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# Study on the Competitiveness Evaluation of Urban Cultural Tourism Creative Industry in Pan-Yangtze River Delta

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## Abstract

**Purpose** - In order to improve the comprehensive competitiveness of cultural tourism creative industries in the region, different grade cities should adapt to local conditions and differentiated development as the angle. It can promote the optimization of regional tourism industry structure, and make relevant suggestions accordingly.

**Research design, data, and methodology** - Based on the characteristics of cultural tourism creative industry, 24 indicators are selected from four aspects. The comprehensive competitiveness evaluation index system of cultural tourism creative industry is constructed. The essay use factor analysis to quantitatively evaluate 27 cities in the Pan-Yangtze River Delta, and use cluster analysis to classify the competitiveness of cultural tourism creative industries in each city into five types.

**Results** - The results of cluster analysis show that the whole area presents five kinds of step-like features, which are mature leading type, the advantageous development type, comparatively advantageous type, well-grounded type and difference-promotion type.

**Conclusions** - The factor analysis method was used to quantitatively evaluate 27 cities in the Pan-Yangtze River Delta, and cluster analysis was used to classify the cultural tourism creative industry competitiveness of each city into five type city. Based on the differentiation of cultural tourism creative industry competitiveness and 27 cities in the Pan-Yangtze River Delta, the relevant strategies were proposed.

**Keywords:** Cultural Tourism Creative Industry; Factor Cluster Analysis; Competition; 27 Cities In The Pan-Yangtze River Delta.

**JEL Classifications:** L60, O11, R12.

## 1. Introduction

Cultural tourism creative industry is a sunrise and emergent industry that combines cultural tourism and creative industries, which is the key to China's transition from big tourist country to strong tourist country. It is centered on excellent traditional culture and uses modern technology as tool that integrate and utilize of tourism resources, which achieve the goal of maximizing benefits. The development of cultural tourism creative industry plays an important role in the inheritance of excellent culture, the optimization of tourism industry structure and the coordinated

development of tourism industry. The proposal of creative city has a positive effect on the development of tourism, which is of great significance to promote the sustainable development of cities creative tourism.

Foreign scholars began to study the competitiveness of urban tourism in the 1980s, Michael J analyzed the factors of destination and tourism competitiveness, Dori used the competitive De Keyser-Vanhove model to empirically analyze the tourism competitiveness of Slovenia in 1998. Domestic based on the ecological niche perspective, the ecological niche of urban cultural tourism creative industry is analyzed, and the cluster size map is used to classify the urban niche size into six grades. Factor analysis is used to compare the tourism competitiveness of the Yangtze River Delta and Pearl River Delta cities into four categories: strong, strong, weak and weak tourism competitive cities.

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Based on the analysis of domestic and foreign literatures, the paper constructs the evaluation index of cultural tourism creative industry competitiveness, which take 27 cities in the Pan-Yangtze River as the research object. It use factor analysis method to conduct quantitative research and explore the reasons for the difference in the competitiveness of urban cultural tourism creative industry. It also puts forward suggestions for the development of creative tourism in all levels of cities and plays a positive role in the vigorous development of the cultural tourism industry in the Pan-Yangtze River Delta.

## 2. Research Area, Indicator System Construction and Data Source

### 2.1. Research Area

According to the "Changjiang Delta Urban Agglomeration Development Plan" approved by the State Council, the Pan-Yangtze River Delta is an extension of the Yangtze

River Delta. It includes 27 cities in three provinces and one city: they are Shanghai, Nanjing, Wuxi, Changzhou, Suzhou, Nantong, Yancheng, Yangzhou, Zhenjiang, Taizhou, Hangzhou, Ningbo, Jiaxing, Huzhou, Shaoxing, Jinhua, Zhoushan, Taizhou, Hefei, Wuhu, Maanshan, Tongling, Anqing, Zhangzhou, Chizhou and Xuancheng. This article adds another Huangshan City. Although Huangshan City does not belong to the Pan-Yangtze River Delta, it has world cultural heritage and is the pillar of tourism in Anhui Province. Therefore, this paper takes 27 cities as research objects.

### 2.2. Indicator System Construction and Data Source

According to the 2017 China Statistical Yearbook and other statistical data, in accordance with the principles of science, system and operability. This paper select 24 indicators that construct a comprehensive competitiveness evaluation index system for cultural tourism creative industries from four aspects: resource competitiveness, social support, industrial competitiveness and market demand.

**Table 1:** Evaluation Index System of Comprehensive Competitiveness of Cultural Tourism Creative Industry

First-level index	Two-level index	Three-level index	Number
resource competitiveness	Natural Resources	Abundance of cultural tourism resources*	X <sub>1</sub>
	Human Resources	Tourism practitioners**	X <sub>2</sub>
		Stylistic and recreational personnel **	X <sub>3</sub>
		The number of students in colleges and universities**	X <sub>4</sub>
social support	Infrastructure support	Library collection(Thousand volumes)	X <sub>5</sub>
		Highway density(km/km <sup>2</sup> )	X <sub>6</sub>
	Funding support	investment in the fixed assets***	X <sub>7</sub>
		The tertiary industry accounts for the proportion of GDP(%)	X <sub>8</sub>
		Government investment in cultural industry***	X <sub>9</sub>
		GDP per capita(Yuan)	X <sub>10</sub>
	Natural environment support	Green coverage rate in built-up area(%)	X <sub>11</sub>
		Comprehensive utilization rate of industrial solid waste(%)	X <sub>12</sub>
industrial competitiveness	Industrial performance competitiveness	Gross domestic tourism income***	X <sub>13</sub>
		Foreign tourism gross income(ten thousand dollar)	X <sub>14</sub>
		Cultural industry added value***	X <sub>15</sub>
	Industry support competitiveness	Number of star hotels	X <sub>16</sub>
		Number of cultural institutions	X <sub>17</sub>
	Creative output competitiveness	Number of patent admissibility	X <sub>18</sub>
	Creative investment competitiveness	Education expenditure accounts for the proportion of fiscal expenditure(%)	X <sub>19</sub>
		R&D expenditure ***	X <sub>20</sub>
market demand	Industrial potential	Number of domestic tourists**	X <sub>21</sub>
		Number of foreign tourists**	X <sub>22</sub>
	Urban potential	Urban per capita disposable income(Yuan)	X <sub>23</sub>
	Cultural potential	Per capita education, culture and entertainment consumption(Yuan)	X <sub>24</sub>

Note: \* indicate that number of A-level scenic spots, \*\* indicate that ten thousand people, \*\*\* indicate that billion Yuan.

### 3. Empirical Analysis of the Competitiveness of Cultural Tourism Industry in the Pan-Yangtze River Delta

#### 3.1. Factor Analysis

The purpose of the factor analysis is to determine whether the original sample data is suitable for factor analysis. On the basis of data standardization, the software SPSS22.0 is used to test 24 indicators. The results show that the KMO test value is 0.728, which is greater than the statistician's standard of 0.7, reflecting the better correlation of variables. Bartlett's spherical test chi-square distribution is 963.999, and the significance level is 0.000 under the condition of 276 degrees of freedom, indicating that the correlation of variables is significant. It is suitable for factor analysis.

#### 3.2. Principal Factor Extraction and Naming

The principal factor extraction is the core content of factor analysis. According to the rule that the principal factor eigenvalue is greater than 1. 5 principal factors ( $F_1, F_2, F_3, F_4, F_5$ ) are extracted, and the cumulative variance contribution rate reaches 86.602%. It shows that the five principal factors represent most of the original data, which reduces the complexity of the data, and the factor analysis is ideal. Therefore, it is selected as the principal factor for the comprehensive competitiveness evaluation of cultural tourism creative industries.

The factor loading matrix indicates the degree of correlation between the sample data and the extracted common factors. Because the factor load correlation of the initial matrix may not be significant, in order to improve the accuracy of the naming of each principal factor, the initial load matrix is rotated.

The load proportions of  $X_1, X_5, X_9, X_{13}, X_{15}, X_{16}, X_{18}, X_{19}, X_{20}$  and  $X_{21}$  on the principal factor  $F_1$  are relatively large, and the comprehensive variance contribution rate of  $F_1$  reaches 26.718%. It comprehensively reflects the demand scale, social support and creative output of the cultural tourism creative industry. Therefore,  $F_1$  is named as demand support and technological innovation factor. The load of  $X_8, X_{10}, X_{11}, X_{17}, X_{23}$  and  $X_{24}$  is relatively high in the main factor  $F_2$ , and the contribution rate of  $F_2$  is 24.22%. It characterizes the market consumption potential and environmental protection of the cultural tourism creative industry, so  $F_2$  is called the market potential factor.  $X_2, X_3, X_4, X_6$  and  $X_7$  occupy a large load on  $F_3$ , and the contribution of  $F_3$  to the variance of the variable is

19.146%. It reflects the situation of human resources and infrastructure, so  $F_3$  is called the resource base factor. The load of  $X_{14}$  and  $X_{22}$  on  $F_4$  is relatively high, reaching 19.057% in the comprehensive contribution rate of variance, which highlights the development of the international cultural tourism market, so named  $F_4$  as an international market factor. The principal factor  $F_5$  evaluation weight is 10.859%, which is classified as a cofactor.

#### 3.3. Calculation Factor Score

The final result of factor analysis is the factor score. First, the principal factor score function can be obtained from the factor score coefficient matrix. Secondly, the factor score is estimated, and the weighted contribution rate of the variance contribution rate of each principal factor to the total variance contribution rate is weighted and summarized, and the principal factor comprehensive score function is obtained:  $F=0.26718F_1+0.2422F_2+0.19146F_3+0.19057F_4+0.10859F_5$

The ultimate goal of the principal factor comprehensive score function is to calculate the comprehensive scores of the competitiveness of the cultural tourism creative industry in the Pan-Latin Triangle, so as to sort the cities (Table 2).

### 4. Cluster Results and Classification of the Competitiveness of Urban Cultural Tourism Creative Industry in Pan-Yangtze River Delta

#### 4.1. Cluster Analysis of Comprehensive Scores F for Cultural Tourism Creative Industry Competitiveness

Cluster analysis was carried out with F as the clustering variable, and 27 cities were divided into five types: mature-leading type, dominant-development type, comparative-advantage type, well-grounded and difference-promotion type in the Pan-Yangtze River (Table 3). Shanghai plays a leading role in the region and is a mature leader. Hangzhou, Nanjing and Suzhou follow closely and become a dominant development city. Ningbo, Shaoxing, Wuxi and Hefei have the core supporting function, which belongs to the relative advantage type. 8 cities including Changzhou and Jiaxing are well-grounded type. The final difference-promotion cities include 11 cities such as Huangshan and Wuhu. Judging from the overall distribution of the Pan-Yangtze River Delta city, it shows the development trend of "leading lead, three-legged, four-column support, and north-south wing wings."

**Table 2:** Principal Factor Scores, Comprehensive Scores and Rankings of the Cultural Competitiveness of the Cultural Tourism Industry in the Pan-Latin Triangle

City	F1	Rank	F2	Rank	F3	Rank	F4	Rank	F5	F	total rank
Shanghai	2.363	1	0.137	13	1.559	3	3.074	1	1.612	1.724	1
Hangzhou	1.999	2	1.297	3	-0.478	19	0.225	10	-0.351	0.761	2
Suzhou	0.236	11	1.928	1	0.172	10	0.211	11	0.239	0.629	3
Nanjing	-0.012	14	1.722	2	1.675	2	-0.359	17	-1.512	0.502	4
Ningbo	0.248	9	0.943	5	-0.615	20	0.248	9	0.667	0.297	5
Wuxi	-0.368	18	1.216	4	0.088	12	-0.295	16	0.005	0.157	6
Hefei	-0.360	17	-1.007	23	2.348	1	0.138	12	-0.329	0.100	7
Shaoxing	0.929	5	0.324	10	0.057	13	-1.121	25	-0.570	0.062	8
Changzhou	-1.082	24	0.865	6	0.457	8	-0.382	19	0.411	-0.020	9
Jiaxing	0.082	13	-0.215	18	0.716	7	-1.076	24	0.373	-0.058	10
Jinhua	-0.626	20	0.064	14	-0.780	22	0.997	4	0.468	-0.060	11
Nantong	0.237	10	-0.212	17	0.835	6	-1.644	27	0.535	-0.083	12
Taizhou	1.136	4	-0.198	15	-0.851	23	-1.406	26	0.626	-0.108	13
Zhenjiang	-0.664	22	0.534	9	0.098	11	-0.848	21	0.555	-0.131	14
Yangzhou	-0.559	10	0.228	12	0.216	9	-0.268	15	-0.301	-0.137	15
Huzhou	0.513	7	0.243	11	-0.770	21	-0.858	22	-0.412	-0.160	16
Yancheng	0.234	12	-0.507	19	-0.389	16	-0.513	20	0.314	-0.199	17
Zhoushan	-2.221	27	0.600	8	-1.205	25	1.281	3	1.956	-0.222	18
Taizhou	-0.640	21	-0.205	16	-0.093	14	-0.379	18	0.722	-0.232	19
Huangshan	0.799	6	-0.715	21	-1.527	26	1.369	2	-2.456	-0.258	20
Wuhu	-1.257	26	-1.256	24	1.189	4	0.481	7	0.337	-0.284	21
Anqing	1.161	3	-1.883	27	-0.392	17	-0.871	23	0.636	-0.318	22
Maanshan	-1.202	25	-0.644	20	1.172	5	0.924	5	-2.360	-0.333	23
Chizhou	0.332	15	-1.553	22	-0.457	24	-0.031	14	-0.109	-0.360	24
Xuancheng	-0.235	8	-0.910	26	-1.112	18	0.687	6	0.044	-0.393	25
Tongling	-0.767	23	0.739	7	-1.680	27	0.396	8	-1.292	-0.412	26
Chuzhou	-0.274	16	-1.535	25	-0.232	15	0.019	13	0.193	-0.465	27

**Table 3:** Cluster Analysis rResults of Comprehensive Scores for Cultural Tourism Creative Industry Competitiveness

Cluster results	City type	Number of cities	City
First level	Mature-leading	1	Shanghai
Second level	Dominant -development	3	Hangzhou, Suzhou, Nanjing
Third level	Comparative-advantage	4	Ningbo, Shaoxing, Wuxi, Hefei
Fourth level	Well-grounded	8	Changzhou, Jiaxing, Jinhua, Nantong, Taizhou, Zhenjiang, Yangzhou, Huzhou
Fifth level	Difference-promotion	11	Yancheng, Taizhou, Huangshan, Wuhu, Zhoushan, Maanshan, Anqing, Chizhou, Xuancheng, Tongling, Chuzhou

#### 4.2. Cluster Analysis of the Main Factors Scores for Cultural Tourism Creative Industry Competitiveness

Cluster analysis use each principal factor score as a clustering variable, further analyze the reasons for the

classification and differences of the five types of cities. This provide the suggestion basis for the comprehensive improvement of the urban cultural tourism creative industry(Table 4).

**Table 4:** Cultural Tourism Creative Industry Competitiveness Evaluation Principal Factor Cluster Analysis Table

Cluster variables	City types	Cluster results	Number of cities	City
F1	Strongest	First level	2	Shanghai, Hangzhou
	Strong	Second level	4	Anqing, Taizhou, Shaoxing, Huangshan
	Medium	Third level	8	Suzhou, Ningbo, Nanjing, Jiaxing, Nantong, Huzhou, Yancheng, Chizhou
	Weak	Fourth level	12	Wuxi, Hefei, Changzhou, Chuzhou, Wuhu, Yangzhou, Taizhou, Maanshan, Zhenjiang, Tongling, Xuancheng, Jinhua
	Weakest	Fifth level	1	Zhoushan
F2	Strongest	First level	2	Suzhou, Nanjing
	Strong	Second level	7	Hangzhou, Wuxi, Ningbo, Changzhou, Zhenjiang, Zhousha, Tongling
	Medium	Third level	9	Shaoxing, Huzhou, Yangzhou, Shanghai, Jinhua, Taizhou, Taizhou, Nantong, Jiaxing
	Weak	Fourth level	5	Yancheng, Hefei, Chizhou, Huangshan, Maanshan
	Weakest	Fifth level	4	Wuhu, Chuzhou, Xuancheng, Anqing
F3	Strongest	First level	1	Hefei
	Strong	Second level	4	Shanghai, Nanjing, Wuhu, Maanshan
	Medium	Third level	3	Nantong, Jiaxing, Changzhou
	Weak	Fourth level	11	Yangzhou, Suzhou, Zhenjiang, Wuxi, Shaoxing, Taizhou, Chuzhou, Yancheng, Hangzhou, Anqing, Xuancheng
	Weakest	Fifth level	8	Ningbo, Huzhou, Jinhua, Taizhou, Chizhou, Tongling, Zhoushan, Huangshan
F4	Strongest	First level	1	Shanghai
	Strong	Second level	3	Huangshan, Jinhua, Zhoushan
	Medium	Third level	13	Hangzhou, Suzhou, Nanjing, Ningbo, Chizhou, Hefei, Wuxi, Yangzhou, Maanshan, Tongling, Xuancheng, Wuhu, Chuzhou
	Weak	Fourth level	8	Changzhou, Shaoxing, Jiaxing, Taizhou, Yancheng, Zhenjiang, Anqing, Huzhou
	Weakest	Fifth level	2	Taizhou, Nantong

#### 4.2.1. Mature leading type

Shanghai is the most competitive city in the cultural tourism creative industry and is a mature leader. The outstanding advantages of tourism creative market competitiveness are attributed to rich cultural tourism resources, strong social support and internationally renowned reputation, so it is at the strongest level in F<sub>1</sub> and F<sub>4</sub>. However, the market potential is insufficient, and the infrastructure needs to be strengthened so that it is excluded from the F<sub>2</sub>, F<sub>3</sub> the strongest level.

#### 4.2.2. Dominant-development type

Hangzhou, Suzhou and Nanjing are dominant development cities. With its profound cultural heritage and strong tourism economic strength, Hangzhou is the strongest level in F<sub>1</sub>, and has great potential in market consumption demand and international purchasing power, which has created a huge development space for the development of

cultural tourism creative industry. However, Hangzhou has general performance in resource-based competitiveness and third level in F<sub>3</sub>. Suzhou and Nanjing are the leaders of the cultural tourism creative industry in Jiangsu Province. The advantages of environmental protection and demand potential of the two cities make them the strongest level in F<sub>2</sub>, and they have a good reputation in the two cities. Compared with the talent advantage of Nanjing, Suzhou is in a disadvantageous position, but both are excluded from the strongest in terms of the scale of domestic market demand.

#### 4.2.3. Comparative-advantage type

Ningbo, Wuxi, Hefei and Shaoxing are classified as comparative-advantage cities. The development of Ningbo cultural tourism creative industry has benefited rapidly from the increase in market consumer demand and international recognition, but it needs to be strengthened in terms of technological innovation and government support. In addition to the advantages of market consumption demand, Wuxi has weak competitiveness of other factors, which has lowered

the competitiveness of Wuxi's cultural tourism and creative industries. As a leader on the development of cultural tourism and creative industries in Anhui Province, Hefei has perfect infrastructure and strong human resources, making it the strongest level in  $F_3$ . However, Hefei has shortcomings in terms of innovation level and demand potential. Shaoxing is a historic city with a long history. Its tourism resource abundance is the largest city except Shanghai, but lack the corresponding talent and financial support.

#### 4.2.4. Well-grounded type

The eight cities that are well-grounded type, which are evenly distributed all in Jiangsu and Zhejiang provinces. It show a hierarchical phenomenon considering the abundance of tourism resources and the support of demand in Zhejiang Province (E.g: Taizhou is strong; Jiaxing and Huzhou are medium; Jinhua is weak), while Jiangsu Province is concentrated in weakest level. Changzhou and Zhenjiang are strong on  $F_2$ , while the performance of other six cities are rage, which reflect the need to increase market space and improve the environment. Except for Jiaxing, Changzhou and Nantong, which have better performance in  $F_3$ , the other five cities are in dilemma of lack of talent and imperfect infrastructure. Jiangsu Province shows difference at relatively weak level overall on  $F_4$ . In addition to Jinhua International's potential performance in Zhejiang Province, other cities are at a lower-middle level. Overall, the creative talents, infrastructure and short-term international potential of the eight cities are the bottlenecks to curb competitiveness. It can create better infrastructure and innovative atmosphere to attract talents and enhance the competitiveness of the overall cultural tourism creative industry.

#### 4.2.5. Difference-promotion type

Eleven difference-promotion cities are weak competitiveness in cultural tourism and creative industries such as Yancheng, Huangshan and Wuhu. Yancheng, Taizhou and Zhoushan are weak on demand creative output factor  $F_1$ ; Huangshan and Anqing are classified as strong grades with their rich cultural tourism resources; the remaining six cities are weak with cultural industry investment and R&D expenditure, which are the main reasons for the weak competitiveness of cultural tourism creative industries in Anhui Province. Zhoushan's excellent ecological environment makes it a strong grade on  $F_2$ ; In addition to Tongling in Anhui Province, other cities are weaker and directly inhibit the overall development of creative industries. In the performance of  $F_3$ , Yancheng and Taizhou are classified as weaker due to imperfect infrastructure; Zhoushan's road density and fixed asset investment are at a lower stage; Wuhu and Ma'anshan have a strong reputation with their comprehensive infrastructure and rich tourism talents in Anhui Province. In the cluster of  $F_4$ , the cities of Anhui Province show hierarchical

characteristics, only Huangshan has a high international reputation; Yancheng and Taizhou are concentrated at a weaker level; Zhoushan that is more developed in tourism is at a strong level. In general, due to factors such as weak economic foundation and lack of talents, the development of urban cultural tourism and creative industries is relatively backward. These cities should develop cultural tourism and island tourism according to local conditions.

## 5. Conclusion and Suggestion

By comparing the competitiveness of the cultural tourism creative industry in the Pan-Yangtze River Delta, there are obvious differences in development characteristics in this region. The competitiveness of cultural tourism creative industries is obviously different in different cities. In order to improve the level of comprehensive competitiveness of the region, different grades of cities should adapt to local conditions, and propose the following suggestions from the perspective of regional synergy and differentiated development.

### 5.1. Playing the Leading Role of the Core City and Realize Regional Coordinated Development

If cities with limited factors want to stand out from the brutal competition, they must not only play their own advantages, but also strengthen the cooperation of neighboring cities and promote coordinated development. While the leading city and core cities are developing themselves, they must strengthen the flow of factors, resource sharing and brand effects among regions. And they must integrate tourism creative resources with comparatively advantageous cities and jointly build multiple cultural tourism creative routes, complementing the talents and market demand shortcomings of comparatively advantageous cities, optimizing the inter-regional cultural tourism creative market structure and realizing the synergy between cities.

### 5.2. Expanding International Popularity and Tapping Creative Consumption Potential of Cultural Tourism

The economic foundation of the city that are well-grounded type cities, which has laid the capital and source potential for the development of creative industries. However, the cultural tourism creative industry is less competitive in the international market especially. Most of the cities that are well-grounded type cities located in the two provinces of Jiangsu and Zhejiang, they can use the radiant joint action of advantageous development cities in the geographical position, it can cooperate to develop brand tourism creative projects and learn from creative product

design experience. Under the premise of perfect infrastructure, it can actively guide creative enterprises and talents to “walk in”, create an international cultural tourism creative platform, and develop more convenient international tourism entry and exit channels. It not only open up the potential of the international cultural tourism creative market, but also improve the comprehensive competitiveness and tap the market demand potential of the dominant cities.

### 5.3. Strengthen Infrastructure and Achieve Differential Development

From the cluster analysis, it can be seen that the difference-promoting cities perform poorly in the foundation of the cultural tourism creative industry. The specific performance is the lack of human resources, the small amount of market demand and the low development of creative industries. Therefore, these cities cannot blindly focus on the development of cultural tourism creative industries, and it is necessary to develop new industries with local characteristics (for example, Zhoushan develops island tourism; Huangshan develops international tourism, etc.). The development of the characteristic industry needs the strong infrastructure environment for the safeguard and the green ecological environment as the support. On the basis of the carrot and stick, it can use the local characteristic resources, highlight the local vivid nature, find the local development orientation, and get out a new characteristic development road which belongs to the difference promotion city.

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