

A Review of the Research Progress of Tourism Integration Competitiveness Based on the Perspective of Tourism Gaze

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Abstract

China is taking the pilot reform of cultural and tourism integration as a model for various provinces and cities. Cultural and tourism integration is one of the important macro tourism policies which promoted by China. Based on the perspective of tourists' gaze, this study sorted out and reviewed relevant theories of tourists' gaze, cultural and tourism integration and tourism competitiveness. The review of this study will provide theoretical and empirical basis for the construction of the competitiveness index of cultural and tourism integration.

Keywords

Tourist gaze, cultural and tourism integration, tourism competitiveness.

1. Introduction

China is advancing the reform pilot correlation sample build text brigade fusion, for the various provinces and cities mining brigade elements, based on visitors experience as a larger role in promoting, but the current text brigade fusion model city proved to be less, although brigade project investment main body increasingly diversified, the text brigade importance content of the project construction is also growing, but problems exist in the development of more text brigade fusion, which lack of microcosmic index and system to guide, such as the low degree of tourist city cultural industrialization, single fusion area, protection and cultural tourism resources development and utilization of imbalances, tour industry integration way in lack of innovation, fusion to stay on the surface, Less attractive to tourists. From microscopic perspective, the article brigade fusion for the construction of regional competitiveness within the scope of travel plus regional cultural industry fusion system, which contrast to evaluate each brigade city development present situation and the potential, optimizing the allocation of capital of human resources has important meaning, at this stage two industrial convergence development provides reference and transformation and upgrading of the tourism industry development path and the standard template. From the perspective of macro analysis, the construction of a competitive system of cultural tourism integration and the proposal of relevant indicators can help cultural tourism to become the largest cultural consumption market in China. The promotion of cultural tourism integration is the first driving force to accelerate the construction of the modern cultural tourism industry system, as well as the new support of the Chinese cultural Renaissance strategy. Therefore, it is very important to sort out the competitiveness of cultural and tourism integration from the perspective of tourists' experience.

2. Review of Tourist Gaze

Gaze was first proposed by Foucault in 1985. He proposed the social connotation of gaze concept on power, discourse and organization from the medical perspective. Johns (1995) first proposed tourist gaze from the perspective of tourists, which pioneered one of the important

theoretical analysis tools of western tourism. Tourist gaze explains the purpose of people traveling to different places irregularly, that is, to get pleasure, nostalgia, excitement and other experiences by gazing at the unique things completely different from their secular life. Urry and Larsen (2011) discussed the influence and change of culture based on the original research, and they proposed that the essence of tourist gaze is the "travel" of culture itself, that is, cultural change. Empirical studies on tourists' gaze mainly focus on cultural changes and the integration of different cultures. For example, Maoz (2006) proposed that the host's gaze would intervene in the lives of tourists, making them act in accordance with the expectations and imagination of the host subtly, performing the western culture imagined by the host, changing the attitudes, concepts and behaviors of tourists. Another example (Xie, Osumare, & Ibrahim, 2007) studied how hip-hop culture changed from local folk culture to mass culture in the United States under the gaze of tourists through initial gaze, mass gaze, and authenticity gaze. The research path of general scholars focuses on tourists' gaze and tourism culture, but few studies involve tourists' other senses.

3. Review of Cultural and Tourism Integration

Throughout the relevant studies on cultural and tourism integration, the combination of cultural and tourism integration with targeted poverty alleviation and other relevant macro policies is basically integrated. For example, LihuaLi (2019) studied the advantages and problems of targeted poverty alleviation on the development of tea tourism industry in poverty-stricken areas of hainan through tea tourism integration and proposed relevant strategies. Cui Dan, Hao Wu et al. (2019) explored the model and path of targeted poverty alleviation in metropolitan poverty belt tourism based on the 22 state-level poverty-stricken counties around Beijing and tianjin. And on the related research of brigade fusion, mainly focus on the basic features of text brigade fusion, pattern and brigade fusion stage, (Zhengxian Xiong, 2017) by giving the culture, the construction of the travel industry chain, thereby giving impetus to the tourism economy of the whole rural tourism development and the industrial upgrading, make rural tourism and cultural characteristics of the output, prompted the country revitalization and the practical and feasibility of precise poverty alleviation (Xiaobo Liu, 2018). In the context of cultural and tourism integration, resources need to be integrated to promote tourism and build a competitive regional rural tourism brand to improve rural tourism consumption. (Yunjuan Ren, 2019). Throughout most of China's state council issued in March 2018 after reform determine the culture and tourism form text brigade comprehensive fusion new era, many domestic scholars have put forward the relevant documents, concepts, and the characteristics of a brigade fusion model research, and according to article brigade fusion + local case deficiency of empirical study, however on text brigade fusion development for rural tourism travel patterns such as interaction is the lack of research, this study thought characteristics, the stage of the research status of brigade fusion provide reference and model to explore this problem.

4. Review of Tourism Competitiveness

Related researches on tourism competitiveness are mainly carried out in terms of theories, measures and indicators. In terms of theories, the existing researches on tourism competitiveness at home and abroad have gone through the research development stages of diamond system theoretical model, tourism destination competitiveness conceptual model, tourist motivation and tourist perception. The current theoretical research on tourism competitiveness tends to focus on tourists' perception, satisfaction and loyalty.

In measure aspects: mainly include principal component analysis (Li-xin Pan, 2015), a measurement model and structure model (Shanshan Wu & Jinfeng Wu, 2015), index evaluation

method (1-9 scaling ratio) (Qunwei Zheng, 2018), R type cluster method, TOPSIS method (Peijun Guo, Yun-fei Hong, 2016), Min - Max method and fuzzy analytic hierarchy process quantificating (Jun Lv, Shan Wang, 2019), the comprehensive measurement perspective of tourism competitiveness mainly regional index and index.

In terms of tourism competitiveness indicators: Lixin Pan (2015) and Jian Peng (2015) constructed the evaluation index system of urban tourism competitiveness of anhui province based on primary and secondary indicators. The primary indicators were infrastructure competitiveness, tourism environment competitiveness and economic strength competitiveness. Qunwei Zheng and Wang Yao (2018) constructed the evaluation of cultural tourism competitiveness of famous historical and cultural cities in Henan province by taking industry scale, industrial performance and development environment as the first level indicators. Degen Wang and Tian Chen (2011), taking the three tourism circles along the east coast of China as examples, proposed three criteria for tourism comprehensive competitiveness: performance competitiveness, potential competitiveness and support competitiveness. In tourism competitiveness of the empirical aspects, Pei-jun Guo (2016) is a combination of R cluster method and TOPSIS method to optimize the city competitiveness index system in zhejiang province secondary indexes (tourist city competition performance, the urban tourism, urban tourism competition potential support) and the current research trends to the heat index research empirical research, such as zhang jing, Hong-bing Zhu (2018) through nearly 10 years of China's tourism industry international competitiveness evaluation to study and put forward tourism competitiveness index (TTCI), respectively, for the favorable environment for development, tourism policy and promotion conditions, infrastructure, natural and cultural resources, And pointed out that tourism competitiveness index can promote a country's development and competitiveness.

5. Review and Prospect of Tourism Integration Competitiveness Based on Tourist Gaze

A lot of literature for all visitors gaze and tourism competitiveness of the theory and empirical analysis, some scholars do according to the regional characteristics and development put forward the tourism competitiveness index and system, too much in common, but these indicators and system application scenario is not thorough, merge with the text brigade correlation is not big, can't meet the current tour fusion under the background of actual application scenario; Based on tourist gaze travel application perspective in fusion competitiveness evaluation system research is blank, culture need to travel this carrier to inheritance and innovation, culture and tourism of cross-border integration and application of new technology can promote consumer solicitation, creating brigade development of new forms, text brigade fusion of competitiveness evaluation system building is not only the need of development of cultural undertakings and cultural industries, is the tourist city of domain into the path of the main text brigade fusion model city, satisfy regional users higher spiritual needs. At present, tourism competitiveness focuses on the research objects such as regional, international tourism and destination image.

In view of this, the text brigade fusion in the future competitiveness will be directly focused on the tourist gaze competitive relationship between philosophy and literature brigade fusion, to effectively link up the two aspects of theory, to further the research of this field to fill gaps in, so from the perspective of tourists staring to build competitiveness brigade fusion system, to promote "the rich", "two" modern Chinese literature brigade integrating urban reality service.

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