

Exploring Culture-Tourism Integration to Promote Traditional Culture and Tourism Development

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Abstract

Culture-tourism integration is a core approach to revitalizing and inheriting traditional culture and upgrading the tourism industry. It is critical for regional cultural preservation, service optimization, and governance efficiency. Based on collaborative governance theory and the resource-based view, this study systematically analyzes the realistic foundation, core managerial dilemmas, and internal mechanism of the integration of traditional culture and tourism in Jiangxi, and proposes targeted optimization paths. Taking Jiangxi's ceramic culture, revolutionary heritage, and Hakka culture as research objects, this study adopts policy analysis, case analysis, and logical deduction to provide management solutions for the deep integration of regional culture and tourism. All analyses rely on authentic literature and official policy documents, emphasizing managerial logic and practical orientation while avoiding excessive economic jargon.

Keywords: Culture-Tourism Integration; Traditional Culture; Tourism Management; Collaborative Governance; Resource-Based View; Organizational Capability Theory

1. Introduction

The culture-tourism integration has evolved from an industrial initiative to a national strategy. The *14th Five-Year Plan for Cultural Development* and the *14th Five-Year Plan for Tourism Development* clearly outline the core guideline of empowering tourism with culture and inheriting culture through tourism, so as to promote the creative transformation and innovative development of traditional culture (Chen & Duan, 2026). Against the background of building a strong cultural country, cultural-tourism integration serves as a critical approach to addressing dilemmas in regional cultural inheritance and upgrading the connotation of the tourism industry. Its core value

lies not merely in superficial combinations of culture and tourism, but more importantly in establishing systematic governance mechanisms to achieve the sustainable utilization of traditional cultural resources and high-quality development of the tourism industry (Zhou, 2026). As a province abundant in cultural resources, Jiangxi features diverse traditional cultural forms, including ceramic culture, academy culture, revolutionary culture, Hakka culture, and Taoist culture. It possesses rich and regionally distinctive tangible cultural heritage and intangible cultural heritage (e.g., Gan Opera, ceramic craftsmanship), providing a natural foundation for cultural-tourism integration (Xu & Cao, 2018). However, these high-quality resources have long failed to be fully converted into developmental advantages. Instead, due to systemic deficiencies at the governance level, Jiangxi has been caught in a paradox of abundant resources yet lagging development.

From a practical perspective, the governance challenges confronting Jiangxi's cultural-tourism integration are characterized by typicality and complexity. On one hand, traditional cultural resources exhibit a "scattered, extensive, and elongated" distribution pattern, posing significant difficulties for cross-regional and inter-departmental coordination. This has resulted in fragmented resource allocation and inadequate alignment in planning (Xu, Yang, & Qin, 2026). On the other hand, a balanced mechanism between tourism development and cultural preservation remains underdeveloped: some projects suffer from excessive commercialization and loss of cultural authenticity, while other cultural resources have long remained "dormant" due to the lack of effective operational management models (Zhen, Wu, & Li, 2026). Additionally, outdated organizational structures of cultural-tourism enterprises, shortages of interdisciplinary talents, and superficial service experiences further constrain the improvement of integration quality and efficiency. These intertwined issues have formed a vicious cycle of "governance fragmentation → inefficient resource utilization → weak organizational capacity → inadequate user experience." This cycle not only undermines the competitiveness of Jiangxi's cultural-tourism industry but also threatens the living inheritance of traditional culture (Zhou, 2025; Hou & Hu, 2026). Therefore, systematically addressing the aforementioned dilemmas from a management perspective and facilitating Jiangxi's transformation from a "province rich in cultural resources" to a "province strong in cultural-tourism governance" holds profound practical significance.

While existing studies have laid a preliminary theoretical foundation for this research, they still reveal notable research gaps. Current scholarship on cultural-tourism integration has largely centered on industrial economics, planning and design, and marketing, with dominant focus on integration models and economic benefits. By contrast, systematic analyses anchored in a management perspective remain underdeveloped (He & Zhang, 2026; Wang, 2026). Although some research touches upon governance mechanisms or resource management, such inquiries are often confined to single-dimensional analyses and lack holistic construction of a regional management framework for cultural-tourism integration (Wu, 2023). Empirical investigations targeting Jiangxi Province are particularly scarce: extant research inadequately incorporates the managerial attributes and regional characteristics of Jiangxi's traditional cultural resources, thus failing to propose context-specific managerial solutions (Lin & Li, 2025). Accordingly, this study focuses on Jiangxi as its empirical setting and examines the integration between traditional culture

and tourism. It addresses three core questions: What are the key managerial dilemmas constraining cultural-tourism integration in Jiangxi? What are the underlying mechanisms shaping these dilemmas? How can a systematic management framework be established to foster deep integration between traditional culture and tourism?

This study makes three primary theoretical contributions. First, it transcends the unidimensional limitations of prior research by developing a three-dimensional management framework encompassing governance, resources, and organization, thereby enriching the theoretical landscape of cultural-tourism integration research and offering a transferable conceptual model for managing integration in comparable regional contexts. Second, it introduces organizational capability theory to the study of cultural-tourism integration, addressing the insufficient attention paid to organizational operations in existing literature and refining the theoretical underpinnings of integration management. Third, by employing Jiangxi as a distinctive case, it unpacks the managerial characteristics inherent in integrating traditional culture and tourism at the regional level, providing empirical support for regionally embedded, differentiated management research and filling a critical perspective gap in the regional management of cultural-tourism integration.

2. Theoretical Foundations

2.1. Collaborative Governance Theory

Collaborative governance theory, systematically articulated by Yu (2014), centers on the collaborative interplay among government, enterprises, communities, professional institutions, and other stakeholders. It aims to break down administrative barriers and resource fragmentation to achieve efficient governance of public affairs. The theory underscores the delineation of rights and responsibilities, interest sharing, and process coordination across multiple actors, with the core objective of alleviating governance dilemmas such as fragmented administration and siloed governance, thereby enhancing the efficiency of public resource allocation and governance effectiveness.

In the context of cultural-tourism integration, the inheritance of traditional culture exhibits public-good characteristics (Wang & Wang, 2025), whereas tourism development is market-oriented. Their integration requires cross-departmental coordination across culture, tourism, natural resources, and other sectors, involving diverse stakeholders including governments, firms, inheritors of intangible cultural heritage, and local communities.

Accordingly, collaborative governance theory serves as a key analytical lens for addressing managerial challenges including departmental segmentation, regional barriers, and unbalanced interests among multiple stakeholders. Its logic of multi-stakeholder collaboration and process optimization can be directly applied to restructuring the governance architecture and designing mechanisms for cultural-tourism integration in Jiangxi.

2.2. Resource-Based Theory

The resource-based view (RBV), initially formulated by Barney (1991), posits that a firm's competitive advantage stems from its heterogeneous, scarce, inimitable, and non-substitutable resources. Sustainable competitive advantage can be achieved through the identification, integration, deployment, and activation of these core resources. Centered on the entire process of resource management, the theory emphasizes balancing resource conservation and utilization, as well as the translation of resources into managerial advantages.

Jiangxi's traditional cultural resources exhibit dual attributes of publicness and commerciality, as well as statics and dynamics. Their preservation and revitalization constitute a central issue in cultural-tourism integration. The RBV provides a theoretical foundation for the inventory, classification, hierarchical protection, creative transformation, and operational management of traditional cultural resources (Wang & Zhang, 2026). It can guide Jiangxi to convert fragmented cultural resources into systematic managerial advantages, thereby fostering sustainable synergy between traditional cultural inheritance and tourism development.

3. Core Dilemmas in Cultural-Tourism Integration in Jiangxi

3.1. Governance Level: Lack of Collaborative Mechanisms

The governance system for cultural-tourism integration in Jiangxi has not yet established effective coordination, with prominent problems of departmental segmentation and regional barriers. Although departments such as culture, tourism, natural resources, and housing and urban-rural development have overlapping functions, they lack a unified coordination mechanism, resulting in siloed planning, redundant and inefficient project construction, and inconsistent regulatory standards. For instance, conflicts between cultural heritage conservation plans and tourism development plans in some regions have compromised the integrity of heritage protection and constrained the systematic development of tourism products (Yan & An, 2026).

Regarding regional collaboration, cities rich in cultural and tourism resources—including Nanchang, Jingdezhen, Shangrao, and Ji'an—lack effective linkage mechanisms. Their independent and fragmented marketing campaigns have not only wasted resources but also triggered homogeneous competition, making it difficult to form integrated momentum for holistic regional tourism development (Zhao, 2026).

The absence of multi-stakeholder participation is even more pronounced. Core stakeholders such as community residents and inheritors of intangible cultural heritage lack sufficient channels for participation and mechanisms for interest protection. They are often placed in a passive position in tourism development projects, which weakens the endogenous motivation for cultural inheritance. Consequently, some projects struggle to achieve sustainable operation due to disconnection from the local cultural context.

3.2. Resource Dimension: Imbalance Between Conservation and Utilization

The management system for traditional cultural resources in Jiangxi remains underdeveloped, with an effective balancing mechanism between conservation and utilization yet to be established. Significant deficiencies exist in resource inventory and classified management: the province lacks a unified database of traditional cultural resources, and the scope and status of certain intangible cultural heritage and lesser-known traditional cultural assets remain unclear. Coupled with inconsistent hierarchical and classificatory standards, these issues render conservation and development strategies poorly targeted, allowing the co-occurrence of underutilization of high-quality resources and overexploitation of ordinary ones (Yin, 2026).

In terms of resource utilization, a clear bias toward development over conservation persists. Driven by short-term gains, some cultural-tourism projects over-commercialize traditional culture, thereby eroding its cultural authenticity. For example, in the tourism development of several ancient villages, the intensive intrusion of modern commercial elements has disrupted the spatial structure and cultural ambiance of traditional settlements. Meanwhile, the efficiency of resource transformation remains low. Most cultural resources are still presented merely through static displays, lacking experiential and scenario-based creative conversion. This gap limits the ability to satisfy tourists' demands for in-depth cultural engagement, restricts the full realization of resource value, and leaves the inheritance of traditional culture vulnerable due to the absence of effective delivery mechanisms.

3.3. Organizational Dimension: Weak Operational Capabilities

The operational and managerial capabilities of tourism and cultural organizations in Jiangxi are inadequate to support the deep culture-tourism integration. For government authorities, some municipal and prefectural cultural-tourism agencies still adhere to traditional sectoral governance models, lacking a systematic understanding and coordinative capacity for cultural-tourism integration. This results in lags in policy formulation, resource integration, and market regulation (Xu, 2025).

At the firm level, the organizational structures of cultural-tourism enterprises are generally outdated. Most firms lack specialized departments for cultural content management and experiential design, remaining focused on conventional tourism operations and thus failing to achieve deep integration between culture and tourism. The talent base is severely deficient: there is an acute shortage of interdisciplinary professionals who combine cultural literacy, tourism management expertise, and creative transformation abilities. The overall cultural competence and service skills of practitioners are insufficient to effectively convey the value of traditional culture (Huang, Jia, et al., 2026).

In addition, performance management systems are misaligned. Most organizations prioritize volume indicators such as tourist arrivals and tourism revenue as core evaluation criteria, while neglecting critical value dimensions including cultural inheritance, community benefits, and tourist satisfaction. This misalignment diverts organizational operations from the core goals of cultural-tourism integration.

3.4. Service Dimension: Inefficient Experience Management

The service system and experience design associated with cultural-tourism integration in Jiangxi insubstantially reflect the connotation of traditional culture, and overall service quality and visitor experience require substantial improvement. In terms of product supply, traditional sightseeing-oriented offerings remain dominant, while high-value-added products such as educational tourism, immersive performances, and folk custom experiences are underprovided. Moreover, severe product homogeneity and a lack of personalized design for diverse segments fail to meet tourists' diversified and high-quality experiential needs (Huang et al., 2026). The standardization of services is relatively low. Scenic interpretation, homestay services, transportation support, and other links lack unified norms and cultural transmission standards. Some interpreters possess only superficial understanding of traditional culture and are thus unable to deliver in-depth interpretations, weakening the effectiveness of cultural communication. Regional brand management is fragmented. The core provincial brand Beautiful Scenery of Jiangxi has not effectively integrated municipal sub-brands. Disjointed and siloed brand communication across regions has resulted in insufficient brand recognition and influence, making it difficult to sustain enduring market attractiveness.

4. The Governance Mechanism of Culture-Tourism Integration in Jiangxi Province

4.1. Collaborative Governance Mechanism

Collaborative governance serves as the institutional guarantee for the effective advancement of culture-tourism integration. Its core logic lies in achieving optimal resource allocation and improved governance efficacy through the coordination and interaction of multiple stakeholders, thereby breaking down administrative and institutional barriers (Han & Liu, 2026). At the governmental level, establishing a provincial-level coordination authority for culture-tourism integration helps streamline functions across departments of culture, tourism, and natural resources, enabling unified planning, joint project development, and aligned supervision to mitigate fragmentation. Regionally, building a collaborative mechanism for cultural and tourism zones facilitates resource sharing, route connectivity, and co-branding among prefecture-level cities, fostering integrated development across the whole region. At the multi-stakeholder level, interest-sharing mechanisms—including community benefit distribution and profit sharing for cultural inheritors—broaden participation channels for non-governmental organizations and volunteers, forming a collaborative framework featured by government guidance, enterprise leadership, community participation, and inheritor empowerment. This multi-dimensional collaborative governance model effectively reduces governance costs, enhances resource allocation efficiency, and provides institutional support for the coordinated advancement of traditional cultural inheritance and tourism development.

4.2. Resource Transformation Mechanism

The resource transformation mechanism constitutes the core value realization path of culture-tourism integration. Grounded in the resource based view, its core logic is to transform static

traditional cultural resources into dynamic tourism service offerings and cultural inheritance carriers through full cycle resource management (Li, 2025). In the resource identification stage, a systematic inventory is conducted to establish a database of traditional cultural resources, clarifying their types, levels, distribution, and value characteristics to provide a scientific basis for conservation and utilization.

In the resource protection stage, differentiated standards and measures are formulated according to resource levels, and a balanced mechanism of “conservation first, moderate development” is established to ensure the authentic inheritance of culture (Chen, 2026). In the resource activation stage, traditional cultural resources are integrated into all dimensions of the tourist experience via scenario based design and creative transformation, developing cultural and tourism products with rich cultural connotations and immersive experiences. In the resource operation stage, market based operation and refined management enable the continuous release of resource value, while part of the operational returns is reinvested in resource protection. This forms a virtuous cycle of “conservation utilization value appreciation reconsevation”, promoting the sustainable use of traditional cultural resources and the high quality development of the tourism industry.

4.3. Organizational Empowerment Mechanism

The organizational empowerment mechanism provides critical support for the sustainable advancement of culture - tourism integration. Its core logic is to strengthen organizational capabilities to supply talent, procedural, and managerial guarantees for integration (Huang, 2026). In terms of organizational structure, the structures of cultural and tourism enterprises and administrative authorities are restructured by establishing specialized units such as cultural content departments and experience design departments. This breaks down sectoral barriers inherent in traditional industry governance and enables deep integration of culture and tourism. For talent development, interdisciplinary talents with both cultural literacy and management competence are cultivated through university enterprise cooperation, on the job training, and talent introduction. Intangible cultural heritage master studios and managerial talent pools are established to provide a solid talent foundation.

Regarding process optimization, standardized service procedures and cultural transmission mechanisms are built to regulate key links such as scenic interpretation and homestay services, enhancing service quality and cultural communication effectiveness. In performance management, a comprehensive evaluation system is constructed that integrates “cultural inheritance, tourist satisfaction, community income growth, and operational efficiency”. This system steers organizational practices toward the core values of culture- tourism integration and facilitates the coordinated achievement of multiple objectives.

5. Optimization Paths for Culture-Tourism Integration in Jiangxi Province

5.1. Building a Collaborative Governance System

A provincial-level leading group for the integrated development of culture and tourism shall be established under the leadership of the provincial government. By integrating the functions of relevant departments including the Department of Culture and Tourism, the Department of Natural Resources, and the Department of Housing and Urban-Rural Development, a regular coordination mechanism will be formed to realize collaborative linkage in planning formulation, project approval, and market supervision. The province will be divided into four distinctive cultural and tourism zones: northern Jiangxi (ceramic culture), northeastern Jiangxi (academy and folk culture), southern Jiangxi (Hakka and revolutionary culture), and western Jiangxi (Taoist culture). A collaborative development alliance will be launched across these zones, implementing a four-unified governance model featuring unified brand building, unified route design, unified service standards, and unified marketing promotion. To improve multi-stakeholder participation, institutionalized channels will be created for community residents and intangible cultural heritage inheritors to engage in tourism-related decision-making. A benefit-sharing fund for culture-tourism integration will be established, allocating part of project revenues to community development and inheritor training, thereby fostering a sustainable ecosystem of co-construction and shared benefits among multiple actors.

5.2. Optimizing the Resource Management Mechanism

A comprehensive province-wide survey of traditional cultural resources will be conducted to establish a unified database covering tangible cultural heritage, intangible cultural heritage, and revolutionary cultural resources. Scientific hierarchical and categorical criteria will be formulated to classify resources into core conservation, moderate development, and creative transformation categories, enabling differentiated governance (Mao, 2026). A provincial special fund for traditional cultural protection will be set up to increase investment in safeguarding core heritage sites. A revenue-reinvestment mechanism will be institutionalized, requiring cultural and tourism enterprises to allocate a designated proportion of operating income to cultural resource conservation. Efforts will be made to advance experiential and scenario-based resource transformation through the implementation of a “Traditional Culture + Tourism Scenarios” initiative. This initiative integrates intangible cultural heritage skills, folk customs, and revolutionary narratives into scenic tours, homestay experiences, and catering services. Deeply immersive products such as ceramic craftsmanship study tours, Hakka folk custom experiences, and revolutionary-themed immersive performances will be developed to fully unlock the intrinsic value of cultural resources.

5.3. Strengthening Organizational Empowerment and Capacity Building

This study proposes to optimize the organizational structure of cultural and tourism administrative authorities by establishing a Cultural-Tourism Integration Office at the provincial level, which is responsible for strategic planning, resource integration, and cross-sectoral coordination of integration initiatives. For cultural and tourism enterprises, we advocate a restructured organizational setup with specialized divisions, including cultural content

development, experiential design, and intangible cultural heritage operation. A dual-leadership system of cultural curators plus tourism product managers is introduced to enhance the efficiency of cross-domain integration. To implement a talent-driven governance strategy, partnerships with universities such as Jiangxi Normal University and Nanchang University will be strengthened to develop academic programs focused on cultural-tourism integration, cultivating interdisciplinary professionals. Regular training programs will be provided to on-the-job practitioners to improve their cultural literacy and service capabilities. Meanwhile, master workshops for intangible cultural heritage inheritors and a talent database for tourism administrators will be established to secure sustainable human-resource support. A comprehensive performance management system will be constructed, incorporating indicators of cultural inheritance effectiveness, community welfare improvement, and tourist satisfaction into formal performance evaluation. By de-emphasizing simplistic visitor-volume metrics, this system realigns organizational operations toward the core values of cultural inheritance and high-quality tourism development.

5.4. Enhancing Experiential Service Quality

To advance innovation in cultural-tourism offerings, tailored products shall be developed for diverse market segments, including parent-child study tours, senior wellness tourism, and youth adventure tourism, with priority given to high-impact experiential programs such as immersive performances, folk custom interactions, and handicraft production activities. Local service standards for Jiangxi's cultural-tourism sector will be formulated to regulate service processes and cultural transmission in scenic interpretation, homestay operations, and transportation support, accompanied by formal service quality accreditation to elevate industry-wide standardization. Regional brand integration will be strengthened by anchoring on the core provincial brand Unique Scenery of Jiangxi, consolidating municipal sub-brands, and unifying brand identity and communication strategies. Multi-channel promotion via national television and new media platforms will be implemented to enhance brand awareness and influence. A visitor feedback mechanism will be established to collect opinions through online surveys and on-site investigations, enabling dynamic adjustments to products and services and thereby improving tourist satisfaction and revisit intentions.

5.5. Strengthening Digital Management Empowerment

A provincial-level smart cultural-tourism management platform will be constructed to integrate functions such as resource database, tourist flow monitoring, service dispatch, and market supervision. This platform enables real-time sharing and dynamic allocation of data on cultural-tourism resources, visitor volumes, and service operations, thereby enhancing the rationality and efficiency of administrative decision-making.

To advance digital preservation and communication of traditional culture, a digital cultural relics repository, VR experience venues, and online intangible cultural heritage workshops will be established. Digital technologies will be employed to reconstruct and represent cultural heritage, expanding channels for cultural dissemination.

Digital service delivery will be optimized by launching the One-Code Tour of Jiangxi smart service platform, which consolidates online reservation, intelligent interpretation, personalized

recommendation, and complaint response functions. This platform provides end-to-end digital services for tourists, improving travel convenience and overall experiential quality.

6. Conclusion and Future Outlook

6.1. Key Findings

First, the culture-tourism integration in Jiangxi is confronted with intertwined management dilemmas, with core tensions concentrated in four dimensions: governance, resources, organization, and services. At the governance level, the absence of collaborative mechanisms has led to departmental fragmentation, regional competition, and inadequate stakeholder participation. At the resource level, the imbalance between conservation and utilization has resulted in the erosion of cultural authenticity and inefficient resource transformation. At the organizational level, weak operational capacity is manifested in outdated institutional structures, talent shortages, and misaligned performance management. At the service level, inefficient experience management is reflected in homogeneous products, insufficient service standardization, and fragmented brand building. These dilemmas are not isolated but form a vicious cycle: fragmented governance restricts resource integration, inefficient resource utilization undermines organizational motivation, weak organizational capacity impairs service quality, and inadequate services hinder the deepening of integration. This cycle constitutes the core barrier to improving the quality and efficiency of culture-tourism integration in Jiangxi. To break this cycle, a systematic perspective is required to establish a comprehensive management framework covering institutions, content, and capabilities, rather than pursuing piecemeal improvements in a single dimension.

Second, collaborative governance theory, the resource-based view, and organizational capability theory constitute the core theoretical underpinnings for the management of culture-tourism integration in Jiangxi. These three theories correspond to the three core propositions of institutional guarantee, value realization, and capability support respectively, forming a complementary theoretical system. Collaborative governance theory provides a methodological basis for solving multi-stakeholder, cross-departmental and cross-regional coordination problems, and its logic of multi-agent interaction is compatible with the dual attributes of publicity and marketization of culture-tourism integration. The resource-based view offers an analytical framework for the protection and transformation of traditional cultural resources, and its logic of heterogeneous resource transformation conforms to the reality that Jiangxi is rich in cultural resources but underutilized. Organizational capability theory provides theoretical support for improving the efficiency of cultural and tourism-related organizations, and its logic of organizational capability construction addresses the pain point of weak operation of Jiangxi's cultural and tourism organizations. The organic integration of the three theories breaks through the limitations of a single theoretical perspective and lays a solid theoretical foundation for constructing a systematic management framework.

Third, the three-dimensional management framework of "Governance Synergy – Resource Activation – Organizational Empowerment" and the five optimization pathways demonstrate distinct theoretical value and practical feasibility. This framework achieves systematic coverage

of “institutions – content – capabilities” through closed-loop linkages across its three dimensions, addressing the specific dilemmas of cultural-tourism integration in Jiangxi while offering a transferable theoretical model for peer regions. Anchored closely to the framework’s logic, the five optimization pathways propose targeted, actionable measures across governance, resources, organizations, services, and digitalization. This study confirms that the deep advancement of cultural-tourism integration is not a mere superposition of culture and tourism. Instead, it requires breaking institutional barriers through governance optimization, unlocking value via resource activation, and ensuring implementation through organizational empowerment. Only the synergistic interplay of these three pillars can realize the dual goals of traditional cultural inheritance and tourism development, facilitating Jiangxi’s transformation from a “province rich in cultural resources” to a “province strong in cultural-tourism management.”

6.2. Research Outlook

First, to conduct in-depth empirical research on the management performance evaluation of culture-tourism integration. The three-dimensional management framework and optimization paths constructed in this paper provide theoretical and practical guidance for the culture-tourism integration in Jiangxi, but have not been tested by quantitative empirical evidence. In the future, a scientific evaluation index system of management performance can be established, selecting cultural and tourism projects in different cities and types in Jiangxi as samples. Through questionnaire surveys, in-depth interviews, data statistics and other methods, an empirical analysis can be carried out on the applicability of the framework and the effectiveness of the paths, and the impact of governance synergy, resource activation, organizational empowerment and other dimensions on the quality and efficiency of integration can be quantitatively evaluated, so as to provide data support for the further optimization of the framework and paths. Meanwhile, longitudinal follow-up investigations can be adopted to analyze the dynamic evolution law of the management model of culture-tourism integration, providing a basis for the continuous optimization of management strategies.

Second, expand differentiated management research on diverse types of cultural resources. Jiangxi possesses abundant traditional cultural resources, including ceramic culture, revolutionary culture, Hakka culture, academy culture, and others, each with distinct managerial attributes and integration characteristics. Significant differences exist in their governance dilemmas, resource transformation pathways, and organizational capability requirements. The framework and pathways proposed in this study offer solutions to common problems but pay insufficient attention to differentiated issues. Future research can conduct targeted investigations into different types of cultural resources, analyze their unique managerial traits and integration challenges, and develop differentiated management models and optimization pathways. Examples include the inheritance of craftsmanship and industrial integration management for ceramic culture, the communication of revolutionary spirit and educational experience management for red culture, and the preservation of folk customs and community participation management for Hakka culture. Such efforts will provide more targeted solutions for the precise advancement of culture-tourism integration in Jiangxi.

Third, explore management innovation in cultural-tourism integration against the backdrop of digital transformation. With the rapid advancement of digital technologies such as artificial intelligence, big data, and the metaverse, the managerial contexts and models of cultural-tourism integration have undergone profound changes. Digital technologies provide new instruments and pathways for governance synergy, resource activation, and organizational empowerment. Although this study incorporates a digital enablement pathway, insufficient attention has been paid to the deep integration between digital technologies and the overarching management framework. Future research may focus on the innovative applications of digital technologies in cultural-tourism management, such as big-data-driven dynamic resource monitoring and targeted transformation, artificial-intelligence-enabled personalized service recommendation and process optimization, and blockchain-based multi-stakeholder benefit-sharing mechanisms. Such inquiries can help establish new paradigms for cultural-tourism integration management in the digital era, update the management framework and pathways accordingly, and inject new momentum into the high-quality development of cultural-tourism integration in Jiangxi.

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