



Influencing Factors of Tourism Enterprise Collaboration on Huzhou Tourism Participation Development under the Background of Cultural and Tourism Integration

Weiqli Li *

North Bangkok University, Indonesia

Corresponding author: 70874874@qq.com *

Abstract: *The topic of factors influencing tourism enterprise cooperation on the development of tourism participation in Huzhou under the background of cultural and tourism integration can be explored from multiple dimensions, highlighting the interaction between tourism enterprises and the broader cultural context of Huzhou. One important aspect is the importance of cultural heritage in promoting tourism participation. Known for its rich cultural resources and historical significance, incorporating cultural elements into the tourism industry can enhance the tourist experience and encourage more people to participate in tourism activities. This study, conducted through an online questionnaire distributed to 380 participants in Huzhou, delves into the impact of cultural and tourism integration on tourism development and strategies to manage tourism participation. The findings underscore that factors influencing cultural and tourism integration, government support and policy, and cooperative mechanisms positively correlate with tourism participation and enterprise collaboration in Huzhou.*

Keywords: *Enterprise Collaboration, Tourism Participation, Cultural and Tourism Integration*

1. INTRODUCTION

The collaboration among tourism enterprises in Huzhou is increasingly recognized as a crucial catalyst for enhancing tourism participation and development, particularly in the vibrant context of cultural and tourism integration. This integration holds immense significance in crafting a holistic tourism experience that resonates with the rich tapestry of local culture and the diverse expectations of visitors. In the heart of Zhejiang Province, Huzhou benefits from its strategic position within the illustrious Yangtze River Delta, an area celebrated for its abundant natural beauty and profound cultural heritage. This unique setting positions Huzhou as an ideal platform for pioneering collaborative tourism initiatives. Huzhou's tourism enterprises actively embrace sustainable practices harmonizing with broader ecological preservation and cultural enrichment objectives. This approach does more than attract tourists; it nurtures a more profound sense of community involvement and ownership among residents, whose contributions have historically been instrumental in developing and operating tourism facilities. Furthermore, the interaction of intangible cultural heritage with tourism offerings is paramount. Local tourism businesses are encouraged to harness and promote Huzhou's artistic treasures, such as traditional crafts and vibrant local festivals, to curate distinctive experiences that set Huzhou apart from other destinations. This strategy enriches the tourist experience and plays a pivotal role in

preserving local culture and identity. Moreover, the influence of government policies in facilitating this collaboration cannot be understated. Proactive and effective governance can empower tourism enterprises to join forces, exchange best practices, and develop unified marketing strategies that showcase Huzhou's unique attractions. By aligning these government initiatives with the evolving needs and aspirations of tourists, Huzhou has the potential to enhance its allure as a destination while ensuring that tourism development remains both sustainable and beneficial to the local communities that are its backbone.

Research Objectives

This study explores the tourism participation of Huzhou tourism enterprise collaboration under the background of culture and tourism with the following objectives:

1. To examine the influencing mechanisms of the Huzhou tourism enterprise based on cultural and tourism integration, government support and policy, and cooperative mechanisms.
2. To offer suggestions for tourism enterprise collaboration on improving travelers' participation by enhancing their satisfaction with developing local culture and social value.

2. THEORETICAL FOUNDATION

Definition of Diffusion of Innovation Theory

Cohen's theory of tourism, developed by sociologist Arnold Cohen in 1970, helps us understand why people travel. He divides tourists into two main groups: "organized mass tourism," where large groups visit set destinations, and "independent or individual tourism," where travelers explore independently. Cohen points out that different types of tourists have different experiences. These experiences depend on factors such as the search for authentic experiences, cultural involvement, and the influence of the local culture. Cohen's theory provides insights into what drives people's travel choices and how these choices affect their interactions with different cultures.

Definition of Social Exchange Theory

In the context of tourism participation, Social Exchange Theory explores the interactions between tourists and host communities, focusing on the perceived benefits and costs associated with these interactions (Cook & Rick, 2006). The theory posits that individuals engage in exchanges wherein both parties strive to maximize their benefits while minimizing costs. Furthermore, it underscores the power dynamics inherent in tourism interactions, as tourists often possess more significant financial resources, influencing their treatment and the variety

of experiences available. Social networks and community ties also play a critical role in shaping tourism participation. Strong communal connections can facilitate local support for tourism initiatives, enhancing the overall experience for tourists and hosts.

Definition of Terms

1. Tourism participation, within the framework of cultural and tourism integration, denotes the active engagement of individuals and communities in tourism activities that prioritize cultural experiences and heritage. This engagement is fueled by a desire to immerse oneself in local traditions, customs, and historical narratives, thereby enriching the travel experience for visitors. Concurrently, it benefits host communities, fostering mutual respect and understanding (Zeng et al., 2023).
2. Cultural and tourism integration refers to the strategic collaboration between the cultural and tourism sectors to enhance the visitor experience by incorporating cultural elements into tourism activities. This integration seeks to enrich the tourism experience while promoting and preserving local culture. Moreover, it significantly impacts tourist engagement in cultural tourism activities, facilitating a deeper connection with the cultural heritage of a given destination. Cultural and tourism integration benefits tourists and local communities (Zhao et al., 2023).
3. Government support and policy are essential in promoting participation in tourism and integrating cultural and tourism sectors. This support is typically realized through formulating and implementing strategic policies that foster cultural tourism, enhance local heritage, and ensure sustainable tourism practices. Effective governmental policies often encompass financial assistance for cultural tourism initiatives, including grants for cultural events, funding to preserve historical sites and investments in infrastructure that improve access to cultural attractions. Moreover, governments may provide training and resources to local communities, facilitating their engagement in tourism development, thereby ensuring that they can effectively participate in and benefit from the tourism economy (Tang et al., 2024).
4. A cooperative mechanism for tourism participation in integrating culture and tourism pertains to collaborative frameworks and strategies designed to facilitate effective interactions among diverse stakeholders, including governmental entities, local communities, tourism enterprises, and cultural institutions. This mechanism is vital for fostering a unified approach to tourism development that prioritizes cultural heritage while enhancing the overall visitor experience. By ensuring the active involvement of local communities in tourism activities, these communities can realize economic benefits

while simultaneously contributing to preserving and promoting their cultural heritage (Wang et al., 2021).

Conceptual Framework

The conceptual framework for understanding tourism participation in Huzhou through integrating culture and tourism is built on several key elements that drive its effectiveness. This integration significantly enhances the visitor experience by connecting tourists with the area's rich heritage and traditions (Zhu et al., 2024). Government support and policy are vital in fostering a collaborative environment among various stakeholders. With effective policies, we can secure financial backing for cultural initiatives, create incentives for tourism businesses that prioritize local culture, and safeguard our invaluable cultural heritage. A cooperative mechanism facilitates dynamic interaction among stakeholders, including local communities, tourism operators, cultural institutions, and government entities (Lu et al., 2022). This collaboration promotes the exchange of resources and knowledge, creating integrated tourism products that effectively showcase local culture (Li, 2022). Ultimately, this framework champions sustainable tourism practices that respect and preserve Huzhou's unique cultural heritage and generate mutual benefits for tourists and residents. Resources and knowledge leading to the development of integrated tourism products that showcase local culture. Ultimately, this framework promotes sustainable tourism practices that respect and preserve Huzhou's unique cultural heritage while providing mutual benefits for tourists and residents.

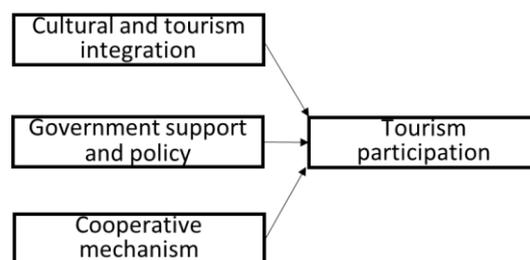


Figure 1. The Conceptual Framework

Research Restriction

The tourism sector's primary challenge is not cohesive communication among key stakeholders, including government entities, local businesses, and cultural institutions. This lack of connection can obstruct the development of unified strategies that effectively integrate tourism initiatives with the preservation of cultural heritage. Furthermore, current policies may inadequately support collaborative efforts or partnerships, resulting in difficulties for enterprises in pooling resources and expertise. Consequently, this can create an environment

of competition rather than collaboration, ultimately undermining the potential for integrated tourism experiences that reflect the rich cultural heritage of Huzhou.

3. RESEARCH HYPOTHESIS

The Correlation between Cultural and Tourism Integration and Tourism Participation

The objective of the setup test is to explore the correlation between the integration of culture and tourism participation within the context of collaboration among tourism enterprises. This study analyzes data from tourism businesses that actively incorporate cultural elements into their offerings. By doing so, researchers can evaluate how this integration affects the level of participation in tourism activities. This relationship highlights the significance of collaboration among tourism enterprises in creating a dynamic tourism environment where cultural experiences enhance visitor engagement and contribute to the overall success of tourism initiatives (Alberti & Giusti, 2012).

H1 A positive correlation does not exist between cultural and tourism integration and tourism participation in tourism enterprise collaboration.

The Correlation between Government Support and Policy and Tourism Participation

This study examines the correlation between government support and policies and tourism participation within the framework of tourism enterprise collaboration. This analysis seeks to elucidate how governmental interventions and policies influence engagement in tourism activities. This relationship underscores the notion that effective government policies can foster a conducive environment for tourism enterprises, encouraging active engagement with local communities and tourists. Government support may manifest in various forms, including financial incentives, infrastructure development, and regulatory frameworks facilitating tourism growth (Liu et al., 2018).

H2 A positive correlation does not exist between Government support and policy and tourism participation in tourism enterprise collaboration.

The Correlation between Cooperative Mechanism and Tourism Participation

The current study investigates the correlation between cooperative mechanisms and tourism participation within the framework of tourism enterprise collaboration. It seeks to determine how collaborative practices among tourism stakeholders impact the engagement levels in tourism activities. The primary objective of this analysis is to assess whether the implementation of stronger cooperative frameworks—such as partnerships, alliances, and joint initiatives—leads to heightened participation in tourism. The results of this correlation study are expected to inform strategic approaches that harness cooperative mechanisms to

enhance tourism participation, ultimately maximizing the region's economic benefits and cultural richness (Li & Ju, 2020).

H3 A positive correlation does not exist between cooperative mechanisms and tourism participation in tourism enterprise collaboration.

4. RESEARCH METHODS

Population and Sample

This research population comprises Huzhou, China, and tourists interested in tourism participation in developing cultural and tourism integration. A sample of 380 was collected for this study's analysis in November 2024 through the WeChat Survey Platform.

This study's minimum research sample size is based on the study of Kadam Bhalerao (2010)

1. The margin of error (confidence interval) – 95%
2. Standard deviation 0.5
3. 95% - Z Score = 1.96
4. Sample size formula = $(Z\text{-score})^2 * Std\ Dev*(1-StdDev) / (\text{margin of error})^2$
5. $(1.96)^2 * 0.5(0.5) / (0.05)^2$
6. $(3.8416 * 0.25) / 0.0025$
7. $0.9604 / 0.0025 = 384$
8. 384 respondents would be needed for this study based on a confidence level of 95%

5. RESEARCH MODEL

Correlation Analysis

Correlation analysis is widely used to measure the degree of association between different variables. The Pearson correlation coefficient is commonly used to test the correlation. The value of the correlation coefficient (r) indicates the strength of the correlation between variables, while the significance level of the correlation is shown in the P-value.

Table 1. Correlation Coefficient Classification

Correlation coefficient r	Degree of relevance
$ r = 1$	Totally correlated
$0.70 \leq r < 0.99$	Highly correlated
$0.40 \leq r < 0.69$	Moderately correlated
$0.10 \leq r < 0.39$	Low correlation
$ r < 0.10$	Weak or unrelated

Correlation Analysis of Cultural and Tourism Integration and Tourism Participation

The correlation coefficient r between cultural and tourism integration and tourism participation is 0.769, and $P=0.000$ is less than 0.01. Thus, cultural and tourism integration is significantly correlated with tourism participation.

Table 2. Correlation analysis results between cultural tourism integration and tourism participation

	Cultural and Tourism Integration
Cultural and Tourism Integration Sig. (1-tailed)	1
Transformational Leadership Sig. (2-tailed)	.769** (.000)

Correlation Analysis of Government Support and Policy and Tourism Participation

The correlation coefficient r between government support and policy and tourism participation is 0.823, and $P=0.000$ is less than 0.01. Thus, it shows that organizational innovation is significantly correlated with enterprise performance.

Table 3. Correlation analysis results between government support and policy and tourism participation

	Government and Tourism Integration
Tourism Participation Sig. (1-tailed)	1
Government Support and Policy Sig. (2-tailed)	.823** (.000)

Correlation Analysis of Cooperative Mechanism and Tourism Participation

The correlation coefficient r between cooperative mechanism and tourism participation is 0.783, and $P=0.000$ is less than 0.01. Thus, it shows that social capital is significantly correlated with enterprise performance.

Table 4. Correlation analysis results between cooperative mechanism and tourism participation

	Cooperative Mechanism
Tourism Participation Sig. (1-tailed)	1
Cooperative Mechanism Sig. (2-tailed)	.783** (.015)

6. CONCLUSIONS

Research Results

The positive relationship between the integration of culture and tourism, government support and policies, and cooperative mechanisms significantly boosts tourism participation among enterprises in Huzhou. When artistic and tourism initiatives are effectively combined, they enrich the experience for visitors, attracting more tourists. This integration promotes local heritage, arts, and traditions, making Huzhou a more appealing destination (Richards, 2018). Government support is crucial in this dynamic. Policies encouraging collaboration among tourism enterprises and cultural institutions facilitate resource sharing, joint marketing efforts, and coordinated events (Moon & Song, 2015). Additionally, cooperative mechanisms strengthen these relationships by establishing frameworks for partnerships among various stakeholders, including local businesses, cultural organizations, and government entities (Luo et al., 2022). Enterprises collaborating more effectively can create diverse offerings catering to tourists' interests, ultimately increasing participation rates.

Establishing cooperative mechanisms among tourism enterprises is crucial for enhancing participation in tourism activities. Through collaboration, these enterprises can effectively share resources, knowledge, and best practices, leading to the development of innovative tourism offerings that highlight the unique cultural assets of Huzhou. This cooperative approach improves the overall quality of tourism services and enhances Huzhou's competitiveness as a tourist destination. The synergy fostered through these partnerships facilitates the creation of more comprehensive marketing strategies and enriches the visitor experience, resulting in increased tourist engagement and satisfaction.

H1 A positive correlation exists between cultural and tourism integration and tourism participation in tourism enterprise collaboration.

H2 A positive correlation exists between government support and policy and tourism participation in tourism enterprise collaboration.

H3 A positive correlation exists between cooperative mechanism and tourism participation in tourism enterprise collaboration.

Managerial Implications:

Several strategic suggestions can be implemented to enhance travelers' participation and satisfaction in Huzhou through collaboration among tourism enterprises. First, it is essential to establish strong partnerships between tourism enterprises and local cultural institutions. Such collaboration can create unique cultural experiences, including workshops, guided tours, and

festivals highlighting Huzhou's heritage. Second, implementing a feedback mechanism for tourists to share their experiences can significantly improve service quality. By analyzing this feedback, enterprises can identify areas for improvement and better align their offerings with traveler expectations. Third, promoting sustainable tourism practices is vital for increasing social value. Collaborating to develop eco-friendly initiatives can protect Huzhou's natural and cultural resources while encouraging responsible tourism among visitors. Additionally, leveraging digital platforms for marketing can increase participation. Social media, websites, and mobile applications allow enterprises to reach a broader audience and provide real-time information on cultural events and attractions. Finally, government support and policy frameworks should be employed to facilitate collaboration among tourism enterprises. The government can enhance tourism participation by establishing partnership incentives and offering resources for joint marketing efforts. This collaborative approach can foster a cohesive tourism strategy benefiting visitors and the local community.

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