

## **Exploration on the Symbiotic Development of E-commerce Theme Art Festival and Characteristic Town under the Background of Cultural Tourism Integration**

Zhengyang Fang\*, Dongli Peng, Chao Meng

Colleges of industrial education, Technological University of the Philippines, 0900 Manila, Philippines

---

### **Abstract**

Culture is the soul of tourism, and tourism is the carrier of culture. The cultivation of characteristic towns is to enhance the development capacity of small towns, promote the process of urbanization, improve the appearance of urban development, improve the quality of people's life, develop characteristic industries, coordinate urban and rural development, and carry forward and inherit Chinese traditional culture and characteristic culture. With the implementation of the cultivation and construction of characteristic towns, it has added a beautiful scenery to China's tourism industry. The Art Festival is the characteristic symbol and cultural label in the development of many characteristic towns. The two complement each other and become more and more inseparable. Starting from the background of cultural tourism integration, this paper explores the symbiotic development path of e-commerce theme art festival and characteristic town.

### **Keywords**

Cultural Tourism Integration; E-commerce Theme; Art Festival; Characteristic Town; Symbiotic Development.

---

### **1. Introduction**

In order to achieve sustainable development, the tourism industry needs to enrich its connotation and meet the spiritual and cultural needs of the public. Therefore, the integration of culture and tourism is the general trend of tourism development. Culture is the soul source of the existence and development of a country and a nation. Embedding it in the tourism industry is an important way of cultural inheritance. It can not only cultivate the national quality, but also show China's great country style to the world and enhance the country's international influence. E-commerce is an important symbol of development in the 21st century. Its rise and development has facilitated national life, brought opportunities for many enterprises to revitalize, and made non negligible contributions to the development of the country. E-commerce has covered cities and towns in many provinces and cities, and even become a "hero" for some regions to get rid of poverty and move towards a well-off society. It has also become a local characteristic label, and has also accelerated the cultivation of characteristic towns. It can be seen that the art festival founded with the theme of e-commerce can develop symbiotically with characteristic towns, The e-commerce Art Festival and characteristic town integrated with cultural connotation will only be more attractive.

## **2. Discussion on Symbiosis Unit of E-commerce Theme Art Festival and Characteristic Town**

Based on the symbiosis theory, e-commerce theme art festival and characteristic town are two independent symbiosis units respectively.

### **2.1 E-commerce Theme Art Festival**

E-commerce theme art festival refers to the e-commerce festival in the form of e-commerce performance, commodity exhibition, enterprise exchange and experience sharing. The organization of art festivals has a clear theme, purpose, time, place, content and purpose, and the time has a certain periodicity. Most e-commerce theme art festivals are held once a year, which is also because of the rapid development and change of e-commerce in the information age. The characteristics of e-commerce theme art festival mainly include publicity, artistry, regionality, openness and innovation. [1] The publicity is mainly aimed at the participants. Now almost all the people participate in e-commerce, including enterprises, consumers, performers and admirers. Moreover, the Art Festival is more like a festival activity in essence. Therefore, the e-commerce Art Festival has no restrictions on the ordinary people, which also reflects the publicity of the Art Festival. Artistry mainly aims at the holding form and essence of the art festival, which is the development expectation of the organizers of the art festival. Showing e-commerce art is also one of the main purposes of the art festival. Regional is mainly aimed at the content of the art festival. Inviting e-commerce enterprises and online celebrities in the region to display high-quality e-commerce products in the region, or integrating local national characteristics and folk customs into the design of the Art Festival is to enhance the people's national cultural confidence and realize the promotion and inheritance of regional traditional excellent culture and characteristic culture. Openness is mainly aimed at the hosting concept. Under the background of economic globalization, the development of e-commerce is also diversified, and international culture is gradually entering China. Therefore, the hosting concept of the Art Festival should also be open and inclusive to rationally accept and integrate various international elements. Innovation is mainly aimed at the founding purpose of the e-commerce theme art festival. Innovation is needed for development. It is better to brainstorm behind closed doors. The Art Festival is like a platform to provide e-commerce enterprises with a space for smooth communication, so as to explore new directions and opportunities for the development of the industry and market.

### **2.2 Characteristic Town**

At present, there are nearly 1000 Characteristic Towns under cultivation. These towns have their own characteristics and are built according to the development prospects and local characteristics of the towns. The functions of the town are diversified, including a very dynamic leisure and tourism town, as well as a theme town cultivated and constructed with the characteristics of business logistics, modern manufacturing, education and technology, traditional culture and natural scenery. China's characteristic towns are mainly divided into three types: cultural inheritance type, industrial type and international type. The construction and development of small towns plays a positive role in improving the quality of life of the public, protecting historical and cultural heritage, promoting urbanization and coordinating urban and rural development.

## **3. Analysis of Symbiotic Environment between E-commerce Theme Art Festival and Characteristic Town**

All elements outside the symbiotic unit are collectively referred to as symbiotic environment, which is the basic condition for the emergence and development of symbiotic relationship and its unit. For the symbiotic development of e-commerce theme art festival and characteristic towns, the major policy background for the healthy development of cultural tourism integration is the main symbiotic environment of the two. Adhere to the integrated development of cultural tourism and fully activate the mass cultural tourism market, Striving to establish a long-term mechanism of "more dynamic culture, more attractive tourism and more dynamic consumption" in practical exploration is the

direction of symbiotic development of e-commerce theme art festival and characteristic towns. E-commerce themed Art Festival can promote the development of e-commerce and increase the characteristics and theme of the art festival. Moreover, e-commerce has been integrated into the daily life of the public. Therefore, holding the art festival with e-commerce as the theme can stimulate the economic development of the town, improve the characteristics of town construction, create a characteristic e-commerce culture belonging to the town, and the e-commerce label will also attract tourists from all over the world, So cultural tourism integration is a symbiotic environment for the development of e-commerce theme art festival and characteristic towns. [2].

#### **4. Energy Exchange Process Between E-commerce Theme Art Festival and Characteristic Town**

Since it is symbiotic development, the e-commerce theme art festival and characteristic towns complement each other and promote each other. From the perspective of symbiosis theory, they can provide each other with development energy.

##### **4.1 Energy Provided by E-commerce Theme Art Festival for Characteristic Towns**

First, the successful holding of the e-commerce theme art festival can become the development feature of the characteristic town and the characteristic commercial and economic development label of the town. Attract more productive forces and development forces for the town, and enrich the cultural connotation of the town. Second, the development of e-commerce has been internationalized and relatively mature in China. Therefore, holding e-commerce theme art festival in characteristic towns can attract enterprises, people and public tasks at home and abroad to participate, which will increase the influence of the town, become the tourism feature of the town and create tourism revenue for the town, At the same time, promote the development of various industries in the relevant tourism chain. [3] Third, the successful and stable holding of e-commerce theme art festival will provide characteristic towns with cultural and creative industry development opportunities related to the art festival, which will also increase the employment space of human resources in the region. Fourth, the establishment of the Art Festival should pay attention to the embodiment of artistry, which also means that the cultural and creative industry of art in the town will get development opportunities, and the cultural and creative industry chain such as performing art, process design, environmental art, media and sculpture will gradually form, become the support for the economic development of the town and add characteristics to the town. Fifth, the Art Festival is an important opportunity to inherit and carry forward the local culture and characteristics. When reflecting the artistry of the art festival, the organizers will take the initiative to explore the traditional culture, national characteristics and folk customs of the town. The publicity of e-commerce and the punch in of online popularity will increase the public's cultural identity and enhance the cultural confidence of the town.

##### **4.2 Energy Provided by Characteristic Towns for E-commerce Theme Art Festival**

First, the establishment of the e-commerce theme art festival will bring a lot of energy support to the characteristic town and promote the cultivation and development of the town. Therefore, in the process of the establishment of the art festival, the local government will provide the organizers with policy, venue, public security, finance and other conveniences and preferences as much as possible, improve the establishment efficiency of the Art Festival and save some costs and expenses for the organizers. Second, the organization and holding of the e-commerce themed art festival needs sufficient space, venues, equipment and facilities, as well as convenient transportation conditions, catering supply and pleasant accommodation environment. One project in the cultivation and development of characteristic towns is to stimulate the development of local tourism industry, so it can meet the requirements of the Art Festival for various environmental conditions. [4] Third, the cultivation condition of characteristic towns is that they have their own development characteristics. They have their own uniqueness in terms of natural scenery, national characteristics or industrial development, which is also the basic characteristics of the town, and these characteristics can bring certain tourism resources to the town. Therefore, the establishment of e-commerce theme art Festival

in characteristic towns can also enjoy the original tourism resources of the town, Increase the number of visitors to the festival.

## 5. Conclusion

In short, the symbiotic development of e-commerce theme art festival and Characteristic Towns under the background of cultural tourism integration is very feasible. Under the background of cultural tourism integration, they can fully show their respective characteristics and advantages, and then continue to supply energy for each other's characteristic development, forming a virtuous circle and realizing their common sustainable development. The establishment of the Art Festival is still in the exploration period. With the blessing of the energy of characteristic towns, it can go further, and the cultivation of characteristic towns is more characteristic and charming due to the integration of the art festival. The culture can be continued and innovated, the economy can be developed and linked, and the symbiotic development of e-commerce theme art festival and characteristic towns is forging ahead with the support of the integration of culture and tourism.

## Acknowledgments

Fund Project: This article is the result of the (2021 Henan Provincial Federation of Social Sciences Research Projects "Research on Rural Cultural Inheritance and Small Town Tourism Development from the Perspective of Cultural and Tourism Integration" (Project Number: SKL-2021-77).

## References

- [1] Qu Yan Research on the symbiotic development of Art Festival and characteristic town under the background of cultural tourism integration [J] Art Management (Chinese and English), 2020, (01): 136-142.
- [2] Wu Jingjing Releasing the potential of cultural innovation in cultural and tourism integration -- a new idea of cultural and tourism integration from the art festival of Guyan painting town [J] Chinese writers and artists, 2020 (10): 201-202.
- [3] Mao Haijun On the marketing communication path of characteristic towns from the perspective of cultural tourism integration -- Taking Boao, Hainan as an example [J] Research on communication power, 2019,3 (23): 22-23.
- [4] Wu Zuobin, LAN Tianze, Li Ju Link, symbiosis and integration: a preliminary study on the spatial development strategy of Shangji characteristic town in southern Shaanxi under the cultural continuity [J] Urban architecture, 2017, (33): 42-45.