

# Research on the Path of Integrated Development of China's Tourism Performing Arts and Tourism Industry

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## Abstract

*Promoting the integrated development of the performing arts industry and the tourism industry is in line with China's current cultural and tourism industry integration trend. The tourism performing arts market currently has problems such as a short development time and an immature industrial chain. By explaining relevant concepts, we can understand the factors, current situation, and problems of the integrated development of tourism performing arts and tourism industry, and come up with strategic development methods such as government guidance, improvement of industry systems, continuous innovation, and improvement of management.*

**Keywords:** *Tourism Performing Arts, Experience Reference, Path Research*

## INTRODUCTION

The World Tourism Organization (WTO) defines "tourism": Tourism is an activity that people engage in in places other than their place of residence for entertainment, vacation or other purposes. The continuous stay does not exceed one year and does not engage in money-making activities. The tourism industry refers to diversified activities that use a large number of tourism resources and facilities to specifically carry out activities such as tourist reception and provide them with catering, accommodation, shopping, cultural entertainment and other needs. It has the following characteristics: first, the product development cycle is long; second, it has high environmental requirements; third, it requires a certain period of time to provide tourist experience projects and related information. With the continuous development of the tourism industry, the trend of integration of culture and tourism has become inevitable. The concept of "cultural tourism" has gradually become known and studied. The combination of the tourism industry and the performing arts industry is not only the integration of entertainment and viewing, but also the integration of culture and culture. Collaboration on resource development.

Performing art refers to the performer performing in front of a live audience, and conveying artistic expression, focusing on-site art. It is a time-based art form that is essentially transient. ( Lisa S. Wainwright, 2012 ). With the development of society, it has been an art form for centuries. So far, the cultural elements and components of many local economies can be found in the performing arts. ( Lim C, Bendle J, 2012 ). Existing research studies the positive effects of the performing arts on adolescent educational attainment, health, social cohesion, and national identity(Daykin N et al., 2008 ; McCrary JM, al., 2021 ). However, in addition to the art itself product, another area of focus for the performing arts should be research on the performing arts audience. Scholars studied a variety of aspects of the performing arts public in prior studies, such as the demographic characteristics, types, consumption preferences, psychology, and patterns of consumers watching performing arts, and explored the impact of consumer motivation on consumer behavior decisions (Yu-sun Han&Joon-ho Kim,2021; Noel Yee-Man Siu et al.,2016; sintas J & Alvarez E.2004).

So,"Performing art" is a creative, innovative and artistic product. It mainly refers to a person or object performing a performance on the stage, using some props or required materials as a means of display, as well as various forms of business behavior and methods. The performing arts industry is a comprehensive cultural activity based on song and dance performances. It includes entertainment, dance, performance and other art

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forms as carriers, and provides participatory activities for tourists through professional teams.

There are many types of tourism performing arts in China, which can be mainly divided into theaters, real-life scenes, and theme parks. At present, the number of domestic tourism performing arts products is relatively small. Representative theater tourism performing arts programs include Kunming's "Image of Yunnan" and Lijiang's "Lishui Sands"; representative real-life tourism performing arts programs include the Impression series; representative theme park tourism performing arts programs include Hangzhou Songcheng "Eternal Love" series, etc.

The main purpose of this article is to sort out the current situation of tourism performances in China, put forward certain opinions and suggestions, and provide some references for the practical research of tourism performances.

## **The Current Situation and Factors Promoting the Development of Tourism Performance Art**

### Policy factors

With the rapid development of my country's performing arts market, the government has played a very important role in the cultural tourism industry. Policy factors affecting the development of tourism performing arts include:

- (1) Relevant laws and regulations. The National Tourism Administration has issued documents such as "Relevant Management Measures for the Current Development of Tourism Industry" to regulate and guide problems that arise in the entertainment industry.
- (2) Government supervision system, the government has strengthened the qualification review of performing arts investors and investment companies, raising the industry's entry threshold.
- (3) Promoting the cultivation and introduction of talents in the entertainment industry, the government focuses on publicity and promotion and policy support for the tourism performing arts industry, thereby optimizing the market and promoting the development of the entire cultural tourism industry chain.

### 2.2 Cultural factors

Culture is an important basis for the development of the tourism industry and the driving force for the survival and sustainable development of the performing arts industry. The development of performing arts activities requires a good cultural atmosphere. In performing arts activities, people not only need to appreciate and watch, but also understand and experience artistic performances. Cultural factors affecting the development of tourism performing arts include:

- (1) China's performing arts products have a long history, which has laid a good foundation for the development of modern tourism performing arts.
- (2) China is rich in historical and cultural resources. Traditional operas, folk crafts, festival customs, local festivals, etc. are valuable resources with Chinese characteristics and full of charm, which can be fully explored and sorted out.
- (3) City business cards are usually presented with the city's cultural image. The development of performing arts tourism and the deepening of the city's cultural image will promote each other.

### 2.3 Economic factors

As an emerging industry, tourism performing arts activities have strong vitality and attractiveness, which determines that it requires a large investment of funds, manpower and material resources for operation and management. The economic factors that affect the development of tourism performing arts mainly include:

- (1) Local economic level. When tourists choose travel destinations, they will consider local urban construction, such as infrastructure and road construction. Areas with high economic levels will also attract more companies to invest.
- (2) Enterprise investment intensity. Large enterprise investment intensity is conducive to expanding the scale of

the performing arts market and creating high-quality tourism performing arts products.

(3)The audience's own economic conditions and consumption awareness.

(4)In the tourism performing arts industry chain, the quantity and closeness of related products or services will affect consumers' consumption experience.

Social factors

Tourism performing arts activities are social activities, and social factors have a great impact on the market environment. For example, the arrival of the big data era has made information services more open, transparent and humane; technological development has made travel and shopping more convenient and entertainment forms diversified; the values and positive and negative evaluations conveyed by social orientation affect people's desires and choices. Major social events have a huge impact on the tourism and performing arts industry.

### **Insufficiencies In the Integrated Development of China's Tourism Performing Arts and Tourism Industry**

With the development of the tourism industry, the performing arts industry in scenic spots has developed rapidly, and tourists have new experiences in tourist attractions. Competition in the tourism market is fierce, and the tourism industry is gradually showing a trend of diversification. Since the integrated development of performing arts industry and tourism industry has been relatively short, there are deficiencies in many aspects.

Homogeneous performing arts projects

At present, some cities in China are experiencing problems of singleness and homogeneity of performing arts products. The specific manifestations are: product content lacks innovation and originality, cultural characteristics and connotations are not prominent enough.

Due to the low awareness of the protection of local history, folk customs and other cultural resources, when people create tourism performing arts products, the content is single, cannot be well combined with humanities and customs, and lacks local cultural characteristics. The form of performances is too simple, mostly relying on other tourist attractions such as landscape tourism and characteristic towns, and is greatly affected by the off-peak and peak seasons. The overall quality is not high.

Management capabilities need to be improved

Some performing arts performances being fragmented and irregular, making it difficult to enhance brand influence and competitiveness. Many regions lack tourism and performing arts activities that are unique, have distinctive cultural connotations, and are highly relevant to the local tourism industry. Some tourist activities in scenic spots are not closely integrated with local characteristics and culture, causing tourists to become bored with the scenic spots during the tour, which is not conducive to their secondary development; some performing arts projects are not suitable for the development of the region, and in this case it is difficult to attract tourists. Come for sightseeing; some places do not have the attraction and influence of special projects to enhance their popularity and increase passenger flow.

The publicity method is single .

In terms of promoting local cultural characteristics, some scenic spots have not integrated the development of the performing arts industry; in addition, the sales method of souvenirs is simplistic, single and lacks innovation. Found in some tourist attractions. In addition, some scenic spots do not know how to use Internet channels such as Xiaohongshu, Weibo and Douyin to increase the introduction and dissemination of local cultural characteristics; they neglect to cooperate with relevant film and television bases to attract more tourists.

Public facilities in tourist destinations need to be more precise

The construction of tourist facilities is imperfect, and the establishment and management of tourist information centers are lacking, resulting in low tourist satisfaction and repeat visit rates. There are many deficiencies in the management of many tourist attractions. For example, problems such as unclear attraction

signs, imperfect transportation lines, irregular parking, and a small number of public restrooms have affected the tourist experience.

## **Integrated Development Path of Performing Arts Industry and Tourism Industry**

Improve the conversion rate of local cultural resources

When developing performing arts projects, the performing arts creative team must carefully explore local characteristic cultural customs and evaluate the feasibility of converting them into performing arts cultural elements. When creating content, the unique elements should be packaged, polished and interpreted in detail to encourage the audience to remember them. In addition to creating unique products, local governments should also pay attention to participatory and experiential forms, intangibly deriving performing arts projects from venues, actors, and natural scenery, so that tourists can integrate into the performing arts projects themselves. At the same time, the development of peripheral products for performing arts projects requires the creative processing of cultural elements to develop souvenirs of different price levels that are both practical and ornamental to meet the purchasing and commemorative needs of tourists.

Promote coordination and cooperation among governments, enterprises and personnel

Give play to the leading role of the government

In the performing arts industry, heads of local governments, tourism performing arts companies, scenic spots and other related fields must strengthen communication and collaboration. The government coordinates and leads the cooperation between various departments and provides support. On the one hand, it can provide financial support and preferential policies through tax exemptions, financial subsidies, loan discounts, etc.; on the other hand, it can use government-enterprise cooperation to encourage enterprises to boldly create. At present, in order to improve the development of local tourism, many local governments have vigorously developed a number of advantageous resources with local characteristics, attractiveness and large market demand. This can not only stimulate the vitality and creativity of more performing arts creative teams, but also reduce the number of scenic spots. The performing arts company's early investment can flexibly respond to market feedback and seasonal changes.

Strengthen enterprise cooperation

As an emerging industry, the tourism performing arts industry has strong technical, comprehensive and high value-added characteristics, which requires the integration of tourism and other services, and learns from the experience of other mature tourist attractions to improve its own performing arts industry development system, so that it can be better to maximize its economic benefits and social value. At the same time, strengthen cooperation among enterprises to achieve resource integration and brand effects, extend the local tourism industry chain, and inject new vitality into local supporting industries such as catering, transportation, hotels, restaurants, leisure businesses, etc., which promotes healthy competition and forms a win-win situation.

Strengthen enterprise self-management, establish industry access systems and exit management methods, and improve industry policies and systems. We should do a good job in the content and publicity of performing arts projects, increase efforts to explore local cultural characteristics, and promote the performing arts market to move in a diversified direction to achieve better performance results.

Strengthen personnel training

Improve the training mechanism for practitioners in the performing arts industry, improve professional performance skills, strengthen the training of performing talents, and enhance the quality of performing arts products. Enterprises can cooperate with art schools to cultivate and export a large number of high-quality actors and professional talents to serve performing arts projects. Many actors in travel performing arts programs are local aborigines. Their natural sense of identity and belonging to the local culture creates a real original ecological atmosphere to impress tourists. However, the aborigines need to strengthen their later learning and training in professionalism. While retaining national characteristics and exploring talents, we will improve the stage literacy and professional level of performers to ensure that the performance quality of

performing arts projects is maintained.

#### Promote online and offline

The traditional form of publicity is mainly offline publicity, which mainly uses physical objects around life as marketing locations to strengthen tourists' impression of the brand, such as patch advertisements and brochures. Tourism performance products can deepen and expand the influence of offline publicity through innovative offline promotional materials, such as designing patch advertisements into photo walls to create check-in points for internet celebrities; turning promotional brochures into postcards, cartoon story comics, etc. This not only enhances the publicity effect, but also feeds back the cultural and creative industries.

Online promotion should mainly enhance the network activity of official platforms, use official websites, Weibo, WeChat public accounts and short video platforms to carry out daily promotion of performing arts activities, pay attention to the operation of account videos and copywriting, and communicate more with users or other official Account interaction increases traffic. When promoting tourism performing arts projects, it is not only necessary to introduce the content and form of the performance, but also to interpret the cultural background of the content and creative ideas to help the audience better understand the product. The daily work content of the performing arts team can be updated through documentaries, behind-the-scenes and other forms to increase the audience's curiosity and intimacy. Audience opinions can be collected through Internet channels, such as issuing questionnaires, collecting opinions from tourists, and continuously improving and improving performance quality and services.

#### Strengthen infrastructure construction and improve satisfaction

The most important issue in strengthening infrastructure is to solve the problems of difficult parking, lack of public toilets, and clean environment. First of all, more tourist route maps and signboards should be set up. If there are entertainment or viewing projects, the prices should be made public and transparent, and the prices in the scenic spots should be controlled and rationalized. Secondly, more public restrooms, especially women's restrooms and maternal and child rooms, should be set up. Properly handle social issues such as the difficulty of queuing in women's restrooms and the need for escorts for young children. Third, plan parking routes to ensure parking capacity and avoid random parking of vehicles occupying other locations. Fourth, ensure the mobility of security personnel, cleaning personnel, and parking lot service personnel in the scenic area to ensure that tourist issues can be resolved in a timely manner. Finally, we need to pay attention to the configuration of entertainment projects in scenic spots to increase the playability of the projects, extend the stay time and repeat visit rate of tourists, and also promote the development of more industries.

## CONCLUSION

Under the policy background of the integration trend of cultural and tourism industries, this article reviews related concepts such as tourism performing arts, to discuss the management and development issues and methods of China's tourism performing arts. There are still many shortcomings and unmentioned points in the article, and there is still a lot of room for further exploration in the research on the path of integrated development of the tourism industry and the performing arts industry.

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