

# On Promoting the Sustainable Development of the Tourism Industry by Deeply Digging Cultural Connotation

Zhang Deping  
Wuxi Vocational Institute of Commerce  
Wuxi, 214153, Jiangsu, China

---

**Abstract:** The sustainable development of tourism industry is one of the central topics that people pay attention to in the field of tourism management. Under the guidance of the scientific outlook on development, this article analyzes the status and role of culture in the sustainable development of the tourism industry, puts forward new understandings, deeply explores the connotation of tourism culture, and improves the quality of the tourism industry, to build new advantages in the development of the tourism industry and realize the sustainable development of the tourism industry. Under the guidance of the concept of development, the status and role of culture in the sustainable development of the tourism industry are proposed to update the understanding, deeply explore the cultural connotation of tourism, and improve the quality of the tourism industry, to build new advantages in the development of the tourism industry and realize the sustainable development of the tourism industry.

**Keywords:** Sustainable Development, Tourism Industry, Cultural Connotation

---

## 1. INTRODUCTION

With the deepening of reform and opening, my country's tourism industry has developed rapidly. After reflecting on the traditional concept of development, people realize that economic growth is only a means, and economic development is the goal. The sustainable development of tourism industry has become the central issue of general concern. The third plenary session of the sixteenth central committee of the Communist Party of China put forward the scientific concept of development, pointing out a bright road for the future development of tourism. To implement the scientific concept of development in the tourism industry, it is necessary to deeply explore the connotation of tourism culture, to build new advantages in the development of the tourism industry and realize the comprehensive, coordinated, and sustainable development of the tourism industry.

Culture is a large category, including the sum of material and spiritual wealth created in the process of human practice. People's multi-angle and multi-faceted culture also shows that the culture is rich and broad. Culture can be subdivided from different perspectives, and tourism culture is one of them. Tourism is an economic industry with strong cultural characteristics, and culture is the soul of tourism. The cultural essential characteristics of tourism must give priority to the development of tourism culture in the process of developing tourism and use advanced culture to lead the sustainable development of tourism. Only by paying full attention to the cultural nature of tourism products, excavating its cultural connotation, displaying cultural characteristics, and improving cultural taste and cultural content can tourists be attracted. To bring about the vigorous development of the tourism industry.

Due to the wide coverage of culture, some scholars pointed out that culture is naturally a vague concept, its content is both concrete and abstract, "fuzzy culture and cultural ambiguity make us sometimes have to understand and study culture at a loss." To understand and master the connotation of tourism culture, it must be categorized and advanced layer by layer. Culture is the product created by the practice of various ethnic

groups in various regions in the historical development, and there are obvious differences. Under the current trend of global economic integration, culture, as a dynamic and open system that constantly exchanges materials and information, constantly realizes self-maintenance and self-renewal in the opposition between stability and development. In the development process of culture advancing with the times, people occupy a central position.

It is necessary to put people first, and objectively view the cultural exchange brought about by the flow of tourist groups. The cultural differences between the source and destination of tourists cannot explain whether the cultures of the two places are better or worse. Tourists walk across the travel stream and learn about the culture of the tourist destination. At the same time, it also brings the culture of its own region to the residents of the tourist destination, disseminating and exchanging the cultures of the two places. At the same time, it is important to understand the country. Tourists, tourism is a weak cage. Leici attaches great importance to the development and protection of cultural resources, which undoubtedly has a positive effect on the development of culture. However, the research results of many anthropologists and sociologists have shown that such tourists are too persistent to visit, and the purpose of tourism is the negative part, the most obvious one is to make the local culture abnormal. Commercialization, this type of change is fatal to destinations that attract tourists, and it will make these destinations lose their attractiveness.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Status and Function of Culture in the Sustainable Development of Tourism Industry

The loss of the tourism industry and even the basis for maintaining its basic survival. Tourism is an economic industry with strong cultural characteristics, and culture is the soul of tourism. The cultural essential characteristics of tourism must give priority to the development of tourism

culture in the process of developing tourism and use advanced culture to lead the sustainable development of tourism. Modern tourism is a kind of advanced consumption implemented by tourists to meet their own spiritual and cultural needs. The greatest gains for tourists are spiritual pleasure and a good memory with endless aftertaste. Therefore, there is no tourism without culture, tourism products and tourism industry. Only by paying full attention to the cultural nature of tourism products, excavating its cultural connotation, displaying cultural characteristics, and improving cultural taste and cultural content can it attract tourists and bring about the vigorous development of tourism. The competition in the tourism industry is essentially a cultural competition, and cultural factors become the decisive factor in the development of tourism economy.

In tourism activities, the material needs of tourists are relatively low-level needs, which are easy to meet; but their goal is spiritual and cultural needs, which are high-level and complex needs, which are difficult to meet. Since the cultural differences of each region and each nation are often unique to a region or a nation, it is difficult to imitate and copy, and the comparability is low. It is easy to create its own characteristics and brands and form a strong competitiveness in the development of tourism. China's tourism started relatively late, and under the specific conditions, the development idea of "stimulating tourism and supporting tourism" once played a positive role, making people's understanding of tourism from foreign affairs reception to industry gradually clear, and some projects in a certain period of time, good economic benefits have been achieved, but this kind of steady-effect type shocks, antelope silkworms seek economic benefits, and the damage caused to the natural resources and social and cultural resources of tourist destinations is difficult to measure with economic figures. The scientific concept of development proposes that the development of tourism products will continue to develop, and that tourism production should be shifted from quantity to quality and benefit, and to develop in depth by exploring the cultural connotation of tourism and increasing the added value of production. The competition in the tourism industry is essentially a cultural competition, and cultural factors become the decisive factor in the development of tourism economy.

In tourism activities, the material needs of tourists are relatively low-level needs, which are easy to meet; but their goal is spiritual and cultural needs, which are high-level and complex needs, which are difficult to meet. Since the cultural differences of various regions and nationalities are often unique to a region or a nation, it is difficult to imitate and copy, and the comparability is low. It is easy to create its own characteristics and brands and form a strong competitiveness in the development of tourism. The unique information of the nation and region contained in the culture is often irreproducible and irreplaceable. Highlighting the cultural characteristics of tourism to form inter-regional cultural characteristics is the key to cultivating the core competitiveness of the tourism economy. With the gradual development of tourism development, culture is like an invisible hand dominating tourism economic activity. Only through cultural innovation can the tourism economy be kept alive.

## 2.2 The Connotation Construction of Tourism Culture Promotes the Sustainable Development of Tourism

Accelerate the training of talents and lay a solid foundation for the development of the tourism industry. For a long time, my country's tourism major has been placed in the category of economics, tourism culture is not an independent discipline, and insufficient attention has been paid to the improvement of the cultural quality of tourism talents. In fact, tourism product design, resource development and planning, and tourism services are all based on culture, but the cultural level of tourism practitioners is relatively low, and their awareness of culture is not enough to help tourists with different cultural backgrounds understand tourism. The cultural connotation of products and tourism activities can only stay at the superficial level of sightseeing and cannot meet the development requirements of tourism. Therefore, it is necessary to speed up the training of tourism talents, so that they must be good waiters and explainers, and give tourists a full range of material and spiritual enjoyment through every word and deed of every tourism worker and enhance tourism culture grade.

Tunnel if my country's tourism legal system gradually builds up, promote the standardization of the tourism market environment. However, vicious competition in the tourism industry, false advertisements, contract fraud and other short-term problems are still invading the tourism economy and seriously threatening the long-term development of the tourism industry. Create an honest and fair business environment, improve the image of the tourism industry, govern tourism according to law and improve the construction of tourism laws and regulations. Can regulate the market to a certain extent. The more important thing is to rely on the self-discipline of tourism management enterprises and advocate honest and law-abiding management by building a multi-industry culture of tourism management enterprises. The tourism industry chain is long, and it is a labor-intensive industry. To achieve sustainable tourism development, we must speed up personnel training, improve the quality of laborers, and give full play to the advantages of our country's rich human resources.

For a long time, my country's tourism professional education has been placed in the category of economics, tourism culture is not an independent discipline, and insufficient attention has been paid to the improvement of the cultural quality of tourism talents. In fact, tourism product design, resource development and planning, and tourism services are all based on culture, but the cultural level of tourism practitioners is relatively low, the awareness of culture is not enough, and the "whitening" link of tourism cultural connotation is missing, so it is impossible to help tourists with different cultural backgrounds understand the cultural connotation of tourism products, tourism activities can only stay at the superficial level of sightseeing, and cannot meet the development requirements of modern tourism. Combined with the understanding of culture in the tourism industry, tourism culture is not a simple superposition of tourism and culture. Interests, behaviors, thoughts and beliefs and other cultural subject areas; it also involves tourism media culture such as service culture, commodity culture, management culture, tour guide culture, policies, and regulations."

Therefore, it is necessary to speed up the training of tourism talents, gradually shift from pure productive investment to human capital investment, improve the professional quality of tourism practitioners, and improve their understanding of the

history, culture, and folk customs of the environment. To be a good commentator, through the words and deeds of every tourism worker, give tourists a full range of material and spiritual enjoyment, and enhance the taste of tourism culture.

### 3. CONCLUSION

The tourism industry is an industry with four major functions of economy, culture, society, and environment. However, the phenomenon of blindly pursuing economic benefits and ignoring cultural and other functions exists in many places to varying degrees. The moderate development and sustainable use of tourism resources requires increased Industrial quality, integration of cultural elements, brand operation. Under the guidance of the scientific outlook on development, we should study spiritual culture, develop material culture, create institutional culture and management culture, promote educational culture, involve the government and all parties related to the tourism industry, deeply explore the connotation of tourism culture, and actively practice it to promote tourism industry. To mature, sustainable and healthy development. Under the guidance of the scientific outlook on development, we should study spiritual culture, develop material culture, create institutional culture and management culture, promote educational culture, involve the government and all parties related to the tourism industry, deeply explore the connotation of tourism culture, and actively practice it to promote tourism industry. To mature, sustainable and healthy development.

### 4. REFERENCES

- [1] Yang Jing. Excavating cultural connotation to promote sustainable development of tourism [J]. *Commercial Economics*, 2007(12):2.DOI:10.3969/j.issn.1009-6043.2007.12.044.
- [2] Chen Hongfang. Excavating cultural connotation to promote sustainable development of tourism [J]. *Biotechnology World*, 2014(9):1.DOI:CNKI:SUN:SWJJ.0.2014-09-150.
- [3] Xiao Yu, Zhou Li. Excavating cultural connotation to promote the sustainable development of Dalian tourism[J]. *Dalian Cadre Academic Journal*, 2012, 28(7):4.DOI:10.3969/j.issn.1671-6183.2012.07.016 .
- [4] Sun Xiuqin. Research on Suizhou Tourism Development Strategy Highlighting Cultural Connotation [D]. Central China Normal University, 2013. DOI: CNKI: CDMD: 2.1014.147015.
- [5] Jiang Xiuxiu. Research on the Role of Local Government in the Development of Rural Tourism in the Era of All- Foreign Tourism--Taking Changqing District of Jinan City as an Example [D]. Shandong University [2023-07-06].
- [6] Wang Yixuan. On how to deeply explore the cultural connotation of Nancheng Ancient Town in Lianyungang City to promote its modern tourism development [J]. *Cross Century*, 2009.
- [7] Wu Wei. In-depth exploration of the cultural connotation of Fenghuangling tourism—Interview with Zhu Wanfeng, director of Beijing Jiuding Brilliant Tourism Development Research Institute[J]. 2013.
- [8] Meng Fanzhao. On Cultural Connotation and Sustainable Development of Tourism Industry [J]. *Inheritance (Academic Theory Edition)*, 2009.
- [9] Jiang Xiuxiu. Research on the role of local government in the development of rural tourism in the era of global tourism [D]. Shandong University [2023-07-06].
- [10] Li Chunhao. Let the eco-tourism industry start from planning [C]//China Ecological Civilization Research and Promotion Association. China Ecological Civilization Research and Promotion Association, 2014.
- [11] Chen Yu, Chen Yu. Research on Sustainable Development of Jun Porcelain Cultural Tourism Industry [J]. [2023-07-06].
- [12] Edited by Zhang Shulin, Li Yuan, Liu Jiayu, etc. *Rural Tourism Development Planning Research: Theory and Practice* [M]. Science Press, 2014.
- [13] Yang Haiming. Promoting the sustainable development of Hezhou tourism through economic and cultural coordination and interaction[C]//“Learning and practicing the scientific concept of development and developing and strengthening the county economy” theory seminar. 0[2023-07-06].DOI:ConferenceArticle/5aa04dacc095d722206dd39a.
- [14] Chang Jing. Discussion on Excavating Cultural Connotation to Promote Sustainable Development of Tourism Industry [J]. *Heilongjiang Science and Technology Information*, 2009(32):1.DOI:CNKI:SUN:HLKX.0.2009-32-129.
- [15] Lin Yanqin. Promoting sustainable development of tourism with cultural connotation [J]. *Occupation*, 2012(32):2.DOI:10.3969/j.issn.1009-9573.2012.32.021.