Strategy and Management of Integration of Rural Tourism and Cultural Industry—Take Beidaihe Village Qinhuangdao as an Example

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Abstract. 2019 Guiding Opinions of the State Council on Promoting the Revitalization of Rural Industry pointed out that “the prosperity of industry is the foundation for the revitalization of rural areas. It is necessary to further optimize rural tourism and implement projects of agriculture and rural tourism.” Therefore, in the actual development of rural tourism, we must not only do a good job in top-level planning and layout, but also pay attention to the positive role of management in the revitalization of rural industries, so that scientific and effective management can play a role in coordinating the development of rural tourism and cultural industries. This study takes Beidaihe village, Qinhuangdao as an example to summarize and analyze the development characteristics and advantages of Beidaihe village. Field investigation and interview methods are used to explore countermeasures and suggestions to meet the needs of the new situation.

Introduction

Rural tourism has shown remarkable development potential against the backdrop of the development of culture. Residents generally have a strong desire to travel and their sense of cultural identity continues to rise. The Beijing-Tianjin-Hebei, accounting for 8% of the national population, is one of the most densely populated regions in China and has a very rich source of tourists. Qinhuangdao city has all kinds of natural resources, including rivers, lakes, seas, mountains and grasslands, and is rich in cultural resources such as folk festivals, ancient villages and towns, and agricultural landscapes. In addition, the construction of new countryside is going deeper, the living environment in rural areas is improving in an all-round way, and the scale of rural tourism in the region is continuously expanding. However, with the continuous development of economy and society, how to promote the integration of cultural industries and rural tourism should be taken into account, so as to meet the growing spiritual needs of residents, shorten the distance between agricultural production and consumers, and increase consumers’ sense of acquisition and experience in rural leisure tourism.

Definition of concepts related to rural tourism and cultural industry

Concept of Cultural Industry

Cultural industry, the product of the combination of culture and economy, was first put forward by Adorno and Horkheimer in Dialectics of Enlightenment. In 1990s, UNESCO described the cultural industry as a collection of activities related to the production and storage of cultural products and services [1]. However, it took China many years to understand the concept of cultural industry. Before that it even confused cultural industry with cultural undertakings for a long time. It was not until 2003 that the cultural industry was clearly defined as a commercial industry. The Ministry of Culture defined it as “an industry engaged in the production of cultural products and providing cultural services”. In 2018, the Classification of Culture and Related Industries issued by the National Bureau of Statistics stipulates that culture and related industries refer to “a collection of production activities that provide cultural products and cultural related products to the public”. In fact, the meaning of the
word “culture” is completely different when culture is promoted to cultural industry. David Bell and Mark Jayne (2010) believe that cultural industry should be regarded as an important rural resource and a key means to reconstruct rural economy and cultural life [2]. To sum up, the cultural industry studied in this paper refers to “an economic industry that is based on cultural creativity and meets people’s spiritual needs by engaging in the production of cultural products and providing cultural services”.

**Concept of Integration of Culture and Rural Tourism**

This paper, on the basis of combing relevant materials with author’s understanding, believes that agricultural tourism is to design agricultural sightseeing, fruit and vegetable picking, agricultural experience, rural leisure through the integration of agricultural tourism integration, based on agricultural resources and cultural landscape, taking urban residents as the target market, and relying on tourism projects, so that tourists can better get close to nature, feel rural culture, and relax their body and mind. However, the integration of cultural industry and rural tourism will take place no matter whether rural tourism actively integrates cultural industry due to its functional needs or cultural industry actively interacts with rural tourism due to cultural inheritance or innovation needs. Yuanli Gao (2018) believes that an important cultural resource is the cultural productivity of rural revitalization. For villages with rich cultural resources, they should make full use of their cultural resources. For villages without cultural resources, they can be endowed with brand-new cultural values and connotations by means of cultural reconstruction. The development and market operation of unique cultural resources in villages can form unique rural cultural industries [3]. When culture and rural tourism permeate into each other, the boundary between them will blur or disappear, gradually forming new formats and products, of which “new formats” refer to agricultural cultural tourism and “new products” refer to cultural tourism products. Cultural tourism products refer to the sum of materials and services produced and developed in areas rich in cultural resources in order to meet the needs of tourists for cultural experience and leisure [4].

**Present Situation of Rural Tourism in Beidaihe Village, Qinhuangdao**

**Overview of Beidaihe Village**

Beidaihe village is located in Daihe Town, Beidaihe District, Qinhuangdao City, Hebei Province. It launches “Beautiful Countryside” and cooperated with companies to promote the improvement of rural infrastructure construction and public service level through a new mode of “joint construction of villages and enterprises”. It strives to promote the implementation of the village infrastructure construction project and make the village look brand-new through a series of hardware facilities improvement, which has laid a solid foundation for further development. The government began to reshape the local industrial layout from the perspective of culture. The district government allocated 3 million yuan and bought the 10-year use rights of the first batch of 20 old courtyards from the villagers through the village committee. The development theme was geographical location, historical accumulation and cultural characteristics, forming a clear “artistic courtyard” orientation. According to the style of “Waterfront Garden, Art Courtyard”, Beidaihe village will be turned into Beidaihe Cultural and Creative Entrepreneurship Industrial Park in the future. Especially through the integration and development of rural tourism and cultural industries, it is going to create a new road for the construction and development of beautiful countryside, which not only solves the problems of idle rural houses and industrial development, but also increases the artistic atmosphere of rural culture, and promotes economic development with cultural industries, thus enhancing the soft power of villages.

**Development Characteristics of Beidaihe Village**

**Featured by Cultural Industry.** The growing demand of urban residents for cultural leisure has become the greatest driving force for the development of rural tourism (Fig. 1). However, with the
improvement of living standards, the demand of urban residents is not only pursuing rural environment, fresh fruits and vegetables, but also turning to the sense of identity with rural traditional culture, the sense of cultural and creative experience, and the sense of agricultural experience, which has become a favorite way for urban residents [5]. At present, the development of rural tourism in Beidaihe Village has begun to take shape, showing a new trend of diversified development. It has extremely rich natural and human resources, and has developed a large number of cultural products and handicrafts, which are attractive resources for rural tourism. According to incomplete statistics, Qinhuangdao received 306,500 overseas tourists in 2018, an increase of 5.3% over the previous year. Its foreign exchange revenue was 211 million US dollars, an increase of 0.2%. It received 52.235 million domestic tourists, an increase of 24.7%, and its total tourism revenue was 65.829 billion yuan, an increase of 32.9%.

![Figure 1. Per Capita Expenditure on Culture and Entertainment for Urban Residents.](image)

**Continuous Improvement of Transportation Infrastructure.** Recent years have witnessed the continuous improvement of transportation facilities and the gradual improvement of the expressway system in China. The leisure consumption scope of urban residents refers to the city and its periphery of 100~300 kilometers (Fig. 2). Beidaihe Village is adjacent to Dai River in the west and 205 National Highway in the south, 1 kilometer away from Beidaihe Railway Station, with Beijing-Qinhuangdao and Beijing-Haerbin railway passing through this area. It is connected to the harbor area in the east and Funing area in the west. The national highways 205 and 108, the western expressway and the Beijing-Shenyang expressway pass through this area. Therefore, the transportation here is very convenient. According to the implementation of the 13th Five-Year Plan for Tourism Development in Hebei Province and the acceleration of the integration of Beijing, Tianjin and Hebei, Qinhuangdao will become the main region of Beijing and Tianjin rural leisure tourism industry.

![Figure 1. Growth Trend of Domestic Tourists (100 million).](image)

**Diversification of Investment Subjects.** The main body of industrial development has changed from a single investor to a diversified investor of farmers, collectives and society. The main operator of Beidaihe Art Village is not only the local villagers, but also many residents and businesses introduced by the local grass-roots government. Villagers mainly provide idle courtyards, human services and other resources support, and obtain income. The local government exempted rent for 10 years and subsidized 100,000 yuan in renovation costs, which attracted many artists from Beijing’s
“798” art district and Songzhuang’s “painter village” to sign contracts. They successively paired up with Mogan Mountain and Dafen village, Shenzhen, and introduced various cultural and creative organizations such as museums and art exhibition halls. Pei Yanling Opera Heritage Base, Hebei Federation of Literature and Art Beidaihe Artist Creation Base, Yanshan University School of Art and Design Art Creation Base and Outdoor Sports Experience Base have also been introduced one after another. In a word, the current industrial form of Beidaihe village has changed from a single farmhouse to multiple forms such as ecological farmhouse, cultural creativity and industrial park.

SWOT Analysis on the Integration and Development of Rural Tourism and Cultural Industry in Beidaihe village, Qinhuangdao

Analysis on Strengths of Integration of Rural Tourism and Cultural Industry in Beidaihe Village. The analysis includes 3 parts. (1) It owns convenient transportation and superior geographical location. Beijing-Qinhuangdao and Beijing-Harbin railway go through here. Moreover, national highways 205 and 108, western expressway and Beijing-Shenyang expressway pass by this area. The village is adjacent to the city and the road network extends in all directions.(2) Cultivated land and human resources are abundant. Beidaihe village now has 1,049 households with more than 3,000 people. It boasts a total area of 3,600 mu, of which the village covers an area of about 600 mu and has more than 3,000 mu of arable land. It has a strong and powerful village committee, which is led by the party construction to seize development opportunities and face difficulties.(3) With more than 1300 years of history and culture and 100-year-old idle houses, it is determined to take art villages as the development goal, adhere to the integration of culture, ecology and tourism industries, and integrate various elements such as maker, crowdfunding and internet plus into a comprehensive cultural and creative entrepreneurship industrial park, so as to make the rural tourism interesting and fun, and realize long-term economic development of the village.

Analysis on Weakness of Integration of Rural Tourism and Cultural Industry in Beidaihe Village. It could be discussed in 3 aspects. (1) It is short of professional talents in production, operation and management.(2) It does not highlight the characteristic culture of the village.(3) The infrastructure does not match and the contradiction is prominent.(4) The exchangespeed of information resources is relatively slow.

Analysis on Opportunity of Integration of Rural Tourism and Cultural Industry in Beidaihe Village. From 5 viewpoints, it can be said that: (1) It follows the development model of “joint construction of village and enterprises” to increase capital investment and provide policy support, and strengthen the construction of infrastructure and public service facilities.(2) It has introduced many museums, art exhibition halls and other cultural and creative institutions. Now more than 40 art institutions have settled in.(4) It works with the municipal party committee and municipal government and the provincial federation of literary and art circles to build the “Art Tribe” project in Beidaihe village to integrate of culture and tourism. The network platform can be used as a support to carry out publicity and promotion, expand the popularity of the village and attract tourists, so as to make it an important base for cultural expansion.(5) Based on “Art Tribe”, Beidaihe village leisure agriculture brand can be built. The village resources can be integrated to carry out cultural festivals, greenhouse vegetable garden rental, farming experience, picking, high-end catering accommodation and other comprehensive leisure agriculture.

Analysis on Threat of Integration of Rural Tourism and Cultural Industry in Beidaihe Village. It is mainly stated in 2 sides. (1) In the short term, “Art Tribe” of Beidaihe village does not have an advantage in the tourism market. Qinhuangdao has obvious advantages in other tourism projects due to its superior geographical location, abundant tourism resources, and thus Beidaihe village’s cultural-related rural tourism products will find it difficult to gain a firm foothold in the market. The rural tourism developed by Beidaihe village is based on cultural industry. However, in the process of development, the local characteristic culture has not been highlighted. The living space that will gradually be squeezed may be unattractive and the development will be hindered to some extent. (2) The income is relatively slow from a short term. The development of rural tourism in
Beidaihe village lacks a large number of professional talents. Therefore, villagers in Beidaihe village have extremely low incomes in a short period of time.

**Experience and Enlightenment from the Integration of Rural Tourism and Cultural Industry in Beidaihe Village**

Through SWOT analysis, it can be seen that the integration of rural tourism and cultural industry in Beidaihe village has a broad prospect, which can provide a strong impetus for the transformation and upgrading of local rural tourism and further accelerate the pace of agricultural development. It is conducive to reducing the dependence of agricultural production on natural resources, breaking the farming mode of "relying on the weather to live" and enhancing the ability of sustainable development of rural tourism, thus enabling farmers to share the dividends brought by industrial integration. It is also conducive to realizing the integration of urban and rural areas, promoting the construction of beautiful countryside and further narrowing the gap between urban and rural areas. It is conducive to promoting the integration and development of rural tourism and cultural industries and laying a solid foundation for the construction of ecological civilization.

**The Main Problems Existing in the Integration of Rural Tourism and Cultural Industry in Beidaihe Village**

**Rural Tourism Products are Single and the Theme of Cultural Content is not Obvious**

It is lack of planning with blind development, repeated construction and less prominent features. The supply system can adapt to wave style consumption, but its ability to meet diversified and personalized consumption is relatively poor, with surplus in low-end and middle-end industries and insufficient supply in high-end industries [6]. Compared with developed rural tourism products abroad, products with high added value, such as lack of homesickness culture, ecological experience, environmental education and cultural creativity, are easy to turn from interesting to boring. In the long run, they are likely to cause a vicious circle and are not conducive to the development of rural tourism.

**The Community Villagers’ Participation is Low and it Lacks Efficient Marketing Channel Management**

Due to the villagers’ lack of training in systematic management knowledge, service awareness lags behind which affects the development of the market and makes it difficult to develop high-end customized products. The existing marketing communication is still the traditional one. The lack of electronic publicity platforms has seriously affected the sharing of tourism resources and the popularity of local tourism resources.

**Lack of Local Cultural Elements and Homogenization of Rural Tourism**

The lack of local unique cultural connotation directly leads to the homogenization of rural tourism, which is manifested in the same streets and towns. Due to the diversification of business entities, most traditional craftsmen are from outside of the village, which can highlight the fact that there are few traditional cultural crafts presenting the village. The business unit is presented by studio, which does neither display the characteristic culture nor present local folk customs. Its disadvantages are not conducive to the sustainable development of tourism, and will gradually squeeze the living space of local characteristics and local culture.

**Strong Seasonal Dependence and Low Economic Benefits**

At present, it is mainly aimed at the middle-income and low-income groups. It has not kept pace with the rapid expansion of the middle-income and high-end income groups. In the face of changes in consumption structure, it has not made corresponding countermeasures and adjustments, making the product only meet the basic needs of tourists. Tourists mainly come from the surrounding cities and towns and stay for a short period of time, mostly on a one or two-day tour. In addition, the lack of
attraction and repeat visitors lead to low economic benefits of rural tourism [7]. Due to the seasonal characteristics of the north, tourists are mainly concentrated in summer holidays and golden weeks. The number of tourists is scarce in the off season, while in the peak season its capacity is saturated or even overloaded, and some places are not managed properly, which has a certain negative impact on tourists’ travel experience and feelings.

Countermeasures and Suggestions on the Integration of Rural Tourism and Cultural Industry

Judging from the case of Beidaihe village, we can see that only when rural tourism catches the hearts of the people can a real virtuous circle be realized. Rural tourism should not only be limited to sightseeing, but also expand to leisure and experience tours to grasp the concept of transferring from satisfying material needs to spiritual needs. The 19th National Congress of the Communist Party of China put forward the task of “strengthening the protection and utilization of cultural relics and the protection and inheritance of cultural heritage”. Combined with the rural revitalization strategy, the “Culture Plus” is taken as the guide to promote the revitalization of rural culture [8]. When the participants in rural tourism realize the power of culture, the importance of culture in economic and social development, and integrate culture into rural tourism to create a unique and experienced cultural tour, the increasing spiritual needs of the people can be met and the sustainable and healthy development of rural tourism can be realized.

Innovation and Development of Rural Tourism Products

Based on the resource characteristics, a comparative advantage, diversified tourism products are introduced, including agricultural experience, village landscape sightseeing, traditional education, cultural festival viewing, etc [9]. In addition, it is suggested to pay attention to the condensation and transformation of cultural resources, develop agricultural products, cultural and creative commodities and souvenirs according to rural characteristics, and carry out scene creativity to inherit rural cultural resources and intangible heritage to realize commercial value-added of cultural resources. Providing cultural support for high-quality rural tourism is also an embodiment of cultural awareness and cultural consciousness [10].

Improve Community Villagers’ Participation and Build a Rural Tourism Platform

Rural tourism is an industry with strong correlation. Its development involves all kinds of business entities, transportation, catering and accommodation, agricultural product processing and commodity manufacturing. As community villagers are participants that cannot be ignored, we should mobilize their enthusiasm, enhance their participation, let villagers integrate into the development of rural tourism in different forms and benefit from rural tourism. Various tourism network platforms can be used to carry out online and offline publicity, expand its popularity, improve the brand awareness of rural tourism, and realize the coordinated development of rural tourism.

Explore the Local Unique Cultural Connotation

It is suggested to explore the local unique customs and cultures and crafts, such as the local unique rattan art, glass burning, shadow play performance and production, etc. In addition, it should build communication channels and platforms to display the unique culture and present the local folk customs, in order to enhance its attraction and expand the living space for local characteristics and local culture. At the same time, we should encourage and guide the establishment of non-profit public welfare social organizations with various experts, scholars and enthusiasts as the main members to protect and activate rural tourism. It is also an intermediary platform to promote rural tourism to the market.

Innovation of Organizational Forms to Improve Economic Benefits

Compared with small-scale, decentralized and loose organizational forms, scientific management and strategic alliances have multiply advantages. It is the trend of rural tourism to strengthen
professional training and promote standardization and alliance management. It is necessary to form an effective strategic alliance through further integration of the existing studios and connect their respective advantages to establish a new rural tourism project, so as to improve the tourism industry chain, to increase the stay time of tourists and avoid the impact of seasonal changes to a certain extent [11]. We should actively lay out new forms of rural tourism and take the rural tourism industry as a carrier to enhance cultural soft power and give full play to the economic benefits [12].

Conclusion

At present, the integration of rural tourism and cultural industry, although emerging, shows great development potential and owns broad market. Therefore, with the development of technology and the driving force of consumer demand, the integration of cultural industry will become more and more common. From this point of view, we should pay close attention to the development trend of cultural industry. We can analyze the model experience of rural tourism and cultural industry development based on the study of Beidaihe village, Qinhuangdao. Only by better meeting the tourism needs of consumers, improving the structure of rural products, enriching the content of tourism products and reducing tourism costs can more consumers be attracted. New models and new ideas should be adopted to solve the problem of single product in rural tourism, improve the utilization efficiency of rural tourism resources, avoid duplication of tourism market construction and prevent vicious competition in the industry.

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References


