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# Research on local culture and tourist identity in the context of cultural and tourism integration

**Ruidan Ma***
**School of management,Northwest Minzu University,Gansu ,China**
***Corresponding author,E-mail:2437489143@qq.com**

**Abstract:**
*This literature review deeply analyzes the relationship between local culture and tourist identity in the context of cultural and tourism integration. Through systematic combing and comprehensive and effective analysis of relevant research results, this paper highlights the core position and multiple values of local culture in the process of cultural and tourism integration in China, deeply explores what are the key factors affecting tourists' identification with local culture, and comprehensively expounds the effective strategies to promote tourists' identification with local culture. It aims to provide a valuable reference for the theoretical deepening and practical expansion of the cultural tourism industry.*

**Keywords:**
*tourist identity, tourism integration, local culture*

## 1. Introduction

Under the current pattern of continuous prosperity of the global tourism industry, the deep integration of culture and tourism has become an irreversible trend. （susan，2022）This integration not only gives the tourism industry innovative vitality and rich connotation, but also opens up a new way for the inheritance, protection and innovation of local culture. Tourists' recognition of local culture is not only a key indicator to measure the effectiveness of cultural and tourism integration, but also a core issue that academic and industrial circles focus on. It is of great practical significance to deeply explore the internal relationship between local culture and tourist identity in the context of cultural and tourism integration, so as to improve the quality of tourism experience, drive local economic growth, and promote cultural inheritance and innovation.（wenfuhuang，2022）

## 2. The role and value of local culture in the integration of culture and tourism

### *2.1 The connotation and diversity of local culture*

Local culture is the sum of the material and spiritual wealth created, inherited and accumulated by people in the long-term practice of production and life within a specific geographical area. It covers many aspects

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such as historical relics, folk customs, traditional skills, religious beliefs, language and writing, food culture, etc., showing significant regional characteristics and unique charm.(jiahewang ,2022)

Taking the ancient town culture of the water towns in the south of the Yangtze River as an example, its unique water town style, ancient buildings and slow pace of life together constitute a poetic picture scroll, carrying profound historical accumulation and humanistic feelings. The ethnic minority culture in the southwest region shows a different style with colorful costumes, unique singing and dancing arts, and rich and diverse festivals. The nomadic culture of the northern grasslands has given birth to a heroic and unrestrained character and a unique production and lifestyle in the vast grasslands.

### *2.2 Local culture as an attraction for tourism*

In a highly competitive tourism market, unique and rich local culture has become a key attraction for tourists. Tourists often embark on specific journeys due to their curiosity and yearning for different local cultures. Local culture can add unique charm and value to a tourism product, making it stand out from its competitors. The most famous festivals across the country are the Beer Festival in Qingdao, Shandong Province, and the Songkran Festival of the Dai people in Yunnan, and these festivals with local characteristics can promote cultural and economic exchanges. (Chai Shousheng & Zhu Xinzhi & Zhu Yao, 2023) Lijiang, Yunnan Province, has attracted countless domestic and foreign tourists to explore Lijiang with its unique Naxi culture, including the ancient Dongba script, mysterious religious ceremonies, and unique architectural style. There is also the well-preserved ancient city wall in Pingyao, Shanxi Province, the traditional Jin merchant compound and the long-standing Jin merchant culture, allowing tourists to feel as if they have traveled through time and space and appreciated the prosperity and glory of ancient commerce.

## 3. Influencing factors of tourists' local cultural identity

### *3.1 the quality of the cultural experience*

The quality of cultural experience obtained by tourists in the process of tourism directly determines their identification with local culture. A high-quality cultural experience often has the following distinguishing features:

First, authenticity is key. This means being able to present the original appearance and inner connotation of the local culture, so that visitors can feel the real charm of the unpolished. For example, some ancient village tourism projects provide tourists with an authentic and tangible cultural experience by preserving the original architectural style, traditional way of life and handicraft-making process.

Second, participation is crucial. Visitors are no longer just spectators, but can participate in cultural activities and immerse themselves in the atmosphere of the local culture. For example, visitors can participate in local agricultural activities and the preparation of traditional festivals, and experience the fun and meaning of them firsthand. (Chai Shousheng and Zhu Xinzhi and Zhu Yao, 2023)

Third, depth is indispensable. It can guide tourists to dig deep into the stories and spiritual connotations behind the local culture, so that they can have a deeper understanding and perception of the culture. For exam-

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ple, professional cultural interpretation services can help visitors decipher the symbolism and cultural value behind historical sites. (Han et al., 2023)

### *3.2 Personal background and travel motivation*

Tourists' personal background, such as age, gender, education level, cultural background, etc., as well as their motivation for travel, have a significant impact on their local cultural identity.

Generally speaking, tourists with a higher level of education and rich cultural background tend to have a stronger cultural understanding and appreciation, so they are more likely to identify with the local culture. They are able to capture the subtleties of culture with a keen eye and interpret them in depth through their knowledge. (Yan Shanshan, Xu Honggang, 2023) Tourists who are mainly motivated by cultural exploration and learning will be more proactive in understanding and accepting local culture in the process of travel. They spend more time and energy researching local history, cultural traditions, and communicating with local residents to obtain a more comprehensive and in-depth cultural experience.

Conversely, tourists whose main motivation is leisure and entertainment is likely to focus more on relaxation and entertainment, and pay less attention to local culture.

### *3.3 Information dissemination and publicity*

Our relevant departments need to establish accurate, comprehensive and attractive information about local culture, which plays an important role in guiding the local cultural identity of foreign tourists.

Tourist destinations convey detailed information about the local culture to tourists through diverse channels such as official websites, social media platforms, tourism brochures, etc. The quality, content and dissemination of this information directly or indirectly affect the initial impression and perception of local culture by tourists.

Vivid and powerful promotional content can successfully stimulate the interest and curiosity of tourists, and lay a solid foundation for their subsequent identification with the local culture. (Liu Yi, 2023) For example, showcasing the unique charm of local culture through well-crafted promotional videos, or sparking attention and discussion among tourists through trending topics on social media.

## 4. Strategies to promote tourists' identification with local culture

### *4.1 Innovate the way of cultural display and experience*

With the rapid development of science and technology, it is possible to use modern cutting-edge technology to create a new and unique cultural display and experience mode for tourists.

The application of virtual reality (VR) and augmented reality (AR) technology allows visitors to feel the shock of historical scenes as if they have traveled through time and space. (Liu Yi, 2023) For example, when visiting the History Museum, through VR technology, visitors can "walk" into the ancient battlefield and experience the fierceness and cruelty of war firsthand.

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Interactive cultural exhibitions are built through digital means to enable visitors to explore and learn about local culture more actively. For example, with touch screens, smart navigation systems, etc., visitors can choose the cultural content they are interested in according to their interests and learn more about it.

In addition, local culture is organically combined with art performances and multimedia displays to create more creative and attractive cultural experience projects. For example, large-scale live performances with the theme of local culture vividly show the charm of local culture through various art forms such as lighting, sound effects, and dance.

### *4.2 Strengthen community participation*

The active participation of the local community is one of the important ways to enhance the local cultural identity of tourists.

As the inheritors and creators of local culture, the personal participation of community residents can show the most authentic and vivid local culture to tourists. Tourist destinations can encourage community residents to devote themselves to tourism services, cultural explanations, folk performances and other activities. (Carath Lau, 2023)

For example, in some ancient village tours, local residents are invited to serve as tour guides to tell tourists about the historical changes and family stories of the villages, so that tourists can deeply feel the charm of local culture in the interaction with residents. (Yi Xiu, Fan Hong, 2023)

At the same time, community participation also helps to promote the inheritance and development of local culture, and strengthens the cultural pride and identity of local residents. In the process of participating in tourism activities, residents cherish their own cultural heritage more and actively inherit and promote local culture.

### *4.3 Build a local cultural brand*

Shaping a local cultural brand with distinctive characteristics and high visibility is an efficient strategy to attract the attention and recognition of tourists. (Lu Kaixiang, Pang Yaoling, 2023) Dig deep into the unique elements and core values of local culture, carry out accurate brand positioning, elaborate image design and extensive marketing promotion, which can significantly enhance the recognition and influence of local culture. (Yi Xiu, Fan Hong, 2023)

For example, the cultural brand "Hospitality Shandong" has successfully attracted a large number of tourists by emphasizing the hospitality, bold and generous character traits of Shandong people, as well as the rich and diverse tourism resources. "Colorful Guizhou" is characterized by its gorgeous and colorful national culture and magnificent and beautiful natural scenery, which has left a deep impression in the hearts of tourists. (Li et al., 2023)

In addition, by holding distinctive cultural festivals and launching culturally themed tourism routes, the local cultural brand image will be further strengthened and tourists' sense of identity and loyalty will be enhanced. For example, the drama festival in Wuzhen and the Hanfu cultural festival in Xitang have become

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important cultural brand activities to attract tourists. (Susan, 2022)

## 5. Conclusions

To sum up, in the context of the integration of culture and tourism, the research on local culture and tourist identity has achieved certain results, but there is still a broad space for exploration. Future research can focus more on the differences between local culture and tourist identity in different types of tourist destinations, as well as the dynamic impact of emerging technologies and social changes on tourist identity.

At the practical level, it is necessary to fully combine the unique characteristics of local culture and the diverse needs of tourists, comprehensively use a variety of strategies, continuously optimize cultural tourism products and services, and continuously improve tourists' recognition of local culture. Only in this way can we achieve the sustainable development of the integration of culture and tourism, and effectively promote the inheritance and innovation of culture.

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