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Empowering High-Quality Development of the Cultural and Tourism Industry Through Traditional Cultural Elements: Pathways Exploration—A Case Study of Guangxi

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Abstract. This study selects Guangxi as a case and, from the perspective of "experiential value generation," constructs a four-dimensional analytical model encompassing "in-depth excavation of cultural resources—transformation and generation of experiential products—effective linkage with target audiences—robust support of the industrial ecology." It comprehensively sorts out the intrinsic mechanisms and realization pathways through which traditional culture empowers the cultural and tourism industry. Within this framework, four specific implementation directions are covered: first, activating cultural materials guided by immersive experiences; second, restructuring product features centered on everyday experiences; third, innovating promotion models targeting young audiences; and fourth, optimizing the service system based on industrial linkage, aiming to provide ideas for the integration process of the cultural and tourism industry in the land of Guangxi.

Keywords: Traditional Cultural Elements, Cultural and Tourism Industry, High-Quality Development, Experience Economy.

1. Introduction

The report of the 20th National Congress of the Communist Party of China provided important guidance for the integration work in the cultural and tourism fields, emphasizing the need to "shape tourism with culture and promote culture through tourism," thereby facilitating the deep integration process in these areas. Against the current backdrop where experiential consumption models profoundly influence the cultural and tourism consumer market, public consumption preferences have also undergone new changes. Under this trend, the key advantage of cultural and tourism projects is shifting from reliance on inherent resources to a focus on experience creation. Whether such projects can transform cultural elements into immersive experiences that tourists can personally participate in and genuinely feel has become a core factor determining their success. Recently, although Guangxi has made preliminary progress in the integration of culture and tourism, practical observations reveal numerous unresolved issues: insufficient lighting on rural roads leading to some high-end homestays, relatively backward hardware facilities at Guilin Railway Station, and intangible cultural heritage inheritors still troubled by "how to make a decent living through their skills." Even so, the unique natural scenery and cultural heritage of the Guangxi region continue to

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exert considerable appeal to younger demographics who value aesthetic experiences. So, how can this unique charm be transformed into tangible consumer footfall? This is the main question this paper attempts to address. To explore this issue, this study takes the theoretical perspective of "experiential value construction" as its entry point, delving into the underlying mechanisms and implementation methods of how Guangxi's cultural and tourism industry is empowered by traditional culture.

2. How can traditional culture and the cultural and tourism industry achieve deep integration

The relationship between traditional culture and cultural tourism industry is not a simple "addition", but a kind of value symbiosis with internal fit. The establishment of this symbiotic relationship needs to go beyond the superficial symbol collage to the sharing of cultural meaning, the co-creation of emotional value and the co-construction of life style. Due to its regional uniqueness, emotional resonance and participation, traditional culture naturally has the potential to become the core attraction of tourism [1]. Regional uniqueness means unreplicable differentiation advantages. When tourists are exposed to the agricultural landscape of Longji terrace, what they experience is not a general "pastoral scenery", but the survival wisdom created by specific ethnic groups under specific natural conditions. When they listen to the multi-voice chorus of Dong Da Ge, what they feel is not the general "ethnic music", but the cultural mechanism of the non-written people inheriting history and ethics through sound. This uniqueness constitutes the core competitiveness of cultural and tourism products, which makes them avoid the homogenization trap in the fierce market competition. Emotional resonance refers to the social function of culture as a "network of meaning" -- the family concept, ecological wisdom and aesthetic interest contained in traditional culture can often resonate deeply with tourists' life experience and stimulate emotional experience beyond daily life. The participatability emphasizes the possibility of cultural transformation from "watching" to "practicing" -- when tourists personally participate in the weaving of Zhuang broth-making, learning the performance of Tianqin, and tasting the production of oil tea, they not only gain skills, but also obtain temporary transformation of identity and in-depth expansion of cultural understanding.

Existing research believes that the core of cultural empowerment lies in integrating the essence of culture into the real scene, so that history and contemporary dialogue can be launched [2]. This transformation not only endow culture with the form of "experience", but also endow tourism with the core of "soul". Culture is no longer a static exhibit in a museum window, but a breath of life flowing through the streets and alleys. Tourism is no longer a mechanical movement of space displacement, but a spiritual journey of meaning exploration. This two-way empowerment enables the integration of culture and tourism to go beyond simple industrial superposition and achieve deep integration at the value level.

The high-quality development of cultural and tourism industry is essentially a transformation from "scale expansion" to "value creation". This transformation means a fundamental adjustment of development evaluation criteria: it no longer simply pursues the growth of the number of tourists and tourism income, but focuses on the improvement of tourists' satisfaction, sense of cultural gain and community well-being. No longer keen on the hardware construction of big projects and big investments, but pay attention to the cultivation of soft power, brand power and service quality; It is no longer satisfied with short-term economic benefits, but pursues a long-term balance between cultural inheritance, ecological protection and economic development. Tourists pay more and more attention to projects that can bring immersion, participation and emotional resonance [3], and their travel motivation has also shifted from "watching others" to "experiencing another way of life " [1].

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In this context, cultural and tourism products that can establish emotional connections with consumers are continuously attractive.

It is this kind of two-way demand that constitutes the logical starting point of cultural and tourism integration: traditional culture provides differentiated content foundation for cultural and tourism to avoid homogeneous competition; Cultural tourism opens up a space for the live inheritance of traditional culture, allowing skills on the verge of being lost to re-enter daily life [4]. When Zhuang Weavers show Zhuang broiling skills to tourists, she not only gains economic income, but more importantly, cultural recognition and social respect; When young tourists share Tianqin learning experience on social media, they not only record their personal journey, but also become the node of cultural transmission and the extension of the inheritance chain. This symbiotic relationship makes the integration of culture and tourism have a deep value beyond economic calculation.

Based on this understanding, this paper constructs a four-dimensional analysis framework of "cultural resource mining - experience product transformation - target market link - industrial ecological support", in order to reveal the internal mechanism of traditional culture enabling cultural tourism. This framework emphasizes the organic connection and dynamic optimization of the four links: cultural resources mining is the foundation to solve the problem of "what is there"; Experience product transformation is the core, to solve the "how to do" problem; Target market link is the key, to solve the "who to see" problem; Industrial ecological support is the guarantee to solve the problem of "sustainable". The four dimensions support and iterate each other, and together constitute the dynamic system of high-quality development of culture and tourism.

3. Abundant resources, yet persistent bottlenecks: the realistic foundation and prominent problems of cultural and tourism integration in Guangxi

3.1. Resource endowment: the dual gift of multi-ethnic culture and natural landscapes

Guangxi is endowed with unique cultural resources, which originates from its unique geographical location and historical process. As the frontier of the intersection of Lingnan culture and Central Plains culture and an important node of the Maritime Silk Road, Guangxi is a large corridor of multi-ethnic migration and integration in history, forming a multi-symbiotic and peaceful cultural ecology. National intangible cultural heritage items such as Zhuang opera, Dong Da Ge and Jing Solo guitar art have been inherited for thousands of years, forming the bright star river of Guangxi's ethnic art. Taking Zhuang opera as an example, as a traditional opera of Zhuang nationality in Guangxi, it integrates Zhuang folk literature, music, dance and acrobatics, and has distinct national style and regional characteristics. Dong Da Ge, with its multi-part, non-conducting and unaccompanied singing form, is known as "sparkling music like a clear spring". It was included in the United Nations Intangible Cultural Heritage of Humanity representative list in 2009. The one-stringed qin art of the Jing nationality shows the musical creativity of the ocean nationality with its unique single-stringed playing technique. These art forms are not only performances on the stage, but also cultural practices embedded in festival ceremonies, social activities and daily life.

These cultural treasures complement Guilin's landscape, Detian Waterfall and other natural landscapes, providing natural advantages for the integration of culture and tourism." Guilin's reputation as "the best landscape in the world" has not waned for thousands of years. The karst peaks along the Lijiang River have been rated as one of the top ten water wonders in the world by National Geographic magazine. As the largest transnational waterfall in Asia, Detian Falls is connected with Banyue Falls in Vietnam, forming a unique border tourism landscape. The farming system of Longji Terrace shows the ecological wisdom of harmonious coexistence between man and

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nature, and is listed as a global important agricultural cultural heritage by the Food and Agriculture Organization of the United Nations. The interweaving of nature and culture makes Guangxi have the compound resource advantage of developing in-depth experience tourism.

3.2. Bottleneck analysis: shallow experiences, weak supporting facilities, and outdated communication

From a practical perspective, the resource advantages of Guangxi have not been fully transformed into development advantages. Firstly, the cultural connotations have not been sufficiently explored, and the experience products remain superficial. Many intangible cultural heritage projects are merely at the stage of "look and take pictures", failing to deeply integrate cultural stories with the emotional needs of tourists. As some research has pointed out, some cultural and tourism projects "emphasize construction over content", lacking core attractions with spiritual appeal [5]. Secondly, the supporting infrastructure is significantly lagging behind. For instance, the rural roads leading to the homestays in Chongzuo lack night lighting, and the facilities at Guilin Railway Station are outdated, greatly reducing the tourist experience. The precedent of Xiaoxitian in Xi County, Shanxi Province, shows that insufficient infrastructure carrying capacity can easily lead to a collapse in reputation [3]. Finally, the communication methods are outdated. Most promotions still rely on one-way indoctrination and fail to align with the interactive communication preferred by Generation Z, presenting a "island-like" promotion feature [1]. It is worth noting that Guangxi also faces significant opportunities. Its beautiful natural scenery and relatively low consumption costs have a natural appeal to young tourists from the Greater Bay Area who pursue aesthetic and health benefits. The experience of Chao-Shan in attracting tourists from the Greater Bay Area indicates that precise positioning can effectively activate consumption potential [6].

4. Four practical pathways for empowering Guangxi's cultural tourism industry through traditional culture

4.1. Activating cultural resources to create deeply participatory experiential content

Based on the unique ethnic cultural genes of Guangxi, transforming static cultural resources into immersive experience projects is the fundamental path to avoid homogenization. Local administrative departments should conduct a comprehensive exploration of key cultural symbols such as Zhuang brocade and Tianqin, and deeply excavate the historical origins and cultural essence they contain. The experience of Weishan Lake area shows that only by systematically sorting out local culture can its cultural value be fully demonstrated [7]. Taking local cultural elements like Longzhou Tianqin as an example, cultural experience activities lasting several days can be created, allowing participants to fully experience the entire process from material selection, handcrafting to performance display. In addition, we can also refer to the practices of places like "Red Ribbon" in Guizhou and "Tang Dynasty City of Eternal Night" in Xi'an, and use technologies such as VR, AR and holographic projection to make static cultural relics "come alive" [8].

4.2. Cultivating composite talents to solidify the intellectual foundation for industrial development

Talents are the primary resource for integrating cultural tourism. Local administrative departments should promote collaboration between educational institutions and cultural venues, and support universities in jointly setting up courses such as the inheritance of intangible cultural heritage and

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the design of cultural creative products with cultural units [4,7]. The approach taken by Bozhou and Shanghai Sports University in jointly cultivating comprehensive talents is of reference value [2]. On this basis, local administrative departments should also enhance support measures for the inheritors of intangible cultural heritage, by setting up special funds to encourage them to take apprentices and teach skills, helping the inheritors earn a dignified livelihood through their own skills. Additionally, efforts should be made to strengthen the training and development of personnel at cultural sites in rural areas, in order to enhance the overall level of grassroots cultural services [7].

4.3. Innovating communication methods to enable Guangxi's stories to reach wider audiences

The cultural and tourism resources of Guangxi have a natural appeal to young tourists. The key lies in telling the stories of Guangxi in a way that they enjoy. First, the local government should build a multi-platform communication network, integrating platforms such as Douyin and Xiaohongshu, and promoting official accounts to collaborate with travel influencers. Secondly, they can fully utilize narrative storytelling to create anthropomorphic IPs like "Liu Sanjiao", interacting with netizens in a humorous and friendly manner. Harbin, by shaping an approachable city image through "Southern Little Potato", has proven that personalized communication can evoke emotional resonance [1]. Thirdly, they can launch topic challenges to encourage tourists to share their experiences, making real users the most persuasive communicators [1]. Finally, they should actively promote "digital + culture" exports, using online exhibitions and VR experiences to promote Guangxi culture to the Hong Kong-Macao region and Southeast Asia markets [2]. The experience of the Chaoshan Yinggu Song performance going on a European tour can also provide a reference for Guangxi [2].

4.4. Promote industrial integration and expand the value boundary of cultural and tourism economy

"Slow life, deep experience, true health" is established as the core value proposition, and a multi-level product system is built around this core. Relying on the medical culture of Zhuang and Yao, we can develop health care products such as TCM physical therapy and medicinal diet therapy. Relying on Zhuang jin and other crafts, the integration mode of "intangible cultural heritage + homely accommodation" can be developed, so that tourists can immerse themselves in the cultural atmosphere from the moment they step into the room door. The experience of building a characteristic town based on purple sand and wine culture in Xiangning, Shanxi Province shows that building a product system around the core culture is conducive to forming market recognition [9]. Relying on the terracing farming culture, participatory projects such as "one-day farmer" can be developed to allow tourists to relax while working.

5. Conclusion and outlook

The value of traditional culture lies not in being worshipped, but in being experienced, passed down, and recreated. Guangxi has a rich cultural heritage and also faces natural opportunities from the young demographic, especially in the Greater Bay Area market. However, insufficient exploration of cultural connotations, weak ability to transform experiences, lagging infrastructure, and outdated communication methods remain real challenges that hinder development. Looking to the future, Guangxi should activate cultural resources based on in-depth experiences, reshape product forms with lifestyle as the core, innovate communication methods targeting young groups, support the

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improvement of service ecology through industry collaboration, and truly transform cultural resource advantages into economic development advantages. This will enable traditional artisans to achieve a decent life through their craftsmanship and allow young tourists in the Greater Bay Area to find a spiritual refuge in the mountains and waters.

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