of services in a tourist place are important influences on how good or bad the tourist experience is. Existing problems in the infrastructure of Quanzhou City may reduce the satisfaction of tourists.

### **2.2.2 The Shortage of Talents**

High-quality integrated development of Cultural and Tourism Integration ultimately depends on talent, which is the key to development, while talent cultivation is the fundamental driving force and important guarantee to promote the high-quality development of Cultural and Tourism Integration (Bai, 2019). At present, Quanzhou City lacks professional and innovative talents who are deeply engaged in the excavation and protection of cultural significance, planning of cultural and tourism scenic spots, and Internet marketing and promotion. Insufficient innovation drive, local cultural and tourism resources are difficult to fully explore, and the resources of special cultural and tourist attractions are difficult to systematically and effectively integrated. At the same time there is also a lack of a more professional self-media marketing team, in the face of the Internet tourism boom the wind grasp is not timely and accurate, the a lack of effective promotion of more characteristics of the culture on the Internet, and not enough external publicity.

## **3 CONTENT OF THE CULTURAL AND TOURISM POLICY OF QUANZHOU CITY**

In recent years, the Quanzhou Municipal Government has issued a number of cultural and tourism policies to support the development of Cultural and Tourism Integration, mainly focusing on the integration of cultural and tourism resources, economic incentives, the protection and development of the ancient city, the heritage and innovation of the non-heritage, and the digital technology in the era of big data, and is actively exploring the development model of “promoting tourism through culture and highlighting the culture with tourism”.

### **3.1 Policies on The Integration of Cultural and Tourism Resources**

Quanzhou develops diversified tourism products,

including study tourism, red tourism, recreation and health tourism, sports tourism, seaside tourism World Heritage tourism and other “tourism + development model”. It also improves tourism dynamics and enhances the added value of the industry, including optimizing the development pattern, improving the transportation network, securing space supply and strengthening infrastructure. At the same time also actively utilizes the star effect, the introduction of a special hairpin experience, and the use of “hairpin around” detonation of Quanzhou cultural tourism, so that more characteristics of culture go out. The development of tourism in Quanzhou cannot be separated from the blossoming of non-heritage. Quanzhou as a world heritage city for the development of tourism to lay a solid foundation, such as ZanhuaWei, string puppetry, and South Shaolin martial arts, to strengthen the protection and utilization of cultural heritage, for the development of tourism to continue to power.

### **3.2 Policy on the Award of Outstanding Literary and Artistic Works**

Quanzhou City supports performing arts activities with local cultural elements, such as Nanyin Music, puppetry, Gaojia opera and breast-slapping dance. It also rewards quality literary and artistic works that reflect Quanzhou culture, such as the Nanyin Music “Hundred Birds Returning to Their Nests” and the TV series “Love Spells Win”. It also encourages the development of small theatres and immersive performance formats and promotes characteristic culture and tourism innovation and heritage. Quanzhou City supports the market-oriented development of non-genetic inheritance and cultural and creative products and encourages cooperation between venues and cultural and tourism enterprises, such as the Museum of Non-Heritage and the Fujian-Taiwan Rim Museum.

### **3.3 Policies on The Protection of Ancient Cities and The Inheritance of Intangible Cultural Heritage**

For non-heritage projects and characteristic restaurants, in the old city of Quanzhou, the government provides rent reduction and exemption policies. Moreover, encouraging the conversion of unused assets in old cities into cultural and tourism uses, such as setting up non-heritage exhibitions, street performances and non-heritage experience halls. Through this, the city brand of “Song-yuan China – maritime Quanzhou” and its cultural and

tourism IP will be actively expanded, and its influence will be enhanced through the dissemination of new media.

### **3.4 Policies on Digital Cultural Tourism**

In the context of digital development, Quanzhou City promotes the use of digital protection of cultural relics, so that cultural relics “live up”. It is also actively launching intelligent and digitized cultural and tourism products, building a smart tourism platform, improving tourism service information on the Internet platform and providing digitized services. Support the development of virtual tourism products such as digital museums and digital heritage museums. Relying on big data, in the process of developing Urban Cultural and Tourism Integration, digitalization is used to empower the cultural and tourism industry, so that digital technology can become a linking medium and play a role in connecting traditional cultural resources and innovative tourism experiences, and improve the experience of cultural and tourism products (Zhou et al., 2021).

## **4 EXPLORATION OF NEW PATHWAYS FOR THE INTEGRATION OF CULTURE AND TOURISM DEVELOPMENT IN QUANZHOU CITY.**

### **4.1 Create New Forms of Cultural Tourism, and Strengthen Network Marketing Times Add Heat**

Transforming and upgrading from traditional tourism to a combination of both culture and tourism, developing cultural and tourism resorts, taking advantage of geographical advantages, and developing tourism products combining culture and vacation. Visitors can not only enjoy the beautiful scenery but also experience the traditional culture. It also unites different fields such as animation, film and television, museums and games to open up the visibility of Quanzhou's tourism with the help of the Internet, tell cultural stories, cause cultural resonance among netizens, and attract tourists to Quanzhou. Tourists are also encouraged to post their travel diaries online to bring the Quanzhou Cultural and Tourism tag to increase Quanzhou's exposure.



#### **4.2 Promote the Experience of Cultural Tourism Products, Personal Experience plus Good Feeling**

Creating an immersive tourism model and setting up cultural experience halls to add interactivity. Take hairpins as an example, and add cultural experiences such as Nanyin Music art, Dehua ceramic firing, and puppet shows. Further development of ancient village tourism areas, such as Wudian City, and Wulin ancient villages these ancient residential scenic spots intuitively show the characteristics of the red brick architecture of the ancient houses of Southern Fujian. The folk activities of southern Fujian will be presented in the form of performances, such as the God Pageant Ceremony, chest slapping dance, and fire-dining male and female. It also sets up interactive experiences during traditional Quanzhou festivals so that visitors can experience the festive atmosphere together. Culture as the warp, creativity as the weft, digging deep into Quanzhou's unique Southern Fujian culture, Southern sound, puppet shows and other historical culture into the cultural and creative industry, the non-heritage as the most valuable and unique resources, transformed into cultural and creative products in the living force, cultural and creative products to convey the cultural value is the correct and effective way of thinking, the use of the provision of personalized cultural and creative production experience, to enhance the sense of participation of tourists in the local culture, and deepen the tourists to the characteristic cultural feelings (Yang, 2018).

#### **4.3 Relying on Modern Technology Times Promote Cultural and Tourism Integration, Digital Technology Times Increase Experience**

In the digital age, cultural and tourism products can be digitally presented, on which a very influential industrial cluster surrounding a certain cultural space and tourism landscape can be created, Presenting cultural stories in three dimensions to achieve a more vivid and interesting effect, and the ideal market reputation and positive consumer feedback can be obtained, For example, VR/AR technology is utilized to display the scenery of the ancient city of Quanzhou, tell historical and cultural stories, and reproduce scenes of Quanzhou folk activities (Zhao et al., 2023). It can also make use of smart digital platforms, such as applets and applications, to

showcase cultural activities such as Nanyin Music, puppetry, and Shaolin Kung Fu, online. There are multiple languages to choose from for audio presentations, and different types of cultural experiences to customize a personalized tour itinerary based on visitors' interests and preferences.

#### **4.4 Synergize the Common Development of Both Culture and Tourism and Use Talents times Realize the Integration of Resources**

Efforts can be made to promote culture–tourism integration in terms of resource integration, human resource co-education and market sharing, this is a good way to optimize resource allocation, improve resource utilization efficiency and promote the sustainable development of the industry (Song et al., 2024). The Quanzhou municipal government cultivates new cultural and tourism talents, coordinates cultural and tourism planning, develops thematic cultural scenic spots, digs deep into cultural connotations, utilizes resource integration to develop tourism while promoting and inheriting culture, and pulls the tourism industry while pursuing cultural significance.

#### **4.5 Seize the Opportunities of the Cultural Tourism Policy and Take the Initiative times Integrate into the Development of the “Belt and Road”**

For a long time, policy support has been an important external driving force to prompt Cultural and Tourism Integration. Under the environment of the 14th Five-Year Plan for Cultural and Tourism, Quanzhou City should seize the policy winds to vigorously implement the development of Cultural and Tourism Integration, and utilize the macro policy advantages to promote the development of the local economic and social society and improve the infrastructure construction (Huang, 2021). Meanwhile, in 2013, the important concept of “One Belt, One Road” construction was put forward, “One Belt, One Road” refers to the development of the “Silk Road Economic Belt” and the “Belt and Road” refers to the development of the “Silk Road Economic Belt” and the “21st Century Maritime Silk Road” as a driving force to form a new model of internationalized regional cooperation, so as to contribute to the in-depth development of economic globalization and

Chinese wisdom (Liu, 2015). As the starting point of the Maritime Silk Road, Quanzhou should take the initiative to integrate into the overall situation. the port maritime infrastructure is strengthened, increasing the throughput of foreign imports and exports, using its advantage of overseas Chinese hometowns, foreign publicity of the excellent history and culture of Quanzhou, tapping into the comprehensive effect of Quanzhou as a world heritage site and the starting point of the Maritime Silk Road, and vigorously develop Cultural and Tourism Integration. Quanzhou should promote the city IP of “Song-yuan China – maritime Quanzhou”, improve the city's international influence, and attract tourists at home and abroad. Moreover, international cultural and tourism exchanges and cooperation are improved to contribute to the construction of the “Belt and Road” pioneer zone.

## 5 CONCLUSION

Cultural and Tourism Integration is the mainstream trend of the times. The policy responds to the national “14th Five-Year Plan” to promote the in-depth integration of culture and tourism to help social progress and economic development and to help local governments better integrate resources and promote the coordinated development of culture and tourism. The policy promotes industrial transformation and upgrading, traditional cultural and tourism industries are facing transformation pressure, and Cultural and Tourism Integration provides a new direction for industrial upgrading. It also helps to realize cultural inheritance and dissemination, and the use of cultural resources for tourism can enhance their vitality, and cultural forms such as non-heritage can be revitalized through tourism.

The development of cultural tourism in Quanzhou has deficiencies such as imperfect tourism supporting elements, shortage of talents, insufficient excavation of cultural and tourism resources, and the risk of imbalance in resource development. Quanzhou cultural tourism should make full use of the advantages of Quanzhou's regional location, human history and natural resources to make up for the disadvantages of development, relying on policy support, using digital empowerment to create a new cultural tourism industry, promoting cultural tourism product experience, synergistic cultural tourism co-development, and do a good job of the “One Belt, One Road” pioneering zone.

The development of Cultural and Tourism Integration in Quanzhou has obvious cultural

advantages and regional characteristics. The combination of culture and tourism in Quanzhou City has promoted cultural innovation and inheritance, “revitalized” cultural heritage, integrated traditional cultural elements into modern forms of tourism, and revitalized its vitality; promoted local economic development and social progress, optimized industrial development, transformed and upgraded from the traditional tourism industry to the combination of culture and tourism, increased employment opportunities, and improved Infrastructure construction; using digital technology to improve the quality of urban tourism services, enriching the city's brand and attractiveness, improving the city's image, enhancing the competitiveness of culture and tourism, attracting domestic and foreign tourists, and expanding the international influence of Quanzhou City; serves the national “One Belt, One Road” strategy and tourism development planning, and to a certain extent can provide a national reference case, not only for Quanzhou City, but also for the development of the city's tourism industry. It serves the national “Belt and Road” strategy and tourism development planning, and to a certain extent, it can provide a national reference case, not only providing a unique development path for Quanzhou but also a reference for the combination of culture and tourism in other famous historical and cultural cities in China. At the same time, it also enhances the cultural self-confidence and sense of identity of the public, so that the cultural story of Quanzhou is more deeply rooted in people's hearts so that Southern Fujian culture can be everlasting and everlasting.

## REFERENCES

- Bai, C.H. 2019. Industry talent cultivation in the context of cultural and tourism integration - practical needs and theoretical issues. *People's Forum-Academic Frontier* (11): 36-42.
- Hong, C. 2013. Research on integration and interaction of southern Fujian culture creative industry and Quanzhou tourism. *In International Academic Workshop on Social Science* (IAW-SC-13). Atlantis Press. 373-377
- Huang, M. 2024. Cultural and tourism integration driving Quanzhou cultural and tourism economy high-quality development path exploration. *Quality and Market* (10):75-77.
- Huang, X.K. 2021. Dynamics, strategies and paths of integrated development of culture and tourism in the new era. *Journal of Beijing Technology and Business University (Social Science Edition)* (04): 1-8.
- Liu, T. & Liang, Q.Y. 2022. Study on the synergistic development model of “rural revitalization + cultural

- and tourism integration”. *Southern Agricultural Machinery* (01): 69-74.
- Liu, W.D. 2015. Scientific connotation and scientific problems of the “Belt and Road” strategy. *Advances in Geographical Sciences* (05): 538-544.
- Shi, Y & Zhan, G.H. 2021. Index construction, influencing factors and enhancement strategies of high-quality development of cultural and tourism integration--taking Jiangsu as an example. *Nanjing Social Science* (07): 165-172.
- Song, C., Zhang, Q., Li, X., & Zhang, A. 2024. Co-agglomeration of the culture and tourism industries in Chinese cities. *International Journal of Tourism Cities* 10(2): 491-508.
- Sun, J.X., Zhou, Y. 2015. Local identity of residents in heritage tourism sites: symbols, memory and space of “Diaoxiang”. *Geographical Studies* (12): 2381-2394.
- Yang, H.Z. 2018. Research on the application of intangible cultural heritage in cultural creative product design-taking paper cutting as an example. *Heritage and Conservation Research* (01): 68-71.
- Ying, N., Long, M. 2021. Quanzhou: world center of maritime commerce in Song and Yuan China” successfully inscribed on the world heritage list. <http://www.chinanews.com/>
- Zhao, X., Xie, C., Huang, L., Wang, Y., Han, T. 2023. How digitalization promotes the sustainable integration of culture and tourism for economic recovery. *Economic Analysis and Policy* 77: 988-1000.
- Zhou, J., Wang, T.X. 2021. Research on the mode and path of integrated development of urban culture and tourism under the digital economy. *Jiangsu Social Science* (05): 70-77.

