

# Research on the Integration of Culture and Tourism in the Miao Region Based on the Value Chain Model

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**Keywords:** Value chain model; integration of culture and tourism; ethnic minority area and Miao area

**Abstract:** The purpose of this topic is to explore the development status of cultural and tourism integration in ethnic areas with Miao ethnic group as the research object, explore its unique cultural resources, and extract the useful experience for the development of cultural experience tourism. The value chain model is proposed based on this. Based on the value chain, the various strategies can be adopted for the integrated development of culture and tourism in ethnic areas, including the early, middle, internal and external, so as to enhance the core competitiveness and realize industrial transformation and upgrading.

## 1. Introduction

Value chain theory was first taught by renowned American professor Michael Porter (Michael E. Porter) in his book in 1985, *Competitive Advantage*. Value chain (value chain) refers to a series of activities used to design, production, marketing, delivery and contribute to the product. Porter believes it is difficult to correctly identify the overall competitive edge. If the production and operation activities of an enterprise are decomposed, its competitive advantage can be determined by analyzing the relationship between individual activities and activities. Value chain is a tool to systematically study the competitive advantage of enterprises. As shown in Figure 1.

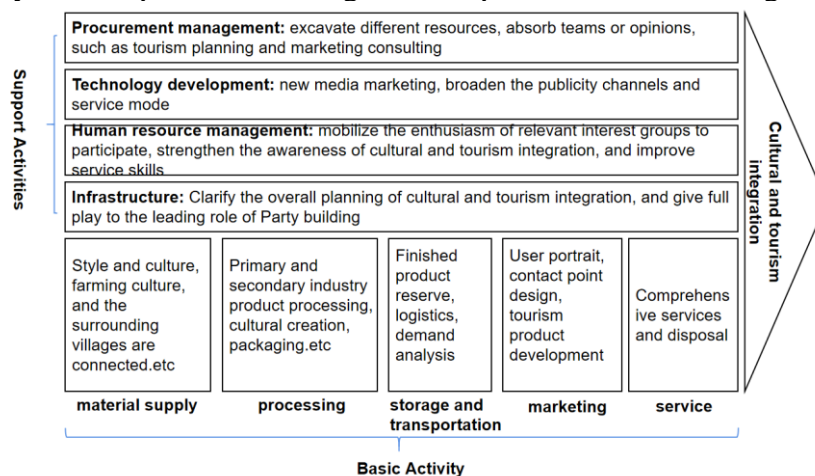


Figure 1: Value chain, Michael E. Porter

Through the above, you can clearly see, the enterprise value chain is combined by organic overall related value. It contains two kinds of value activities, basic activities (raw material supply, production and processing, finished product storage and transportation, marketing, after-sales service) and support activities (infrastructure, human resource management, technology development, procurement management). These two activities promote each other and divide their own labor. Basic activities are connected before and after and constitute the main source of enterprise value; support activities support basic activities from the products produced and services provided. The value chain model is generally applicable to different industries, and the composition and expression forms of the value chain are also different<sup>[1]</sup>.

## **2. Procurement management is the power "engine" of the integrated value chain model**

The arrangement of relevant resources and the optimization and integration of local functions are a series of production and operation activities involved in the integrated value chain of cultural tourism. Local governments should explore the unique cultural value, highlight the local cultural connotation, enrich tourism projects, channels and contents, make full use of digital and intelligent technologies, expand the carrier forms of tourism, and create a tourism service platform with cultural characteristics<sup>[2]</sup>. It should strengthen the exploration of tourism resources, lay a good foundation for cultivating a variety of experience products, meet the demand of cultural tourism consumption, and form a whole regional tourism product system. At the same time, it is necessary to strengthen the appropriate development of the local tourism value, potential tourism hotspot information and cultural leisure and entertainment value, carry out the necessary integration and packaging, and guide the in-depth integration and development of cultural tourism<sup>[3]</sup>.

## **3. Technology development is the driving force of the cultural and tourism integration value chain model**

With the rapid development of cultural tourism, consumers pay more and more attention to the personal experience of the activity scenes, and also pay more and more attention to the characteristic activities that highlight the local cultural connotation, the unique leisure experience scenes and the theme activities that can show the inheritance and development of the local history<sup>[4]</sup>. Tourists' willingness to choose to visit characteristic cultural buildings or participate in differentiated theme experience activities is increasing. In the value chain of the integrated development of culture and tourism, the main link of marketing and sales is to meet the needs of mass cultural tourism with marketing publicity and marketing activities with local leisure characteristics<sup>[5]</sup>. The satisfaction degree of tourists' cultural and the improvement of the consumption level are also the large reflection in the comprehensive development of culture and tourism<sup>[6]</sup>.

## **4. Human resource management is an important driving force to promote the high-quality development of cultural tourism industry**

In the context of cultural and tourism integration, local employees should not only have the professional skills required for their work, but also clearly understand the relevant policies of cultural and tourism integration and the unique local local historical and cultural heritage, and should have the comprehensive coordination and response ability required to organize relevant activities. For the innovation and development of text team fusion, the local should continuously strengthen staff internal service management and business training concept, by creating a good atmosphere, improve the staff work will, adopt flexible form, rich and colorful professional and

technical training, improve the staff's working ability and professional quality, make it conform to the realistic needs of the development of text team fusion. In the specific implementation process, different positions have different requirements for working ability and professional quality, and the formulation of training plan should be reflected in the arrangement of training content.<sup>[7]</sup>

## **5. Infrastructure is the fundamental guarantee for the integrated development of culture and tourism**

The construction of basic supporting facilities is an important guarantee to promote the urban economic and social development, inherit the characteristic culture and improve the living standards of residents. This is also an inevitable requirement for the integrated development of culture and tourism. The research object is located in the core area of Minzhu Town, which is divided into old streets and new streets<sup>[8]</sup>. The current architectural style is relatively chaotic, there is a certain degree of infrastructure damage, the overall lack of a unified architectural style tone. This background is disappearing, and it cannot inherit the cultural heritage. The basic characteristics of the city and the cultural and tourism needs are difficult to meet<sup>[9]</sup>. There is currently a lack of basic supporting facilities. The architectural art of the Miao Drum Tower has not only the pagoda-style architectural art, but also the architectural art of the Miao high tower, which deserves the form of the exhibition hall. Through the reconstruction and construction of the infrastructure, the historical and cultural stories of the Miao villages are excavated, and the Miao-style streets are built to enhance the cultural vitality of the streets<sup>[10]</sup>.

Raw material supply Raw material supply and resources are the basis and premise of the integration of culture and tourism. Local areas need to accurately identify their own resources<sup>[11]</sup>. This combination with the specific natural environment and cultural environment, has the potential and value to become an important tourism resource. Infrastructure construction can integrate local history and culture, folk customs, homesick experience, strengthen the high combination of cultural inheritance and industrial logic, and attach importance to carrying multiple functions<sup>[12]</sup>.

## **6. Marketing helps to build cultural tourism brands**

Demand analysis should not only be investigated and analyzed from the perspective of consumers, but also from the perspective of the organizers and sponsors of tourism products and services. For consumer demand, should be "food, life, tourism, tourism, shopping, entertainment" the six basic link, to consumer demand, gripper focus on tourism demand, construction demand, experience, cultural leisure, health demand, tourism information demand tourism demand breakthrough point, swimming and focus<sup>[13]</sup>. According to the needs of operating enterprises, from the perspective of promoting the development of local cultural tourism to study the content needs of the comprehensive development of cultural tourism, it is necessary to analyze the needs of local cultural tourism characteristic resources, tourism information management needs and the needs of tourism theme refinement, so as to grasp the direction of comprehensive development<sup>[14]</sup>.

## **7. Products and services are an important support for the integrated value chain model of culture and tourism**

With style architecture as the carrier, it covers various commercial forms such as food collection, handicrafts, ethnic costumes and immersive experience, creating a series of four seasons of rural cultural experience content. By providing high-quality service guarantee and improving the value of elements, it supports the continuous realization of the integration value of culture and tourism to a certain extent. In terms of information integration of cultural tourism, local enterprises should not

only provide basic tourism information services and cultural information services with local characteristics to meet the needs of tourists, but also provide comprehensive information consulting services for the development of cultural tourism resources for local enterprises<sup>[15]</sup>. In addition, it also provides operation information services related to cultural tourism in practice. In terms of cultural and tourism integrated information services, in addition to actively promoting relevant information, it is more important to strengthen the comprehensive reference services for consumers, employees and enterprise managers. Through the effective interaction between culture and tourism, it can improve the quality and efficiency of information service<sup>[16]</sup>. In terms of the integration of information service channels for cultural tourism, in the process of offline brand promotion services, the function expansion and ability improvement of online channel services should also be strengthened, so as to realize the combination of offline and online service modes, so as to meet the changing needs of the public<sup>[17]</sup>.

## 8. Conclusion

The party's twenty-year report proposed to adhere to culture, promote culture, the deep integration of tourism development. This is not only the exploration and practice of the integration of Chinese culture and tourism in recent years. It is an important policy to guide the high-quality development of cultural tourism in the new era. As the epidemic prevention and control enters a new stage, the real recovery of the economy needs the resonance of various factors, a certain process and time, but the basic needs of consumers have not changed, and the "healthy consumption" after Yangkang's administration is bound to become the mainstream.

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