

Discussion on the Path of Public Service Construction in Yibin City under the Background of Cultural Tourism Integration

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Abstract

The development of cultural tourism integration is an important national construction policy at present. The construction of public service system must focus on the environment of cultural tourism integration, conform to the new trend of cultural tourism integration, and follow the general idea of "if it is appropriate to integrate, if it can be integrated, promote tourism with culture, and highlight culture with tourism" according to the requirements and deployment of the central government. This topic focuses on Yibin City, according to the specific characteristics of Yibin culture and tourism integration from different levels of research, puts forward three paths of Yibin City Public Service Construction under the background of culture and tourism integration, and explores new paths for the development of culture and tourism public service integration.

Keywords

Cultural tourism integration; Integrated development; Public service; Transformation and upgrading.

1. Introduction

Promoting the integrated development of culture and tourism (hereinafter referred to as the integrated development of culture and Tourism) is an important construction policy of the party and the state. On the one hand, the integration of culture into tourism and the improvement of service quality will contribute to the wide spread of excellent Chinese culture; on the other hand, the integration of culture into tourism will enrich the content supply and meet the people's growing new expectations for a better life. In particular, on April 8, 2018, the Ministry of culture and tourism, formed by the integration and reorganization of the responsibilities of the former Ministry of culture and the National Tourism Administration, was officially listed, which led to the corresponding adjustment of the provincial, municipal and county local governments at all levels, marking the completion of the organizational structure of cultural tourism integration development from the administrative system, thus raising the cultural tourism integration development to a new height.

Public service is the general term of the system and system which is provided by the public sector with the government as the main body and aims to protect the basic cultural life rights of citizens and provide public cultural products and services to citizens. In essence, public service belongs to the basic function of public service-oriented government, which aims to protect the basic cultural rights and interests of all the people and meet the basic cultural needs of the people. Since the 16th National Congress of the Communist Party of China, China's public service has been steadily improved, the system construction has been rapidly promoted, and a comprehensive, product rich and effective system framework has been gradually formed. People's cultural life has been increasingly enriched due to the popularity and depth of public service, and their satisfaction and happiness have been improved. Promoting the integration of

culture and tourism is a major decision made by the Central Committee of the CPC Central Committee with Comrade Xi Jinping as the core to improve the national cultural soft power and China's cultural influence, and promote the integration of cultural undertakings, cultural industries, tourism and tourism industry. It is an epoch subject of painting a great blueprint for building a socialist culture with Chinese characteristics in the new era. At present, socialism with Chinese characteristics has entered a new era, and cultural construction and tourism development are at a new starting point. The integration of culture and tourism has opened a new era of mutual promotion and common prosperity.

However, it should also be noted that the basic research closely related to the construction of public service system is obviously lagging behind, and the preparation of theory, policy and system is relatively insufficient, especially the understanding of the basic cultural rights and basic cultural needs of the people has a certain deviation, which may be the actual situation of the construction of public service system and the provision of public cultural products and tourism public services to the people in the past. It is the direct reason that there are some misunderstandings in practice. These misunderstandings are directly reflected in the supply of public cultural products and tourism public services, which overemphasize the "enjoyment of cultural achievements", overemphasize the "cultural enjoyment of the people" and overemphasize the "product diversity". As a result, the main line of product quality and service process is indifferent, the leading function and effect are vague, and some areas tend to fill the people's leisure time with low-end products. To a certain extent, it leads to the emergence of universal phenomena with negative effects, even negative effects.

To sum up, from the support of national policies and the current problems faced by public services, it is urgent to study the construction path of public services under the background of cultural tourism integration.

2. Integration of Culture and Tourism

Public service includes public cultural service and tourism public service. Culture includes cultural industry and cultural public service (namely public cultural service), and tourism also includes tourism industry and tourism public service. Cultural tourism integration development is the combination development between culture and tourism, including four types of integration development: cultural industry and tourism industry integration, cultural industry and tourism public service integration, public cultural service and tourism industry integration, public cultural service and tourism public service integration. Whether it is the cultural industry or the tourism industry, it is the industry controlled by the market and has the internal incentive factors of interest control. The government mainly relies on the market and guides it with macro industrial policies. However, the characteristics of public cultural services and tourism public services, such as market control and interest control, are not obvious. Therefore, in order to promote the integration of culture and tourism, the market mechanism is the main way to optimize the allocation of related resources, and the government should guide and supervise the integration of culture and tourism. However, the integration of public cultural services or tourism public services should be led by the government and provide high-quality public services by market means. In other words, from the perspective of public service, the core and focus of government led promotion of cultural tourism integration is the integration of public cultural services and tourism, and the integration of tourism public services and culture.

3. The First Path: Integrating Tourism Elements to Promote the Transformation of Public Cultural Services

Public cultural services have facilities and cultural resources to promote the integration of culture and tourism. In terms of service mode, public cultural institutions can achieve expansion and extension on the basis of maintaining the original service, and explore scene type and experiential service combined with tourism; in terms of service objectives, public cultural institutions can better spread their own excellent cultural resources and enhance the external influence of local characteristic culture with the help of tourist groups.

3.1. Building Public Space Into A Red Spot of Tourism Network

Public cultural institutions generally have facilities to provide public activities, which are places to meet the basic cultural needs of the masses. Wanghong tourist attractions are places where tourists can punch in, stay and visit. Through the interconnection of space places, public cultural institutions can become an important node of global tourism, realizing the transformation from the traditional position of providing public cultural services to the multi-functional space place of cultural tourism integration development.

3.2. Research and Development of Cultural and Creative Products Suitable for Tourism Demand

Public cultural institutions have rich cultural resources, which are the source of inspiration for the design of cultural and creative products. The essence of cultural and creative products oriented to tourism demand is the process of deeply excavating cultural resources and giving "living soul" to products.

3.3. Expand Tourism Information Consulting Service Mode

With the rise of tourism industry, the number of tourists is increasing every year, which also means that the public demand for tourism information is also increasing. Tourism information shortage, tourism information asymmetry and other issues have become increasingly prominent. As one of the main providers of information consulting services, public cultural institutions can expand the scope of their original information consulting services, and provide tourism information integration and consulting services for the public and tourists.

4. The Second Path: Cultural Empowerment to Promote the Transformation of Tourism Public Service

Culture is the soul of tourism, tourism is the carrier of culture, culture improves the quality of tourism, and tourism makes culture widely spread. To realize the optimization and upgrading of tourism public service quality is not simply denying the original service mode, but by cultural empowerment, promoting the improvement of public service connotation and accelerating transformation, thus promoting the high-quality development of cultural tourism integration.

4.1. Tourism and Transportation Services

Transportation is an indispensable and boring part of tourism activities. The integration of culture and tourism is an important entry point to improve this public service. The design of cultural route of special line bus and passenger bus is the way to display the cultural heritage of the city. It is necessary to organize various theme activities, distribute the city cultural brochure, create the characteristic cultural tourism and enrich the tourist tourism experience.

4.2. Tourism Distribution Service

The road service area is a place where tourists have a short rest, and provides public service facilities such as toilets, gas stations, shops, restaurants, etc. The tourist distribution center is

mainly a public service place for self-service tourists and short-term tourists to provide convenient tourism services, which plays the functions of information consultation, intermediary service and comprehensive commercial service. Parking lot is an important facility in tourist attractions, which provides temporary parking and related supporting services for transportation.

Highway service area, tourist distribution center and parking lot have large population density and mobility. Besides the most basic public services to ensure the safety and comfort of tourists, they are also important sites for cultural and tourism integration. In architectural design, we can combine regional cultural characteristics, innovate design concept, avoid homogenization development and highlight local characteristics. On the basis of functional design and the realization of basic public services, local cultural products and services should be increased as much as possible, and the overall environment and quality of public services should be improved. In the architectural concept, it should be integrated into the ecological concept, coordinated with the environment, and basically the same as the scale of tourists' flow.

4.3. Tourist Signs and Tourist Service Center

Tourism marking system has the function of guidance, interpretation and publicity. The qualified marking system is a kind of scenery and culture. Tourist service center is generally located in scenic spots and important transportation hubs, providing ticket booking, hotel accommodation, scenic area guide and other information consulting services. It has storage desk, lounge, mother and baby room, medical room, public telephone booth, cash withdrawal machine and other service facilities. In order to give full play to the cultural publicity function of the tourist service center, we can appropriately increase the computer touch screen and film and television equipment, circulating the video and television materials to introduce the scenic resources and tour routes, and comprehensively display local characteristics culture, products and related services.

5. The Third Path: Promoting the Integration of Cultural and Tourism Public Services

The integration of culture and tourism public service is the practical need of culture and tourism serving the people. The integration of cultural and tourism public services can not only make use of and save resources, expand the coverage of cultural and tourism products and services, but also improve the penetration of digital technology, so as to expand new space for the development of cultural and tourism integration. The first is to continuously improve the public service system and mechanism of the cultural and tourism industry, and constantly strengthen the top-level design of the cultural and tourism public service, with the promotion of the digitalization of the cultural and tourism industry as the standard; the second is to coordinate the construction of public service facilities, explore the construction and transformation of a batch of cultural and tourism comprehensive service facilities, so as to provide the people with better and richer cultural and tourism products and services, and effectively enhance the cultural and tourism access of the people. The third is to optimize the service of the cultural tourism management department, further improve the service efficiency of the management department, and make the management department become the "backstage server" of the digital transformation of the cultural tourism industry.

6. Conclusions

With the development of the integration of culture and tourism, the construction of public cultural service system has been set up and opportunities are provided. Under the background of cultural tourism integration, the construction of public cultural service system can only

continuously explore the integration path, and can it develop continuously in the process of striving for success. Based on the basic situation of Yibin City, this paper puts forward three ways of public service construction under the background of cultural tourism integration, and analyzes them from different levels. From the public service of tourism to the construction of public service to promote the integration of culture and tourism, the cultural breakthrough is the fundamental of transformation and upgrading, surpassing traditional tourism, realizing the tourism development of culture and high-quality tourism development.

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