



Research on the Development Path of Cultural Tourism Integration in Shaya County from the Perspective of New Quality Productivity

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Abstract

New quality productivity, as an industrial development concept vigorously promoted in China, has been applied in various industries. In recent years, China has focused on developing the cultural and tourism industry, aiming to solve the main contradictions at the current stage of the country. The cultural industry and the tourism industry share certain similarities in their development paths and concepts, and there is also a certain relationship between the development of the cultural and tourism industries. As a region with well-developed cultural and tourism industries in China, Xinjiang, represented by Shaya County, focuses on building a cultural and tourism industry cluster with ethnic characteristics. Therefore, based on the perspective of new quality productivity, this article selects Shaya County as the research subject to analyze the inherent correlation between the two major industries of culture and tourism in Shaya County's development, in order to help Shaya County and even the southern Xinjiang region achieve the transformation of new formats and development as soon as possible.

Keywords

New quality productivity; Coupling; Cultural and tourism industry

1. Introduction

With the initial results of China's supply-side structural reform, the consumption level of the people has also greatly improved, among which the consumption of the cultural and tourism industries is showing a continuous upward trend. Chinese national leader first proposed the concept of new quality productive forces during his inspection of Heilongjiang in 2023, aiming to adapt to new social development requirements through new development concepts. Although Xinjiang is located in the border area of China, its beautiful natural scenery and profound historical culture attract many tourists from both inside and outside Xinjiang. According to the "Statistical Bulletin of Social and Economic Development in Xinjiang Uygur Autonomous Region in 2023", the number of tourists received in Xinjiang in 2023 reached 150 million, an increase of 9% compared to the previous year's 8%. Among them, Shaya County in Aksu Prefecture of southern Xinjiang, as the fastest growing area in the tourism business, has attracted a large number of tourists with its Populus Euphratica Secret Land, Senke Park, and other landscapes. Behind its rapid development, the country has promoted the integrated development of the culture and tourism industry in Shaya County, and the integration of the culture and tourism industry is an important way for Shaya County to achieve the Chinese path to modernization.

At present, there have been many studies on the integration of culture and tourism in different regions at different levels in China. Zhang Chaozhi et al. (2020) focused on analyzing the essential connotation of cultural tourism

integration and pointed out the direction for its development path (Zhang, Z. Z. & Zhu, M. M., 2020). Zhang Zhuping (2021) analyzed the development mode of tourism integration in the context of rural revitalization and believed that it is necessary to further cultivate and promote excellent cultural traditions in order to consolidate and enhance the sustainable development space of rural tourism. By excavating and protecting the historical and cultural heritage of rural areas, we can inject rich cultural connotations into rural tourism, allowing tourists to enjoy the natural scenery while also experiencing the rich local cultural characteristics. This not only enhances the quality and attractiveness of rural tourism but also injects new vitality into the development of rural economy and promotes the implementation of rural revitalization strategy (Zhang Z. P., 2021). Li Xiang has studied the integration of red culture and the tourism industry. The author believes that under the current tourism market environment, scenic spot managers should actively adopt the innovative thinking mode of "Internet plus", improve the basic service ability of scenic spots through the application of Internet technology, and at the same time, they should also be committed to exploring and developing distinctive red tourism attractions, creating unique tourism brands and attracting more tourists through differentiated development strategies. In addition, in order to promote the integrated development of various tourism resources, scenic spots should be organically combined with other types of tourism resources such as natural landscapes, historical and cultural relics, etc., forming complementary and linkage effects, and jointly promoting prosperity and development of the tourism industry (Li, X., 2021).

Some scholars have also built platforms for research on the integration of culture and tourism, providing multidimensional directions for subsequent research. Based on the research on the integration of culture and tourism in Jiangsu Province, Shi Yan (2021) reconstructed the index of cultural and tourism integration, providing a reference for subsequent research (Shi, Y. & Zhan, G. H., 2021). Ding Hua et al. (2024) established a targeted evaluation system for the integration of culture and tourism in key red tourism counties and constructed an evaluation index system for the integration of red tourism culture and tourism from four dimensions: economic benefits, cultural benefits, social benefits, and ecological benefits (Ding, H., Yang, C., & Wang, P. F., 2024). Sun Xiaolong et al. (2022) conducted a study on the efficiency and future development trends of cultural and tourism integration in Guizhou Province using the data envelopment method. This study not only provides a measurement standard for the level of cultural and tourism integration in the future but also provides a rough estimate of the future evolution (Sun, X. L. et al., 2022). Although the above research continuously optimizes the depth of the integration of culture and tourism, the research subject is too macroscopic, making it difficult to achieve good development of micro individuals through previous studies.

Therefore, this article selects Shaya County, which has done well in the integrated development of culture and tourism in southern Xinjiang, as the research object. Based on the perspective of new quality productivity, two indicator systems related to the cultural industry and tourism industry are constructed. The entropy method and coupling coordination model are combined to measure the degree of coupling and coordinated development of Shaya County's cultural and tourism industry. With a view to more intuitively understand the level of cultural and tourism integration and development in Shaya County, and put forward feasibility ideas based on analysis, so as to enhance the Chinese path to modernization of the cultural and tourism industry in Shaya County and even the whole Xinjiang.

2. Analysis of the Coupling Mechanism Between the Cultural Industry and Tourism Industry in Shaya County from the Perspective of New Quality Productivity

The tourism and cultural industries in Shaya County both belong to the environmental protection industry, and their environmental attributes determine the possibility and inevitability of their integrated development. In recent years, with the common improvement of the spiritual and material living standards of the people of Xinjiang and the proposal of new quality productivity, the demand for public goods such as entertainment and tourism has also been increasing. Simple browsing and sightseeing are difficult to fill consumers' appetites. From the perspective of new quality productivity, whether to appreciate historical and social culture in tourism and find tourism characteristics in culture is the goal of current cultural and tourism consumers. It is the joint influence of these dual roles that has facilitated the integrated development of tourism and cultural industries in Shaya County. The integrated development of tourism and cultural industries requires the integration of soft power and hard power from multiple aspects (Fan, W. J. & Tang, C. C., 2013). In terms of soft power integration, the tourism industry in Shaya County is closely related to its profound ethnic and historical culture, and the cultural industry is the focus and support for the development of Shaya County's tourism industry. Shaya County empowers the development of the tourism industry based on new quality productivity, which can expand the exchange and dissemination of its cultural heritage. The economic benefits

generated by the tourism industry can provide impetus and platforms for the development of the cultural industry. Its Qiancheng Cultural and Creative Industry Park, Xinjiang Aopukan Artist Village, and other examples are examples of the integration of tourism and culture. The dual industry collaborative operation model of tourism and culture can significantly improve management efficiency, stimulate innovative thinking, and promote new business models; Government led, market interaction, and supply chain integration can simultaneously stimulate the high-quality development momentum of the two major industrial clusters in Shaya County, opening up a path suitable for the development of new quality productivity in Shaya County. The iterative upgrading of the tourism industry in Shaya County cannot be separated from the promotion of new quality productivity, which requires more new formats and platforms for promotion. The development of new quality productivity requires a profound cultural heritage as a medium. Whether it is a new format or a new form of project, it is based on cultural heritage as the foundation. The promotion of this culture is a good way to promote the tourism industry, and the deep combination of the two can to some extent enhance their development speed. Moreover, tourism and cultural industries are both members of the new industrial cluster in Shaya. The organic integration of the two requires talent cultivation and absorption, and the industrial promotion effect of the two must also rely on high-level talents with rich experience, strong technology, and mastery of new quality productivity to drive, thereby generating a multiplier effect.

In terms of the integration of hard power in Shaya County, it mainly includes the rational allocation of resources based on the concept of new quality productivity, the introduction of market mechanisms, the entry of foreign funds, the construction of modern supporting facilities, and the design of cultural and creative products. In terms of rational allocation of resources, the tourism and cultural industries in Shaya County are supported by numerous resources, including ethnic culture, historical culture, regional characteristic landscapes, and post-construction landscapes. The positive interaction generated by new quality productivity will promote the integration of the cultural and tourism industries. The tourism and cultural industries in Shaya County have certain commonalities in investment and construction, and the linkage development generated by new quality productivity will create new formats in different dimensions of the cultural and tourism industry, such as study tours, museum tours, etc. In terms of cultural and creative product design, it can not only vigorously promote its own cultural industry, but also effectively attract some young consumers. At the same time, through the assistance of Zhejiang Province, the digital empowerment of the cultural and tourism industry will be effectively utilized. Through the synergistic effect of soft power and hard power, and the organic coordination between the government and the market, Shaya County has achieved a new development mechanism that integrates politics, economy, and culture, promoting the effective integration and development of the cultural and tourism industry towards new formats.

3. Calculation of Coupling Degree Between Tourism and Cultural Industry Integration Development in Shaya County from the Perspective of New Quality Productivity

3.1 Model Construction

The integration of cultural and tourism industries in Shaya County is the organic combination of different business formats through the amplification effect of new quality productivity, and their mutual cross-development, thus forming a new industrial form, namely the cultural tourism industry. Coupling is a concept in physics, and in recent years, many scholars have used it to analyze the correlation and degree of interaction between factors and mechanisms in the operation of industries. Based on the macro development concept of new quality productivity, the integration and coupling mechanism of tourism and cultural industries in Shaya County coincide with each other. There is an inseparable connection between various development factors, from market resources to talent demand, which is also the main reason why the two can organically integrate and generate new business models. Therefore, this article uses the coupling principle to solve the degree of coupling and coordination in the integrated development of tourism and cultural industries in Shaya County. Before analyzing the coupling relationship between the two major industries of culture and tourism in Shaya County, it is necessary to determine the evaluation indicators and the weights of each indicator. There are currently many studies on the coupling degree of the cultural and tourism industry, but there is no consistent indicator system in the academic community. Based on the availability of data and the differences in research subjects, the evaluation indicators are also not similar. Therefore, this article selects Shaya County as the research subject to measure the level of integrated development of culture and tourism in Shaya County from the perspective of new quality productivity. In terms of indicator construction, it draws on the evaluation research of Weng Gangmin (2016), Sun Xiaolong (2022), and others, and uses the entropy method to construct two criteria layers

of factor input and output benefits, covering 10 specific indicators of Shaya County's cultural and tourism industry coupling evaluation system (Table 1).

Table 1. Evaluation index system and index weight

Target layer	Criteria layer	Indicator layer	Nature of indicators	Weight
culture industry	Factor input	Number of museums	+	0.114
		Number of entertainment professionals	+	0.256
		Number of cultural dissemination	+	0.179
	Output benefits	Cultural industry revenue	+	0.261
		Proportion of added value of cultural industry in GDP	+	0.19
tourist industry	Factor input	Number of A-level scenic spots	+	0.171
		Number of homestays and hotels	+	0.21
	Output benefits	Quantity of tourism resources	+	0.156
		Tourism industry revenue	+	0.235
		Number of tourists received	+	0.228

3.2 Weight Determination and Comprehensive Evaluation Index Calculation

The entropy method is a common indicator weight calculation method in statistics, which can effectively reflect the differences between various indicators. Therefore, this article uses the entropy method to calculate the weights of various indicators in the coupling analysis of the cultural and tourism industries in Shaya County. In order to eliminate the differences between various indicators, this article adopts standardized processing to eliminate the influence and then calculates the weights according to the entropy method (Table 1).

Based on this, calculate the comprehensive evaluation index of the two systems:

$$U_1 = m_1 \times Z_{11} + m_2 \times Z_{12} + \dots + m_j \times Z_{1j} \quad (1)$$

$$U_2 = n_1 \times Y_{11} + n_2 \times Y_{12} + \dots + n_j \times Y_{1j} \quad (2)$$

$$T = \alpha U_1 + \beta U_2 \quad (3)$$

In formulas (1), (2), and (3), U_1 and U_2 are the comprehensive evaluation indices for the cultural industry and tourism industry, respectively; m_j and n_j are the weights of various indicators for two systems, while Z_{ij} and Y_{ij} are the standardized results of the j th evaluation indicator for the i -th measurement layer of the two systems, respectively; T is the comprehensive coordination index of two systems, representing the contribution of the development level of cultural and tourism industries in Shaya County to coordination. It can effectively avoid the risk of multiple weights and help reflect the true level of coordination; α , β represents the contribution and development coefficients of the cultural industry and tourism industry, respectively. This study believes that the cultural and tourism industry in Shaya County should be in an equally important position, and the two have a mutually reinforcing effect. Therefore, $\alpha = \beta = 0.5$.

3.3 Analysis Method for Coupling and Coordination Degree of Culture and Tourism Industry in Shaya County

The cultural and tourism industry in Shaya County studied in this article consists of two interacting systems. After modifying them, a coupling coordination degree model is obtained:

$$C = \frac{\sqrt{U_1 \times U_2}}{U_1 + U_2} \quad (4)$$

$$D = \sqrt{C \times T} \quad (5)$$

In the formula, C represents the coupling degree of the cultural and tourism industry in Shaya County. The larger the value, the more the two systems of the cultural and tourism industry in Shaya County can promote each other's

development; D is the coupling coordination of the cultural and tourism industry in Shaya County. The closer the D value is to 1, the higher the degree of coordinated development of the cultural and tourism industry in Shaya County.

Drawing on the relevant research of Tang Weibing, Wang Zhuo (2024), and Yuan Yuan (2024), the types of coupling coordination in the cultural tourism industry of Shaya County are classified according to the degree of coupling coordination (please refer to Table 2 for details).

Table 2. Classification criteria for coupling coordination degree

Coordination degree	Coordination level	Coordination degree	Coordination level
0-0.09	Extreme imbalance	0.50-0.59	Barely coordinating
0.10-0.19	Serious imbalance	0.60-0.69	Primary Coordination
0.20-0.29	Moderate imbalance	0.70-0.79	Intermediate coordination
0.30-0.39	Mild imbalance	0.80-0.89	Good coordination
0.40-0.49	On the brink of imbalance	0.90-1	High quality coordination

3.4 Data Sources

Due to the difficulty in quantifying cultural and tourism industry indicators in Shaya County and the susceptibility to subjective biases of investigators during field research, this article selects regional statistical yearbooks and relevant data provided by Shaya County Cultural and Tourism Bureau to reflect the development status between the two systems. Due to the fact that Shaya County has been constructing and maintaining its tourism resources from the perspective of new development concepts since 2021, relevant data from Shaya County published by Xinjiang Uygur Autonomous Region and Aksu Prefecture from 2021 to 2023 were selected for calculation. This mainly includes the "Xinjiang Uygur Autonomous Region Statistical Yearbook" (2021-2023), "Aksu Statistical Yearbook" (2021-2023), and relevant data provided by the Shaya County Tourism Bureau. Missing data is filled in using parameter estimation.

3.5 Results and Analysis

From Table 3, it can be seen that the fluctuation of the tourism comprehensive evaluation index is relatively large. Due to the impact of sudden public health emergencies in 2020, the tourism industry in Shaya County has been somewhat restricted, resulting in a scattered phenomenon in the comprehensive evaluation of tourism. The largest change was in 2020, mainly due to traffic congestion caused by uncontrollable factors, which hindered the tourism industry in Shaya County. However, there has been an upward trend in the remaining years, indicating that the overall development trend of Shaya County's tourism industry is relatively good. The development of cultural industry in Shaya County is relatively slow, and it will not show an upward trend until 2022. The reason is that since 2022, Shaya County has continuously increased the publicity and protection of cultural heritage and national culture, so that the basic cultural industry will glow with new vitality under the technological support of Internet plus. According to the time series analysis of the comprehensive evaluation index of tourism and cultural industry in Shaya County from 2019 to 2023, except for special years, the development of tourism industry is relatively advanced, while the development of cultural and tourism industry is relatively lagging behind.

Table 3. Shaya County cultural tourism comprehensive index and coupled coordination

Year	Cultural Composite Index	Tourism Composite Index	Comprehensive evaluation index (T)	Coupling degree (C)	Coupling coordination (D)
2019	0.222	0.387	0.305	0.481	0.383
2020	0.201	0.234	0.218	0.499	0.329
2021	0.215	0.278	0.247	0.496	0.350
2022	0.279	0.398	0.339	0.492	0.408
2023	0.335	0.463	0.399	0.494	0.444

From Table 3, it can be seen that the time series changes in the coupling degree and coordination degree between the tourism industry and cultural industry in Shaya County have slightly changed in 2020, while they have been steadily increasing in other years. From the numerical perspective of coupling degree, the values are relatively moderate, mostly above 0.4. However, the value of the coupling coordination degree is relatively small, hovering around 0.3-0.4, indicating that the development of the cultural and tourism industry in Shaya County has been fluctuating since 2019. According to the contents of Tables 2 and 3, Table 4 can be obtained. It can be seen from Table 4 that Shaya County has been in a basically coordinated state from the early development of the tourism industry to the current joint development of culture and tourism industries. It is not difficult to see that in recent years, Shaya County has gradually developed its cultural industry in order to find effective ways for the symbiotic development of the cultural industry.

Table 4. The coupling coordination degree and types of cultural and tourism industries in Shaya County

Year	Coupling coordination (D)	Characteristics of coupling collaboration type	Collaboration level
2019	0.383	The tourism industry is developing ahead of schedule, and there is still a lack of coordination between the tourism and cultural industries	Mild imbalance
2020	0.329	The tourism industry is developing ahead of schedule, and there is still a lack of coordination between the tourism and cultural industries	Mild imbalance
2021	0.350	The tourism industry is developing ahead of schedule, and there is still a lack of coordination between the tourism and cultural industries	Mild imbalance
2022	0.408	The development of culture and tourism is beginning to balance, and the tourism industry and cultural industry are basically coordinated	On the brink of coordination
2023	0.444	The development of culture and tourism is beginning to balance, and the tourism industry and cultural industry are basically coordinated	On the brink of coordination

4. Conclusion

From the time series analysis of the comprehensive evaluation index of the cultural and tourism industry in Shaya County, it can be seen that the tourism industry is the main industry for developing new quality productivity in Shaya County, but it is easily affected by force majeure factors such as sudden public health emergencies and social events, resulting in significant fluctuations in growth; The government of Shaya County should actively seek solutions to the crisis in order to minimize losses, build the brand image of Shaya County, attract more tourists, and drive the development of new tourism formats. With the continuous promotion of the concept of new quality productivity, local culture is increasingly attracting people's attention. The government of Shaya County needs to vigorously repair and explore regional culture and historical culture with local characteristics, gradually enhancing the new connotation of the cultural industry. This also means the necessity of the new quality productivity concept leading the development of the cultural and tourism industry in Shaya County and the importance of public participation. In this regard, Shaya County has done a good job, but it still needs to increase the promotion of public participation and promote the integrated development of Shaya County's cultural and tourism industry from point to area.

From the perspective of the coupling degree and coordination degree between the tourism industry and cultural industry in Shaya County, the value of coupling degree is relatively high, but the value of coupling coordination degree is relatively small. The development model of tourism and cultural industries in Shaya County based on the perspective of new quality productivity is still in its early stages, and it is a development model of "eating old capital". With the continuous evolution of market supply side reform, consumers have higher requirements for the quality and variety of cultural and tourism products. Due to its proximity to the desert, Shaya County experiences a period of sandstorms every year, which has a significant negative impact on the tourism industry. The elimination of this negative impact is very slow, which in turn affects the development of Shaya County's cultural industry. Therefore, the development model of the cultural and tourism industry in Shaya County urgently needs to be transformed, and the development of the cultural and tourism industry in Shaya County needs to be driven by innovation to protect and develop cultural resources; We need to pay attention to the sustainability of the development of the tourism industry, while also providing reference cases for the development of other types of cultural and tourism in cities and counties in southern Xinjiang.

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