

Research on the Innovative Development Path of Cultural and Tourism Integration in Hebei Section of the Great Wall National Cultural Park

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ABSTRACT

The report of the 20th National Congress of the Communist Party of China explicitly proposes to adhere to the principle of shaping tourism with culture and highlighting culture through tourism, promoting the deep integration of culture and tourism. The 2024 edition of the "Implementation Plan for Cultural Protection, Inheritance, and Utilization Projects" mentions that by 2025, the construction of national cultural parks such as the Grand Canal, the Great Wall, the Long March, and the Yellow River will be basically completed, creating several significant Chinese cultural landmarks, and explicitly proposes the establishment of main functional areas for the integration of culture and tourism. The integrated development of the Great Wall's culture and tourism is the future trend. This paper starts with the current situation and the optimization of the spatial structure of Hebei section of the Great Wall National Cultural Park, using a coupling coordination degree model to calculate the degree of integration and the impact mechanism of the Great Wall's cultural and tourism integration. Based on the new normal of economic and social development, it explores the models and paths for the innovative development of cultural and tourism integration in Hebei section of the Great Wall National Cultural Park. In the process of advancing the construction of the Great Wall National Cultural Park, adhering to the concept of innovative integration, optimizing the spatial structure layout of the Great Wall National Park tourism belt, promoting the development of new formats in spatial structure, strengthening brand building, and enhancing digital technology optimize the spatial structure of the Great Wall National Park. And relying on high technology, setting up cultural display devices, strengthening public interaction and participation, and other paths achieve the deep integration of culture and tourism in the Great Wall National Cultural Park.

Keywords: The Great Wall National Cultural Park; Regional Tourism; Integration of Great Wall Culture and Tourism

The Great Wall, as a testament to the historical development of China, served in ancient times as a bulwark against foreign invasions. Simultaneously, it acted as a conduit for trade and interaction between the nomadic tribes outside the Wall and the Han Chinese within, fostering a dynamic interplay and integration between the nomadic cultures of the north and the agrarian civilization of the Central Plains. Through millennia of evolution, the Great Wall has now emerged as a symbol of China, renowned both domestically and

internationally. The culture of the Great Wall, its enduring spirit, the imperative of its preservation, and the tourism it inspires have become focal points of research among scholars across various disciplines.

In July 2019, the Central Committee of the Communist Party of China approved the construction plan for the Great Wall National Cultural Park, which outlined the development of four major thematic functional areas, including an integrated cultural and tourism zone. The integration of Great Wall cultural resources

with tourism is set to be a pivotal aspect of the park's construction. Hebei Province is home to a vast array of Great Wall resources spanning a wide historical range, with remnants from 11 different historical periods, among which the Ming Dynasty sections are the most well-preserved. As a leading province in Great Wall tourism development, Hebei boasts attractions such as Jinshanling, Shanhaiguan, Dajingmen, and Xifengkou, which draw a significant number of tourists annually. The integration of cultural and tourism development within the Great Wall Park is a focal point of Hebei's efforts in the construction of the Great Wall National Park. Against the backdrop of the integrated development of culture and tourism in the Great Wall Cultural Park, this paper addresses the practical needs of the Great Wall National Cultural Park's construction by exploring the pathways for the convergence of Great Wall culture and the tourism industry in Hebei Province, offering diversified recommendations for the deep integration of Great Wall culture and tourism in the region.

1. Current Status of Resources and Integrated Cultural-Tourism Development in Hebei Section of the Great Wall National Cultural Park

Hebei Province is home to a significant portion of the Great Wall, with a surveyed total length of 2,498.54 kilometers distributed across 59 counties in 9 prefecture-level cities. The construction of the Great Wall in Hebei began during the Warring States period, when the states of Yan, Zhao, and Zhongshan built walls for mutual defense and to protect against northern nomadic tribes. These early sections were located in what are now the cities of Baoding, Chengde, Zhangjiakou, and Handan. After unifying the six states, Emperor Qin Shi Huang repaired and expanded sections of the wall, connecting the defensive lines in Hebei to form the initial "The Great Wall." Subsequent dynasties, including the Western Han, Eastern Han, Northern Qi, Sui, Tang, Northern Song, and Jin, carried out various repairs and renovations on Hebei sections of the wall. During the Ming Dynasty, large-scale renovations were undertaken, drawing on the experience of the Jin Dynasty. Today, Hebei preserves

Great Wall remnants from 11 historical periods, including the Warring States, Zhongshan, Southern Yan, Southern Zhao, Han, Tang, Jin, and Ming dynasties. Among these, the Ming Dynasty sections are the most well-preserved, primarily featuring brick construction.

Hebei Province boasts the highest number of scenic areas developed based on its high-quality Great Wall resources. Currently, there are over ten scenic areas in Hebei that utilize Great Wall resources, including five UNESCO World Heritage Sites, 84 national key cultural relics protection units, seven 4A-level tourist attractions, and seven 3A-level tourist attractions. These scenic areas are either independently developed around the Great Wall or integrate the Great Wall as a key attraction alongside other local resource. In the development of Great Wall tourist attractions, in addition to the development of the Great Wall itself for tourist appreciation, deeper integration of culture and tourism has emerged in recent years. Examples include the Great Wall Museum and light shows at Shanhaiguan, photo exhibitions at Dajingmen, tourism performances designed around Great Wall culture, and unique cultural and creative products that reflect the essence of Great Wall culture.

In recent years, Hebei Province has vigorously promoted the development of its tourism industry, with various regions integrating local tourism resources to develop scenic areas. The rich cultural resources of the Great Wall have been treated as a unique tourism asset, leading to a deep integration of Great Wall culture with the tourism sector. Currently, the integration of culture and tourism in Hebei section of the Great Wall National Park primarily remains at the resource level. Most existing Great Wall scenic areas directly utilize the Great Wall itself as a tourism product for tourists to explore, with cultural understanding largely dependent on tour guide commentary or informational signage. There is a scarcity of deeper cultural explorations, such as tourism performances or festival activities that delve into the Great Wall's heritage. As a result, many tourists experience only the grandeur and vastness of the Great Wall without grasping the cultural significance it embodies. Despite this, the Great Wall tourism market is expanding annually.

Government departments collaborate with other provinces and countries to promote Hebei's Great Wall tourism, enhancing the visibility of Hebei section of the Great Wall National Cultural Park. Although the integration of Great Wall culture and tourism is still at a nascent stage, it holds significant potential for growth, supported by various factors that facilitate the convergence of Great Wall culture and the tourism industry.

2. Constraints on the Integration of Hebei Section of the Great Wall National Cultural Park Construction and Regional Tourism Development

2.1 Incomplete Understanding of the Purpose of Great Wall Cultural Heritage Protection

As a significant world cultural heritage site, the Great Wall holds immense research value in terms of history, cultural dissemination, social contribution, economic benefits, technological development, and aesthetics. Precisely because of this high value, previous approaches to the protection, inheritance, and utilization of Great Wall culture have been relatively cautious, conservative, and restrictive, often focusing on storage-style wealth preservation and intangible cultural inheritance. However, under new social and economic conditions, it is imperative to develop a more profound and comprehensive understanding of the purpose and significance of Great Wall cultural heritage protection. Beyond the cultural dimension, attention must also be paid to its social and economic dimensions. From a social perspective, it is essential to leverage the synergistic effects of Great Wall cultural protection at the societal level. Through the promotion of Great Wall culture, society should not only continue to focus on the protection and construction of the Great Wall cultural heritage itself but also emphasize its connections and interactions with other social systems. This involves establishing a positive interactive relationship between the protection of Great Wall cultural heritage, the coordinated development of the social economy, and the spiritual and cultural needs of the people. From an economic perspective, cultural heritage is both a cultural asset and an economic asset. Recognizing the economic value of world heritage

raises the question of how this value can be realized. If protection is limited to purely storage-style closure, its value will be significantly diminished.

2.2 Connotation of Cultural Heritage Utilization of the Great Wall to be Deeply Understood

The fundamental goal of utilizing cultural heritage is to disseminate its value and inherit its spirit and significance. Activities such as exhibitions, education, and experiences centered around the value of cultural heritage are themselves forms of protection and are often closely linked to tourist activities, representing a highly effective means of achieving comprehensive benefits. The protection and utilization of Great Wall cultural heritage are inherently inseparable. Protection is the prerequisite, while utilization aims to inherit, innovate, and develop cultural heritage. The key lies in finding appropriate methods and approaches while maintaining a balanced and moderate approach.

2.3 Inertia and Simplistic Thinking in the Concept of Cultural-Tourism Integration to Be Overcome

Culture is the source of vitality for tourism, while tourism is the market manifestation of culture. Culture serves as the soul of tourism, constructing its core and enriching its content. In practical development, the two intersect significantly, influencing and promoting each other. However, culture and tourism are not entirely synonymous; they each follow their own developmental inertia and laws. Therefore, it is essential to advance according to the working principle proposed by the Ministry of Culture and Tourism: "Integrate where appropriate, integrate as much as possible, promote tourism through culture, and highlight culture through tourism." In the process of cultural-tourism integration, cultural and tourism authorities at all levels must first overcome inertial thinking, guard against cultural fundamentalism, and avoid adhering to outdated practices that defy the natural laws of development. Secondly, they must prevent simplistic thinking and be wary of one-sided cultural or tourism nihilism, avoiding tendencies to replace or marginalize one with the other. Guided by the unity of organizational management and the diversity of industry development laws, it is crucial to break free from

mental inertia, embrace both harmony and integration, and effectively address issues such as excessive macro-level research, weak micro-level implementation, superficial execution, and numerous entry barriers. This will promote deep, comprehensive, and genuine integration of culture and tourism.

3. Optimization and Development Pathways for the Spatial Structure of Hebei Section of the Great Wall National Cultural Park

3.1 Optimization and Layout Construction of the Spatial Structure of the Great Wall Cultural Tourism Belt

In the optimization and development of the spatial structure of the Great Wall Cultural Tourism Belt, constructing a rational hierarchical system of tourism centers is essential to enhance their external tourism service functions and support the cultivation and development of tourism growth poles. Based on the locational characteristics of the Great Wall Cultural Tourism Belt and the varying roles of different tourism centers in regional organization, a three-tier hierarchical system of tourism centers: "Primary Central Cities (e.g., Beijing) - Secondary Central Cities (e.g., Qinhuangdao, Tangshan, Chengde, Zhangjiakou) - Tourism Towns" can be established.

Hebei section of the Great Wall Cultural Tourism Belt boasts abundant cultural and tourism resources, with the Great Wall axis, resource landscapes, nodal towns, and transportation routes interacting to form radiating domains along the axis. Considering the topography, resource cores, transportation patterns, and connectivity between nodal cities along the Great Wall, a spatial structure layout of "One Belt, Three Zones, and Nine Cores" can be constructed for the Great Wall Cultural Tourism Belt. "One Belt" refers to the Great Wall as the central axis, linking various tourism resources across eight cities along its route. This belt integrates Great Wall culture, green ecological sightseeing, red revolutionary heritage, folk cultural experiences, and leisure entertainment into a cohesive tourism zone. "Three Zones" include: Yanshan Great Wall Cultural Tourism Zone, Zhangjiakou and Bashang Great Wall Cultural

Tourism Zone, Taihang Mountain Great Wall Cultural Tourism Zone. "Nine Cores" represent key growth poles for Qinhuangdao Coastal Great Wall Cultural Tourism, Tangshan Xifengkou Great Wall Red Tourism, Chengde Heritage Cultural Tourism, Bashang Grassland Ecological Cultural Tourism, Zhangjiakou Great Wall Cultural Tourism, Chongli Ice-Snow Sports Cultural Tourism, Taihang Mountain Ecological Tourism, Taihang Mountain Red Cultural Tourism, South Taihang Ecological Leisure Tourism.

3.2 Deepening Cultural-Tourism Integration and Promoting the Development of New Formats in the Spatial Structure of Hebei Section of the Great Wall National Cultural Park

By analyzing the spatial structural characteristics of tourism resource elements, the distinctive tourism resources of the three major sections of Hebei section of the Great Wall National Cultural Park can be identified. From the perspective of cultural-tourism integration, new tourism growth poles can be cultivated through cultural exploration, resource integration, and product promotion, thereby developing new tourism formats within the park. In the Yanshan Great Wall Cultural Tourism Zone, new formats such as Great Wall heritage cultural tours, green ecological experience tours, Great Wall red revolutionary tours, folk cultural experience tours, and leisure tours can be cultivated. This zone aims to create an integrated development model characterized by "coastal, Great Wall, and mountainous" cultural-tourism integration, with a clear tourism industry positioning. In the Zhangjiakou Great Wall Cultural Tourism Zone, new formats such as grassland ecological cultural tours, historical and folk cultural tours, and ice-snow sports cultural tours can be developed. This zone will focus on a multi-format development model characterized by "grassland, Great Wall, and ice-snow" cultural-tourism integration, with a distinctive tourism industry positioning. In the Taihang Mountain Great Wall Cultural Tourism Zone, new formats such as mountain natural ecological tours, red cultural heritage tours, and rural ecological leisure tours can be promoted. This zone will aim to create a landscape complex development model characterized by "mountain

ecological tourism + red tourism + rural leisure tourism," with a unique tourism industry positioning. With the continuous improvement of tourism infrastructure, enhanced transportation accessibility, and the expanding spillover effects of growth poles, the three major sections will increasingly integrate and develop synergistically. This will foster interconnected and mutually beneficial development across the entire Hebei section of the Great Wall National Cultural Park region, as summarized in Table 1.

3.3 Strengthening Brand Development to Enhance the Influence of Hebei section of the Great Wall National Cultural Park Brand

Developing Great Wall cultural tourism in Hebei requires continuously strengthening the cultural brand of Hebei section of the Great Wall, emphasizing the comprehensive benefits of brand development. This is a crucial measure for enhancing the protection, utilization, and inheritance of Great Wall culture. It is essential to deeply explore the historical and cultural heritage of the Great Wall and promote its dissemination. Efforts should be made to advance the holistic protection and innovative transformation of Great Wall culture and its surrounding resources. Through tourism development, the protection and propagation of Great Wall culture can be promoted, elevating the brand image and market competitiveness of Great Wall cultural tourism. This will enhance the appeal, influence, and promotional power of Great Wall cultural

tourism.

3.4 Enhancing Digital Technology to Promote the Intelligent Development of Hebei Section of the Great Wall National Cultural Park

Against the backdrop of continuous transformation in the cultural and tourism industry, the proposal of the "Digital China" strategy, and the increasing diversification of tourism market demands, it is essential to seize the opportunities presented by the digital economy and take multiple measures to promote the digital, networked, intensive, and intelligent development of Hebei section of the Great Wall National Cultural Park. Continuous efforts should be made to deepen the development of digital cloud platforms and create online digital tourism products. First, through the widespread application of technologies such as 5G, VR, and AR, explore models like "cloud exhibitions, cloud tourism, cloud experiences, and cloud check-ins," and cultivate new formats such as digital exhibition halls, digital art galleries, digital exploration centers, and digital libraries, fostering a new ecosystem of "online cultural, sports, tourism, and entertainment." Second, accelerate the construction of smart, integrated tourist attractions. Achieve intelligent coordination, comprehensive management, and security preparedness among scenic areas. Simultaneously, leverage digital technology to deepen the integration of the cultural and tourism industries and enhance the experience of tourism products in scenic areas. Third, establish an intelligent

Tourism Formats	Cultural Characteristic Experience	Consumption Formats	Resource Utilization Methods	Cultural-Tourism Integration Methods
As cultural heritage sites and cultural resources, the tourism routes along these areas focus on cultural tourism and creative tourism.	Great Wall Heritage Cultural Tour	Products	Green Ecological Experience	Cultural Exploration
	Ice-Snow Sports Cultural Tour	Product Process Experience and Transformation	Folk Cultural Experience	Resource integration

Table 1: Utilization of Cultural Resources in the Tourism Ecosystem Chain of the Great Wall National Cultural Park

tourism public service platform for Hebei section of the Great Wall National Cultural Park, providing tourists with one-click access to online information services. Tourism managers can improve the informatization level of their supervisory departments and enhance cross-regional collaborative management, enabling information sharing and joint marketing across regions.

3.5 Adhering to Green Development and Establishing a Green Development Model for Hebei section of the Great Wall National Cultural Park

Under the guidance of the green development concept, leverage the unique resource and ecological advantages of Hebei section of the Great Wall National Cultural Park to build a green development model. This model should prioritize the protection of the ecological environment, focus on cultivating green ecological industries, and align with the direction of low-carbon growth. It should involve the government, enterprises, communities, and tourists as the main actors ensuring green development, with the goal of achieving comprehensive benefits such as ecological, social, and economic gains. To determine the foundation, focus, and direction of green development in the tourism industry of Hebei section of the Great Wall National Cultural Park, it is essential to clarify the responsibilities of relevant stakeholders. This will contribute to the realization of the comprehensive benefits targeted by the green development of the tourism industry in Hebei section of the Great Wall National Cultural Park.

4. Development Path of Cultural and Tourism Integration in Hebei Section of the Great Wall National Park

Concepts and approaches form the foundation for the comprehensive and deep integration of culture and tourism. Hebei Province should seize the opportunity presented by the construction of the Great Wall National Cultural Park to enhance tourism through the cultural essence of the Great Wall, strengthen tourism promotion, and drive the healthy development of tourism. Simultaneously, tourism should be leveraged to boost the cultural products and service industries related to the

Great Wall, promote cultural exchange and integration, and foster the flourishing development of Great Wall culture. With advanced concepts and approaches, it is essential to correctly understand and guide the innovative integration of the Great Wall National Cultural Park construction with regional tourism development.

4.1 Deepening the Exploration of Great Wall Culture and Enhancing Tourism Development

The cultural resources of the Great Wall in Hebei Province rank second in the country, boasting profound historical significance, particularly the Ming Great Wall, which is extensive and exceptionally well-preserved, offering a unique appeal. At present, the development of Great Wall cultural resources primarily involves presenting the physical structures directly to tourists, with insufficient depth in exploring the cultural essence of the Great Wall. Therefore, it is necessary to delve deeper into the cultural significance of the Great Wall and intensify tourism development. Each section of the Great Wall in Hebei has its own distinctive features. Before undertaking park construction and development, it is crucial to thoroughly understand the historical and cultural context of the Great Wall, focusing on its unique aspects and dedicating efforts to highlight them. During the research, evaluation, development, and construction of Great Wall tourism resources, it is essential to avoid repetition and trivialization, instead emphasizing differentiation, diversity, uniqueness, and high experiential value to enter and capture the tourism market. Thus, the protective development and utilization of Great Wall cultural heritage and the tourism industry should interpenetrate, expand, and mutually reinforce each other, demonstrating the powerful new vitality of cultural and tourism integration. For details, see Figure 1.

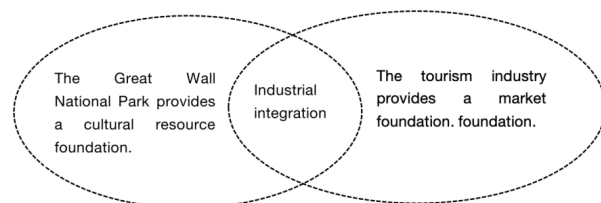


Figure 1 The Industrial Basis of the Integrated Development of Great Wall Culture and Tourism

4.2 Balancing Cultural Development and Protection to Establish a Tourism Feedback Mechanism

Cultural heritage resources are more fragile compared to other resources. Some cultural assets, once damaged, cannot be fully restored. To ensure the sustainable and stable development of tourism, it is essential to prioritize the protection of Great Wall cultural resources. However, the pursuit of greater economic benefits often comes at the cost of cultural resources, leading to irreversible consequences. In the integrated development of culture and tourism in the Great Wall National Park, it is crucial to strike a balance between cultural development and protection, as well as between economic interests and resource utilization. The cultural resources of the Great Wall National Park differ from other cultural resources in that they are mostly located in remote areas, making them susceptible to natural damage and harder to protect, thus rendering them more vulnerable. During the process of tourism development, cultural department professionals should consistently monitor and strictly supervise key cultural relics in accordance with cultural heritage protection laws and regulations. This will help prevent damage caused by excessive development, utilization, or exhibition, thereby avoiding irreparable losses to cultural heritage.

4.3 Leveraging High-Tech Innovations to Achieve Creativity in Great Wall Cultural Tourism Products

With the foundation of comprehensive digital infrastructure and the constant dissemination of information in the era of omnimedia, it is essential to adeptly utilize omnimedia to stimulate new momentum in cultural and tourism communication, fostering a healthy and prosperous cultural tourism consumer market. Continuous innovation serves as the primary driving force and source of integrated cultural and tourism development, and it can also propel the growth of tourism in regions with relatively scarce resources by consistently innovating tourism products. Sustained innovation can achieve "creation from nothing," as well as "expansion from something," "improvement from abundance," and "innovation from excellence." Currently, most tourist attractions developed based on Great Wall

cultural resources primarily showcase the physical structures of the Great Wall to the public, resulting in high similarity across different regions. Tourists often perceive these sites as having beautiful natural scenery and the physical challenge of climbing the Great Wall, with limited understanding of the cultural significance it carries. Therefore, in the future construction of the Great Wall National Cultural Park, emphasis should be placed on the application of high-tech innovations. By drawing on advanced models of integrated cultural resource and tourism industry development and continuously innovating various tourism products in line with market demands, the park can offer richer and more engaging experiences.

4.4 Establishing a Great Wall Cultural Security Perspective and Strengthening Brand Development in Cultural Tourism

To achieve the integrated and innovative development of the Great Wall National Cultural Park and regional tourism, a comprehensive and systematic new security perspective is essential for steady progress. Hebei Province boasts the largest number of Great Wall tourist attractions in China, yet the overall recognition of these sites remains relatively low, and the process of tourism brand development is slow. As is widely known, tourism brand development is the core of the tourism industry, and competition within the industry revolves around the recognition and acceptance of tourism brands. A well-known tourism brand that is easily accepted by tourists leads to better development of the tourism industry. Currently, the brand development of Great Wall tourism in Hebei is insufficient. Qinhuangdao has proposed the creation of a Great Wall tourism brand since 2009 and has achieved some success in recent years, but further efforts are still needed. In the northwest region of Hebei, Zhangjiakou has emphasized building the tourism brand "Magnificent Zhangjiakou," which is currently in the growth stage of brand development. In the future, it is necessary to delve deeper into the cultural resources of the Great Wall, construct a Great Wall cultural tourism brand, and further strengthen the promotion of this brand to expand its influence. When

developing the Great Wall cultural tourism brand, it is crucial to thoroughly understand the tourism market and local conditions, focusing on resource integration and supporting distinctive projects to build a cultural tourism brand that aligns with local characteristics. Emphasis should be placed on regional exchange, cooperation, and mutual support to achieve win-win outcomes and form a cohesive regional Great Wall tourism brand image. Relevant tourism enterprises should be encouraged to continuously enhance their capabilities, coordinate more social resources, expand the tourism market, and support each other for mutual progress. The goal is to continually strengthen the recognition of the Great Wall tourism brand, thereby achieving a harmonious balance between tourism appeal and cultural significance. For details, see Figure 2.

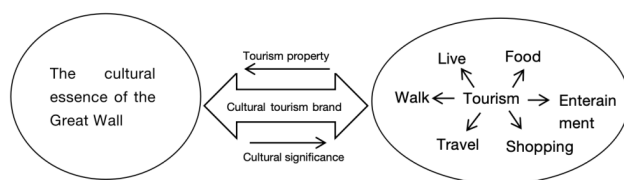


Figure 2: Integration of Elements for Cultural Heritage and Tourism Brand Development in the Great Wall National Park

4.5 Establishing Interactive Experience Models Through Cultural Display Installations

In the construction of the Great Wall Heritage Park, a "participatory experiential cultural travel" model can be developed to form a product system for creative cultural travel and extend the industrial chain. For example, leveraging the historical and cultural background of the Great Wall, themed cultural tours can be designed to showcase the rich and diverse cultural essence of the Great Wall to tourists. Simultaneously, the development of unique tourism resources around the Great Wall, such as local cuisine, natural landscapes, and folk customs, can enhance the tourist experience. Creative tourism theme design represents local characteristics and endows tourist attractions with uniqueness and difference. By implementing a "culture +" experiential tourism approach, cultural elements can be aggregated in the market,

avoiding market homogenization. The construction of the National Cultural Park can be designed based on regional economic and cultural characteristics, incorporating various forms. Folk cultural tourism systems may include festival performances and folk culture experience centers; lifestyle cultural tourism systems can integrate agriculture and tourism through activities like planting, farming, and floral culture experiences, as well as eco-wellness, hiking, and culinary culture experiences; specialized cultural tourism systems may feature Great Wall-themed products highlighting national spirit and sports-related cultural tourism products. Traditional cultural elements can be integrated into souvenir designs, allowing tourists to learn about the essence of Chinese culture while purchasing mementos, thereby strengthening cultural recognition and dissemination. Establishing Great Wall cultural art galleries and cultural experience centers can enhance tourists' understanding and appreciation of culture through interactive displays and engagements.

5. Conclusion

Hebei Province is a major hub of Great Wall cultural resources, home to numerous iconic sections of the Great Wall, and it is also the leading province in Great Wall tourism development. Having endured centuries of wind and rain, the Great Wall stands as a precious cultural heritage of the Chinese nation. The construction of the Great Wall National Cultural Park enriches the cultural lives and historical awareness of the people, helping to foster national confidence, inspire cultural identity, and enhance national pride. It encourages more people to pay attention to the protection of the Great Wall, inherit its spirit, visit it, love it, and safeguard it. Therefore, shining a spotlight on the National Cultural Park, promoting Great Wall cultural tourism, and telling the stories of Chinese culture will undoubtedly bring greater and more fulfilling experiences to the people, strengthen social cohesion, and showcase a thriving image of China to the world. The integration of culture and tourism in the Great Wall National Cultural Park requires continuous exploration of new development paths. By enriching tourism content,

introducing cultural and creative industries, creating immersive interactive experiences, and enhancing digital technology investments, the integration of culture and tourism can be effectively achieved, elevating the influence and economic benefits of the Great Wall National Cultural Park.

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