The Research on the Growth Pathways and Mechanisms of Tourism Economy Under Cultural-Tourism Integration: A Case Study of the 'Concert + Tourism' Model

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Abstract

The report of the 20th CPC National Congress proposes to "improve the modern cultural industry system and market system, and implement the strategy of driving major cultural industry projects. Insist on shaping tourism with culture and highlighting culture with tourism, and promote the deep integration and development of culture and tourism". The article study is guided by the theory of planned behavior , with three concerts and six attractions in Guangzhou, Foshan and Zhuhai as the sample collection sites.

The data in this article was analyzed using a combination of Python crawlers and structural equations: firstly, 1,880 blog posts about "concert tourism" and "performance tourism" were crawled from the microblogging platform using Python crawlers. In order to further analyze the growth mechanism of the " concert + tourism " economy, a structural equation model was constructed.

Based on the conclusions of the study, the article puts forward the following recommendations: strengthening resource integration, upgrading service facilities, enhancing publicity and promotion, promoting sustainable development, and deepening academic research. These strategies will help to better understand and utilise the "concert + tourism" model to achieve sustainable growth of the tourism economy and wide dissemination of local culture.

Keywords: cultural tourism economy, python crawler, structural equations

1. Introduction

The report of the 20th CPC National Congress proposed to "improve the modern cultural industry system and market system, and implement the strategy of driving major cultural industry projects. Insist on shaping tourism with culture and highlighting culture with tourism, and promote the deep integration and development of culture and tourism". The government work report of 2024 proposed to make recreation and tourism one of the main economic growth points to cultivate and grow new types of consumption. In 2023 the overall economic scale of the national performance market was 73.994 billion yuan, an increase of 29.30% year-on-year compared with that of 2019, which reached a new record high, and the performance market has recovered and exceeded the pre-epidemic level. The performance market has recovered and exceeded the pre-epidemic level. As an important part of the social public cultural service system, the integration of culture and tourism is an important initiative to adapt to the people's demand for tourism consumption, transform it from low-level to high-quality and diversified, and realize the benefits of culture for the people.

With the normalisation of the epidemic and the recovery of the economic market, the "concert + tourism" economy, as an emerging model of integrated development, is gradually becoming an important force in promoting local economic development and cultural heritage. By combining on-site music activities with post-performance tourism experiences, this model not only enriches the cultural life of the audience, but also promotes the development of related industrial chains, such as catering, accommodation and transport, bringing significant economic and social benefits to the venue of the performance. With the deepening of global economic integration and cultural diversification, the "concert + tourism" model has become an important bridge connecting different cultures, promoting cultural exchanges and local brand building.

The successful implementation of this model requires comprehensive consideration of market demand, consumer behavior, cultural values and other aspects. This study aims to explore how the "concert + tourism" model promotes the growth of tourism economy through the lens of cultural and tourism integration, and analyze its internal

mechanism of action, with a view to providing new strategies and practical guidance for the development of cultural tourism in cities, as well as providing valuable insights for policy makers, tourism enterprises and organizers of cultural events to help them better understand and utilize the "concert + tourism" model to achieve sustained growth of the tourism economy and the development of local cultural values. It provides valuable insights for policymakers, tourism enterprises and organizers of cultural events, and helps them to better understand and make use of the "concert + tourism" model, so as to achieve sustained growth of the tourism economy and wide dissemination of local culture.

In addition, the study will also focus on the role of the "concert + tourism" model in promoting sustainable tourism development, enhancing local brand image, and strengthening cultural soft power.

To sum up, this study will provide a systematic theoretical analysis and empirical research on the growth path and mechanism of the "concert + tourism" type of economy, and provide new perspectives and strategies for the promotion of the integration of culture and tourism and the development of tourism economy. Through in-depth discussion, we expect to provide a solid theoretical foundation and practical guidance for the future development of the "concert + tourism" model.

2. Literature Review

In the context of cultural and tourism integration, the "concert + tourism" type of economy, as an emerging model, has injected new vitality into the development of urban economy. Concerts are not only a form of cultural activity, but also have a significant impact on the tourism economy, attracting a large number of tourists and driving the development of related industrial chains (Shi Ruiying, 2022). In addition, the combination of concerts and tourism is regarded as an innovative way of tourism product development, which helps to enhance the city's cultural soft power and tourism attractiveness.

Scholars at home and abroad generally recognize that the integration of culture and tourism is of great significance to regional economic and social development, but it faces many challenges in practice.

Firstly, some scholars have recognized that the "performance economy" has now become a new traffic code for cities through the study of concerts themselves, and that the culture-tourism fusion model of "concert + tourism" can drive the development of the performance market, as well as the local tourism revenue and consumption of the service industry. For example, He Zhiwu (2024) suggests that the integration of culture and tourism as a development strategy has been proven to be effective in promoting economic growth and cultural heritage. By integrating cultural and tourism resources, new consumer demand and market opportunities can be created, which in turn can promote the development of the tourism economy; Song Yun et al. (2011) regarded tourism performance as a new tourism marketing model, which provides a new perspective for the development of the field.

Secondly, a number of scholars have conducted extensive research on the growth path and mechanism of tourism economy from different perspectives, which have provided rich theoretical support and empirical guidance for the in-depth understanding and practical application of the "concert + tourism" type of economic model. For example, Shi Ruiying's (2022) study reveals the significant impact of the integration of tourism service quality on tourists' willingness to revisit; Liu Haiying (2021), based on the case of intangible cultural heritage tourism souvenirs, explores the role of consumer participation and perceived value in the formation of purchasing intentions, and highlights the value creation potential of cultural products in the tourism economy; Qin Junli (2022) analyzes the mediation of social media marketing in the formation of rural tourism intentions; and Qin Junli (2022) analyzes the mediation of social media marketing in the formation of rural tourism intentions. mediating role in the formation of rural tourism willingness, providing empirical support for the use of social media platforms to enhance tourism attractiveness; Chai Yan (2019) emphasised the role of intrinsic value of cultural and tourism integration in terms of economic gains, cultural creation, tourism sharing value, and the shaping of national image.

Finally, many scholars have conducted in-depth discussions and analyzes of the tourism industry, and are committed to exploring new paths for the integrated development of culture and tourism. These research results provide valuable policy recommendations for the development of the "concert + tourism" model. For example, Shi et al. (2021) studied the impact of immersive experience and meaningful experience on tourists' satisfaction of tourism performing arts, which provided scientific methodological guidance for the creative planning and development design of the "concert + tourism" model. Through the study of tourist performing arts tourist satisfaction, Li Guanghong et al. (2019) proposed the creation of super IP of performing arts and other strategic suggestions, which provided an empirical basis for improving the satisfaction of tourists under the mode of "concert + tourism"; Luodong et al. (2015) took the integration of tourist performing arts industry as a case study, and put forward a specific strategy to promote the synergistic innovation of the integrated development of tourist

performing arts industry; Jia Yajuan et al. Jia Yajuan et al. (2023) studied the impact of village system on rural residents' waste separation behavior from the theory of planned behavior. Although the research background is different from the "concert + tourism" model, their analysis of residents' behavioral change provides a new perspective for understanding how cultural activities affect the tourism economy through the design of the system.

From a comprehensive point of view, previous studies have lacked research on the unique nature of concerts as a cultural and entertainment industry, targeted research on the portrait and behavioral characteristics of cultural and tourism consumers, and analysis of the differences in consumers' willingness to travel. Even though some researchers have realized that the "concert + tourism" mode of cultural and tourism integration can lead to the common growth of cultural resources and tourism resources, they are inclined to theoretical research. Based on previous research results, this study innovatively applies the theory of planned behavior to the "concert + tourism" model, analyzes the audience's behavioral intention in depth through quantitative research methods, reveals the intrinsic mechanism of "concert + tourism" integration development, and puts forward effective development strategies, which provides new perspectives and depths for the existing research field.

3. Text Data Mining

Before conducting the survey, we first need to have a preliminary understanding of the existing situation of concerts, such as the audience's demand and preference for concerts, etc. We analyzed and text-mined the blog posts related to "concert tourism" and "performance tourism" in Weibo. We analyzed and text-mined the blog posts related to the terms "concert tourism" and "performance tourism" in microblogs.

Weibo is a popular social media platform with a huge volume of users, and famous celebrities will also have their own official certified accounts and studio accounts. In the entertainment industry, Weibo is an important information dissemination channel and social opinion field, and almost all the performance information will be posted on the Weibo platform. Therefore, the selection of microblog comments can provide a more comprehensive data support. In this paper, the keyword "concert" is used in microblogging (https://www.weibo.com/) to crawl, and the number of blog posts is 1,880, and the tool used is Python.

The crawled data first use the apply method to apply the jieba library to the data for word splitting, and then use the deactivation word list of Harbin Institute of Technology (HIT) and Baidu deactivation word list to remove irrelevant information in the comments, mainly including high-frequency dummy words, pronouns, prepositions, intonations, auxiliaries and so on in daily spoken language, and calculate the frequency of the occurrence of each word. At this point, you can use the wordcloud library to generate the word cloud map, in generating the word cloud map, set the font, font size, background color and image of the word cloud map, and then render the word cloud map drawn as follows:

Figure 1. Word cloud map

Analyzing the wordcloud, from the words "friends", "sister", "family", etc., it can be concluded that tourists may choose to travel after the concert because " recommendation from friends and relatives" or "travel with friends and relatives"; The words "culture", "scenic spot", "ice show", "acrobatics" and so on can be concluded that the tourism resources of the local tourism can attract tourists to choose to stay and travel; "large-scale", "stage", "actors", "actresses", "friends", "friends" and so on. The words "large-scale", "stage", "actors", "singing experience" and other words reflect that tourists are more concerned about the scale, design and experience of the concert; "hotel", "catering The high frequency words "hotel" and "catering" reflect that tourists pay more attention to the accommodation and catering of the performance venue; the preferential policies of the performance venue can also attract more tourists as seen from the word "free"; the words "film" and "history" indicate that the performance venue has a good reputation in the field of film and history; and the word "performance" indicates that the performance venue has a good reputation in the film industry. The words "film" and "history" indicate that the promotion of film and history in the performance venue attracts tourists to go there; from the words "later" and "come back", it is assumed that some tourists have the intention to revisit the performance venue.

The wordcloud map reflects the content of the concert that people care most about, and concert organizers and relevant departments can refer to it to further understand the audience's needs.

4. Research Hypotheses

The Theory of Planned Behavior, proposed by Aijzen in 1991, states that an individual's predisposition to a particular behavior is influenced by three core factors. The first is behavioral attitudes, i.e. the individual's affective responses and evaluations of a particular behavior. Second is subjective norms, i.e. the social pressures felt by the individual or the expectations of significant others regarding their behavior. Finally, there is perceived behavioral control, i.e. the individual's perception of the ease or difficulty of performing a particular behavior, reflecting the individual's expected sense of control over whether the behavior can be successfully performed. These three factors work together to produce behavioral intentions, i.e. the more positive the individual's attitude, the greater the support from significant others, and the greater the perceived behavioral control, the higher the likelihood that he or she will perform a particular behavior, and conversely the lower the likelihood that he or she will do so.

(i) Main effects

H1: Travel intentions positively influence behavior

(ii) Microcognition

H2: Attitudes positively influence willingness to travel

(iii) Macro norms

H3a: Subjective Norms Positively Influence Willingness

H3b: Price behavior control positively influences willingness through subjective norms

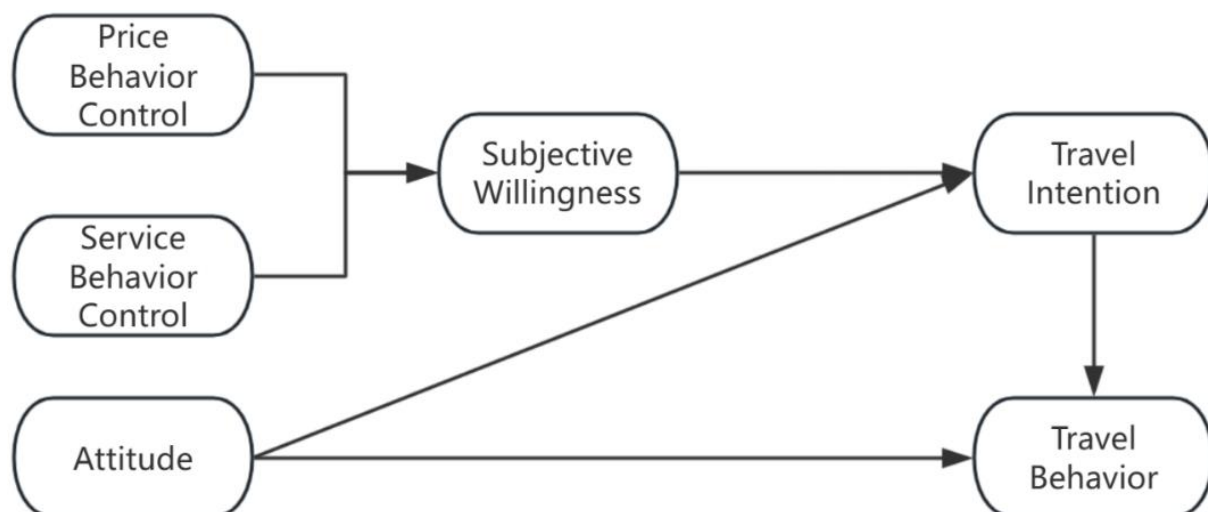H3c: Service behavior control positively influences willingness through subjective planning

Figure 2. Variable model relationship diagram

Table 1. Questionnaire variables and questions

latent variable	measurable variable	corresponding item	bibliography
Attitude	A1 Show Place Travelling Word of Mouth	Good reputation for travelling where the show is performed	Fishbein & Ajzen (1975)
	A2 Perceived Tourism Worthiness	The place where the show is worth travelling to	
subjective norm	B1 Interesting content for tourism promotion	Interesting tourism promotion at the venue	Cai Li-Bin, Wan Fang-Liang, Li Ping. (2024)
	B2 Degree of tourism promotion	Feeling the tourism promotion of the place where the show is held	Chen Xiaohong, Li Yangyang, Wang Yangjie et al. (2022)
	B3 Recommendations from friends and family	I would choose to stay for a few days if I had a recommendation from friends and family.	Cai Li-Bin, Wan Fang-Liang, Li Ping. (2024)
prices	C1 Affordability of tourism costs	Fewer rip-offs at performance venues	
	C2 Low incidence of rip-offs	Easy to afford travelling costs at the performance venue	Judy et al. (2023)
	C3 Tourism Concessions	Feeling that there are a lot of tourist incentives in the place where the show is performed	
service	D1 Site Order Management	Very happy with the local transport	
	D2 Dining	Very happy with the accommodation at the venue	
	D3 Accommodation	Very happy with the catering at the venue	Judy et al. (2023)
	D4 Transport	Good site order management	
	D5 Tourism resource richness	Rich tourism resources in the performance area	
willingness	E1 Willingness to travel immediately	I'm very willing to stay and travel after the concert.	Fishbein & Ajzen (1975)
	E2 Willingness to revisit	Some time after I leave the venue, I'll be tempted to revisit.	
behavior	F1 Instant Travel Behavior	I've been known to stay and travel after a concert.	Fishbein & Ajzen (1975)
	The F2 remarks are	I've been back to the show.	

5. Data Analysis and Hypothesis Testing

(i) Data sources and descriptive statistics

The above questionnaire was started on 9 August 2024 in Guangzhou, Foshan and Zhuhai in three concerts and six attractions to recover completed questionnaires 605, with the condition of having participated in concerts to screen and exclude the questionnaires that did not pass the lie detector question and the questionnaires with too short response time, the final valid questionnaires were 323 copies. According to the results of descriptive statistics, it can be seen that the survey respondents are mainly women aged 18 to 25 with college and undergraduate degrees and bachelor's degrees or above, which coincides with the characteristics of the group that mainly participated in the concerts.

Table 2. Sample weights for sample collection sites

lamination	municipalities	sample point	Number of spectators/average daily visitors (10,000)	weighting	number of samples taken
Primary sampling unit, first tier	Guangzhou subprovincial city and capital of Guangdong	Guangdong Olympic Sports Centre	40,000	0.0157	1
		place of interest (tourism)	2512900	0.9843	2
		add up the total	2552900	1.0000	3
Primary sampling unit, second tier	Foshan prefecture level city in Guangdong	Foshan International Sports and Cultural Performing Arts Centre	15000	0.0149	1
		place of interest (tourism)	991800	0.9851	2
		add up the total	1006800	1.0000	3
	Zhuhai	Zhuhai Dialogue Theatre	700	0.0016	1

Primary	place of interest (tourism)	428700	0.9984	2
sampling	add up the total		1.0000	3
module, third tier		429400		
	add up the total	3989100		9

Table 3. Descriptive Statistics

categorisation	options (as in computer software settings)	quorum	per cent
	male	71	22.0
distinguishing between the sexes	daughter	252	78.0
	Under 18	6	1.9
	18-25 years old	269	83.3
(a person's) age	25-30 years old	36	11.1
	30-65 years	11	3.4
	65 years and over	1	0.3
	secondary schools	1	0.3
	junior high school	6	1.9
academic qualifications	Secondary and high school	13	4.0
	College and Bachelor's Degree	191	59.1
	undergraduate or higher	112	34.7

(ii) Reliability and Validity Analyzes

According to the data in Table 2, the cronbach'sa values for all variables were greater than 0.7, indicating that the scale has good reliability. The result of validity analysis is: KMO value is 0.933 (>0.8), which indicates that validity passes the test, while the probability of significance sig is 0.000 (<0.05), the questionnaire has good validity.

(iii) Validation Factor Analysis

The 17 observed variables and 6 latent variables that passed the reliability and validity tests were subjected to a validated factor analysis (CFA). According to the data in Tables 2 and 3, firstly, the overall fit of the data to the measurement model was good, with fit indices CMIN/DF = 2.999, GFI = 0.932NFI = 0.0.902, IFI = 0.932, CFI = 0.932, and RMSEA = 0.079, which were at the desired values. Second, the standardized loadings of the factors are all greater than 0.53, exceeding the critical value of 0.5.Third, the combined reliability (CR) of the six latent variables is greater than 0.8, and the average number of variances extracted (AVE) is all greater than the desirable value of 0.5, which suggests that the latent variables have good internal consistency and aggregation validity, that each of the latent variables aggregates well to the corresponding explicit variables, and that the observed variables of the model are better Explanation.

Table 4. Validated Factor Analysis and Reliability and Validity Tests

latent variable	measurable variable	corresponding item	Standardised factor loadings	AVE	CR	Cronbach's alpha coefficient	KMO
Attitude	Travelling Word of Mouth	Good reputation for travelling where the show is performed	0.859 (***)	0.6146	0.7595	0.75	0.933 (***)
	Perceived Tourism Worthiness	The place where the show is worth travelling to	0.701 (***)				
subjective norm	Interesting content for tourism promotion	Interesting tourism promotion at the venue	0.859 (***)	0.5307	0.7645	0.71	
	Degree of tourism promotion	Feeling the tourism promotion of the place where the show is held	0.774 (***)				
	Recommended by friends and family	I would choose to stay for a few days if I had a	0.505 (***)				

		recommendation from friends and family.				
prices	Affordability of tourism costs	Fewer rip-offs at performance venues	0.752 (***)			
	Low incidence of rip-offs	Easy to afford travelling costs at the performance venue	0.697 (***)	0.5773	0.8031	0.80
	Tourism incentives	Feeling that there are a lot of tourist incentives in the place where the show is performed	0.825 (***)			
service	Site order management	Very happy with the local transport	0.764 (***)			
	gastronomy	Very happy with the accommodation at the venue	0.812 (***)			
	stay at	Very happy with the catering at the venue	0.831 (***)	0.5841	0.8738	0.87
	liaison	Good site order management	0.585 (***)			
	Richness of tourism resources	Rich tourism resources in the performance area	0.803 (***)			
willingness	Willingness to travel now	I'm very willing to stay and travel after the concert.	0.74 (***)			
	willingness to revisit	Some time after I leave the venue, I'll be tempted to revisit.	0.743 (***)	0.5498	0.7095	0.71
behavior	Instant travel behavior	I've been known to stay and travel after a concert.	0.757 (***)			
	repeat a procession as	I've been back to the show.	0.72 (***)	0.5457	0.706	0.70

***p<0.001

Table 5. Model Fit Test

goodness-of-fit indicator	CMIIN/DF	RMSEA	NFI	TLI	GFI	IFI
parameter value	2.999	0.079	0.902	0.91	0.932	0.932
reference standard	<3 (excellent)	<0.08 (excellent)	>0.9 (excellent)	>0.9 (excellent)	>0.9 (excellent)	>0.9 (excellent)

(iv) Model hypothesis testing and results

In the hypothesized relationship test of this study, the main effect was significantly positive (Estimate=0.97,p<0.01), which indicates that positive willingness to travel can greatly enhance travel behavior, and Hypothesis H1 is valid. Tourism willingness is analyzed below.

According to Table 4, attitude positively affects (Estimate=0.254) travelling intentions at a significance level of 4%, so H2 holds.

Price behavior control positively affects subjective norms at 2% significance level (Estimate=0.351), service behavior control significantly and positively affects (0.483) subjective norms at 1% significance level, subjective norms positively affect (Estimate) willingness at 1% significance level, and the hypotheses of H3a, H3b, and H3c are established. And after testing, when the price behavior control and service behavior control in the model design directly and positively affects the tourism intention, the model overall performance is poor and the significance level is not qualified, so the price behavior control and service behavior control have a fully mediated effect on the tourism intention.
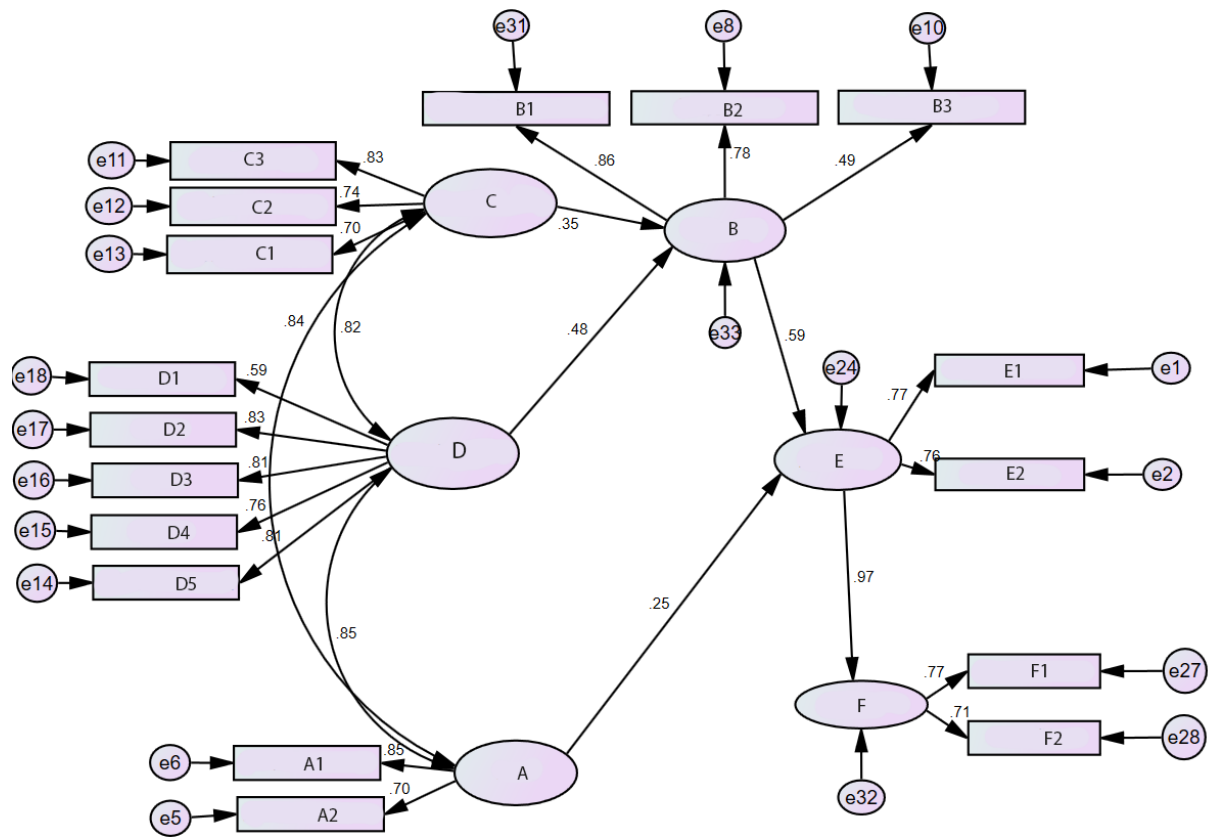
Figure 3. Plot of standardised coefficients for the structural equations

Table 6. Path Factor Table

pathway relationship			Estimate	S.E.	C.R.	P
B:subjective norm	<---	D: Service behavior control	.483	.139	4.202	***
B:subjective norm	<---	C:Price Behavior Control	.351	.106	3.133	.002
E:Tourism willingness	<---	B:subjective norm	.587	.095	6.263	***
E:Tourism willingness	<---	A: Attitude	.254	.103	2.886	.004
F:Tourism behavior	<---	E:Tourism willingness	.970	.080	12.621	***
E1:Willingness to travel now	<---	E:Tourism willingness	.770	-		
F1:willingness to revisit	<---	E:Tourism willingness	.764	.076	13.269	***
A2:Perceived Tourism Worthiness	<---	A: Attitude	.704	-		
A1:Travelling Word of Mouth	<---	A: Attitude	.850	.093	12.944	***
C2:Degree of tourism promotion	<---	B:subjective norm	.827	.083	12.948	***
B3:Recommended by friends and family	<---	B:subjective norm	.740	.099	11.844	***
C3:Tourism incentives	<---	C:Price behavior control	.696	-		
C2:Low incidence of rip-offs	<---	C:Price behavior control	.806	.120	10.859	***
C1:Affordability of tourism costs	<---	C:Price behavior control	.761	.130	10.479	***
D1:Richness of tourism resources	<---	D:Service Behavior Control	.809	.121	10.883	***
D2:liaison	<---	D:Service Behavior Control	.828	.121	11.033	***
D3:stay at	<---	D:Service Behavior Control	.586	-		
D4:gastronomy	<---	D:Service Behavior Control	.765	-		
D5:Site order management	<---	D:Service Behavior Control	.710	.086	11.999	***
F1:Instant travel behavior	<---	F:Tourism behavior	.859	.068	14.981	***
F2:repeat a procession as	<---	F:Tourism behavior	.493	.072	8.500	***
B1:Interesting content for tourism promotion	<---	B:subjective norm	.777	-	4.202	***

***p<0.001

6. Conclusions and Recommendations

(i) Conclusion

In the context of the integration of culture and tourism, the "concert tourism" economy, as an emerging model, has injected new vitality into the development of urban economy. Based on the latest data in 2024, this study explores how the "concert tourism" model can promote the growth of the tourism economy through the perspective of cultural and tourism integration, and analyzes its internal mechanism. The research aims to provide valuable insights for policymakers, tourism enterprises and organizers of cultural events to achieve sustained growth in the tourism economy and the widespread dissemination of local culture. Through systematic research, we have obtained the following main conclusions.

1). Significant Economic Impact:

As an important form of cultural activities, concerts can attract a large number of tourists and drive the development of related industrial chains, such as catering, accommodation, transportation, etc., bringing significant economic and social benefits to the place where the performance is held. The data shows that the strong recovery of the performance market has contributed to the local economy.

2). The Integration of Culture and Tourism Has Obvious Effects:

the "concert tourism" model not only improves the quality of cultural life of the audience, but also enhances the city's tourism attraction and cultural soft power through innovative tourism product development methods. This model has become an important bridge to connect different cultures, promote cultural exchange and local brand building.

3). Consumer Behavior Analysis:

The study found that the audience attaches great importance to the overall experience of the concert, especially the organization of the performance activities, the quality of the music and the creation of the on-site environment. The influence of well-known singers plays a key role in attracting audiences and raising the buzz of the concert.

4). Clear Influencing Mechanism:

Through confirmatory factor analysis and path analysis, this study reveals the promotion mechanism of the "concert tourism" model on the tourism economy. Specifically, travel willingness is influenced by attitudes, subjective norms and other factors, while tourism behavior is directly driven by travel intention. The hypotheses H1, H2, H3a, H3b, and H3c were significantly supported. H1: Travel willingness has a significant positive impact on tourism behavior. H2: Attitude has a significant positive impact on travel intention. H3a, H3b, H3c: Subjective norms have a significant positive impact on travel intention, and price behavior control and service behavior control have a significant positive impact on travel willingness through subjective norms

5). The Importance of Subjective Norms:

Subjective norms (including tourism promotion, word-of-mouth recommendation and recommendation by relatives and friends) have a significant positive impact on travel intention, and the tourism reputation and perceived tourism worthiness of the performance place have a significant impact on travel intention, specifically, the impact of tourism word-of-mouth is greater. This suggests that the social environment and the opinions of others play an important role in deciding whether an individual chooses to travel or not. In particular, the interest of tourism promotion content and the intensity of tourism promotion have a great impact on subjective norms.

(ii) Suggestion

1). Strengthening Resource Integration:

Local governments and relevant departments should increase their efforts to integrate cultural and tourism resources to attract more tourists and promote tourism by planning high-quality concerts and other cultural activities.

2). Optimize Service Facilities:

Enhance the service quality of transport, accommodation, catering and other supporting facilities at the performance venues to ensure that tourists can have a comfortable travel experience while enjoying cultural activities. Especially during large-scale concerts, on-site order management and security should be strengthened.

3). Strengthening Publicity and Word-of-Mouth Publicity:

the interesting content of tourism publicity and the strength of tourism publicity have a significant impact on subjective norms. Use social media and traditional media and other channels to increase the publicity of the

"concert + tourism" model and improve its popularity and attractiveness. At the same time, since tourism word-of-mouth has a significant impact on tourism willingness, it is important to pay attention to the construction and management of tourism word-of-mouth, enhance the word-of-mouth image of the performance venues and tourist destinations through active publicity and strict supervision, and encourage local residents and tourists to share their own experiences, so as to form a favorable word-of-mouth effect.

4). Strengthening of Legislation and Law Enforcement:

strict law enforcement to ensure law and order and safety in and around the performance venues, avoid fraudulent behavior, maintain a good tourism environment, ensure fair competition in the tourism market and protect consumer rights and interests, for example, by rigorously cracking down on fraud and maintaining a good market order.

5). Bundled Development Strategy:

combining concerts with local speciality tourism products, creating "concert + tourism" packages, providing one-stop services and enhancing the overall experience of tourists. Through the bundled marketing strategy, the concert tickets are packaged and sold together with the tickets of tourist attractions and hotel accommodations, so as to attract more tourists to participate.

In summary, this study provides a systematic theoretical analysis and empirical research on the growth path and mechanism of the "concert + tourism" type of economy, and provides new perspectives and strategies for promoting the integration of culture and tourism and the development of tourism economy. It is hoped that these conclusions and recommendations can provide useful references for research and practice in related fields.

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