

# Research on the Integration of Public Cultural Service Institutions and Tourism Consulting Centers--Based on the Theory of Holistic Governance

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**ABSTRACT.** Since the official listing of the Ministry of culture and tourism, deepening the integration of culture and tourism has become a key task in the development of cultural and tourism, and the integration and development of public cultural services and tourism public services has also become one of the research focuses of cultural and tourism integration. By reviewing and combing the literature, this paper clarifies the internal driving mechanism of the integration and development of public cultural service institutions and tourism consulting centers, expounds the inevitability of the integration of the two, and tries to introduce the theory of holistic governance, in order to find out the shortcomings of the integration and development of public cultural service institutions and tourism consulting centers under the guidance of the theory, and use the theory to promote The ideas and suggestions of the integration of the two.

**KEYWORDS:** Public cultural service institutions, Tourism advisory center, Holistic governance, Institutional integration, Collaboration

## 1. Introduction

In 2018, the Ministry of culture and tourism officially launched, marking the formal integration of culture and tourism. For a time, the integration of culture and tourism has become a hot topic in the cultural, tourism and even academic circles. Culture and tourism public service -- the integration and development of public cultural service and tourism public service is also an important aspect of the integrated development of culture and tourism. The law of the people's Republic of China on the protection of public cultural services clearly defines "public cultural services", which refers to "public cultural facilities, cultural products, cultural activities and other related services provided for the main purpose of meeting the basic cultural needs of citizens under the leadership of the government and participated by social forces" (Article 2), which defines public cultural services from

the legal level The main body of responsibility, service purpose and content.

At present, there is no specific definition of tourism public service in the legal level. The tourism law of the people's Republic of China puts forward the development policy of "improving tourism public service" (Article 3). The tourism public service matters involved in the law mainly include the establishment of tourism public information and consultation platform, the setting up of tourism consultation center, the setting up of tourist signs, the establishment of tourist transfer station (Article 26 above), and the establishment of tourism emergency response mechanism( Article 78). At present, there is a more influential saying in academic circles that "tourism public service refers to the general name of products and services with obvious public nature provided by the government or other social organizations, with the core of meeting the common needs of tourists, non-profit-making purpose and obvious public nature" proposed by Li Shuang (2012)[1].

## **2. The Internal Mechanism of the Integration**

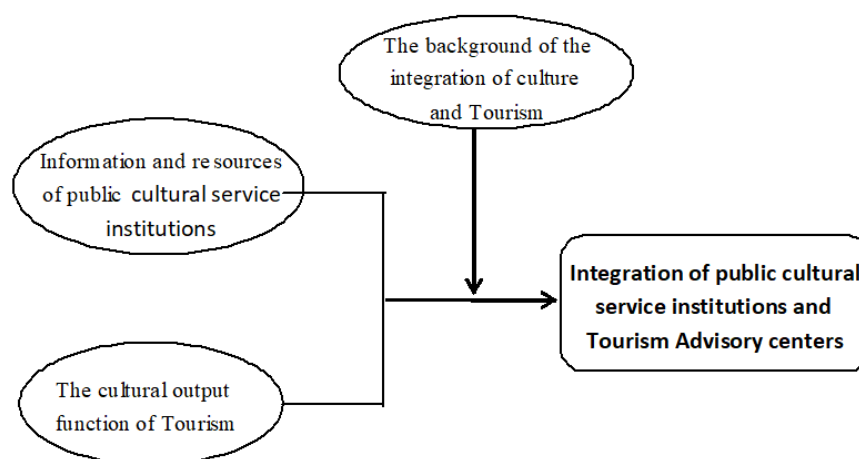
At present, some scholars have studied the integration of culture and tourism and its related fields, but they mostly focus on the integration of cultural industry and tourism industry, the integration of cultural public service and tourism industry, or the integration and measures of cultural industry and tourism public service, while the research on the integration of public cultural service and tourism public service is less. By sorting out the literature, the author roughly combs out the possibility of the integration of the two.

From the perspective of public cultural service institutions, Jin Wugang et al. (2019) believe that public cultural services have cultural resources and facilities space to promote the integrated development of institutions and consulting centers[2]. And public cultural institutions can provide tourism information integration and consultation services for the public and tourists, and integrate tourism information consulting with daily consulting services of public cultural institutions. Through the interconnection of space places, public cultural institutions can become an important node, and realize the transformation from the traditional position of providing public cultural services to the multi-functional space places with cultural and tourism integration development.

From the perspective of Tourism Advisory Service Center, Liu Deqian (2012) thinks that tourism advisory service center not only provides public welfare consulting services for tourists and citizens at home and abroad, but also undertakes the responsibility of publicizing the overall image of the city and collecting market information to provide basis for government decision-making. Wang Degen (2015) took Suzhou tourism city as the research object, and through the analysis of foreign tourists' satisfaction evaluation of China's urban tourism public service system, he found that public information service is one of the direct and important factors affecting satisfaction. To sum up, most scholars basically agree that the tourism consulting center is the information center of the city to a certain extent, and should

convey the relevant information of the city to tourists.

In addition, public cultural services and tourism public services are the basic public services provided by the government to meet the basic needs of the people. They are public welfare services mainly supported by public finance. The services provided need to have basic scope and basic scale, and they need to be adjusted dynamically with the development of economy and society[3]. These similarities constitute the theoretical basis for the integration of public cultural services and tourism public services. Based on this, this paper puts forward the driving mechanism of the integration development of public cultural service institutions and tourism consulting centers (as shown in Figure 1).



*Fig.1 Diagram of Driving Forces for the Integration of Public Cultural Service Institutions and Tourism Advisory Centers Photo Source: Self Made by the Author*

To sum up, the existing research explores the possibility and theoretical and practical basis of the integration of public cultural service institutions and Tourism Advisory centers, providing reference for further integration research. However, the current literature has not combined with the current situation of the integration of the two to explore the shortcomings of the current integration; there is no in-depth study based on the current practical cases to extract the mode and path of the integration development; and most of the current discussion is based on the scattered discussion of reality, not from the theoretical point of view to comprehensively and systematically examine The integration of the two. Therefore, on the basis of clarifying the driving mechanism of the two, this study attempts to introduce the theory of holistic governance, examine the problems existing in the integration of public cultural service institutions and Tourism Consulting Center from the perspective of integrity, and propose the deepening path assumption, so as to further explore the integration of the two.

### **3. Theoretical Framework of Holistic Governance**

Holistic governance originated in the 1990s, which is put forward on the basis of rethinking the practice of new public management[4]. Hicks believes that holistic governance is a government governance pattern that takes the needs of citizens as the governance orientation, information technology as the governance means, coordination, integration and responsibility as the governance mechanism to coordinate and integrate the fragmentation problem, and provide seamless and non separated integrated services for citizens.

Due to the ideas and concepts of coordination, integration, public responsibility, citizens' needs and the application of information technology contained in holistic governance, at present, in China, holistic governance is more applied to public affairs such as administrative management and precision poverty alleviation governance, but it has not been applied in the field of cultural and tourism integration. However, this study believes that both public cultural service institutions and Tourism Advisory centers belong to the field of public service, and holistic governance can provide theoretical basis, guidance and development ideas for the analysis of their integration structure. This is also the first attempt to introduce the theory of holistic governance into the study of cultural tourism integration, in order to provide inspiration for the development of this field.

### **4. The Fragmentation of the Integration**

At present, there are three fragmentation problems in the integration of public cultural service institutions and Tourism Consulting Center: functional integration fragmentation, resource integration fragmentation and path integration fragmentation. We will analyze them one by one.

#### ***4.1 Fragmentation of Function Integration***

“Supported by functional integration” is the organizational basis of holistic governance. To realize the function integration, the most root lies in the realization of cooperation subject integration. However, the practice is still in the minority. In the integration of cultural public service and tourism public service, the government is the biggest leader and main body. Public cultural service institutions are subordinate to the state institutions and supported by the state finance. Tourism public service is also part of the local government's efforts to strengthen public facilities. From this point of view, the government should play a vital role in the process of integration. At present, the cultural and tourism public service has not yet formed a professional organization, and the integration of this part in the work of the Ministry of culture and tourism is not the top priority of the current work. Therefore, subject integration still has a long way to go.

#### ***4.2 Fragmentation of Resource Integration***

At present, most of the public cultural service institutions and Tourism Advisory centers in China focus on resource integration. On the whole, the integration in this area is still in the initial, sporadic and accidental state, and has not become a universal and normal service. In addition, the scope of resource integration is small. From the perspective of practice, at present, the integration of public cultural service institutions and tourism consulting centers mostly stays in the two aspects of site integration and information fusion. However, the grafting, integration and creation of new content between the two are relatively slow, and the function of the site has not been maximized.

#### ***4.3 Path Integration Fragmentation***

Dong Fanghui (2012) believes that museums have multiple functions, and they exist as public service institutions, which can be built into tourist service centers of cities. In addition, Dong Fanghui also proposed two ways for the museum to serve as a tourist service center. One is the idea of “urban tourist service center” proposed by the comprehensive museum, so that it can play the role of “living room” of the city. The other is the idea of “special tourist service center” for special museums.[5] However, at present, the model is only proposed, and no exact practice has been carried out. Many studies have not refined the path and mode of formation from the phenomenon, and there is the fragmentation of path integration.

### **5. The Path of Deepening Integration Integrity**

Based on the idea of holistic governance, the integration of cultural and tourism public services can further expand the breadth and depth, and realize the comprehensive integration of public cultural service institutions and Tourism Advisory centers. According to the above analysis, based on the theory of holistic governance, this study puts forward suggestions and ideas to deepen the integration of the two.

#### ***5.1 Function Coordination and Integration: Improve the Level of Organizational Coordination and Realize the Integration of Functions***

Practice has proved that only by attaching great importance to and improving the overall governance of the government and state departments can we improve the integration of public cultural service institutions and Tourism Advisory centers from the source. Therefore, fundamentally speaking, we should strengthen the overall planning and coordination of the in-depth integration of cultural and tourism public service system at the national, provincial, municipal, district and county levels, accelerate the pace of the integration of public cultural service institutions and Tourism Advisory Center mechanism, and realize the top-level guarantee. At the same time, we should strengthen the cooperation and cooperation among various departments involved in cultural public service and tourism public service, form an integrated organization network of cultural and tourism public service, and actively

cultivate a new mechanism of deep integration.

### ***5.2 Reorganization and Utilization of Resources: Expand the Width and Depth of Resource Integration***

In addition to the preliminary integration of venues and information resources, public cultural institutions can further improve the utilization rate of site resources and promote the innovation of information resources. One is to maximize the site function. An interactive center for sharing tourism anecdotes and transferring experience should be opened up in cultural service institutions. Build a platform for sharing travel anecdotes and experience transmission, organize tourism enthusiasts to carry out relevant activities, enrich service content, and attract public and tourists to participate. Second, according to professional advantages, in-depth mining of information resources. It provides targeted, accurate and seamless tourism guide information for global tourism and rural tourism, and delivers rich, accurate and applicable tourism information to tourists, highlighting the professionalism and irreplaceable of tourism information service of public cultural institutions.

### ***5.3 Deep Excavation and Reconstruction of the Path: Expand the Extension Service, Explore in Multiple Ways***

Make full use of the cultural resources of public cultural institutions to develop research tourism. Relying on excellent traditional cultural resources and large-scale public cultural facilities, the construction of research and study travel base is an important way to develop cultural research and study tour. Museums and intangible cultural heritage transfer base are the most qualified public cultural facilities to become cultural research and study travel base.

Relying on technical means to realize smart tourism. By means of the public cultural consultation center, the tourism center should be able to provide personalized and innovative cultural services for tourists Service quality.

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