

# **A Brief Analysis of the Present Situation of urban Tourism Culture in China**

## **--- Taking Zhengan County as an Example**

Ying Liu<sup>1,2,a</sup>

<sup>1</sup>Center for Trans-Himalaya Studies, LeShan Normal University, Leshan 614000, China

<sup>2</sup>Laos research center, LeShan Normal University, Leshan 614000, China

<sup>a</sup>229292710@qq.com

### **Abstract**

**with the improvement of people's living standard, tourism has been developed rapidly. Many cities have raised the development of tourism culture to an important development theme. However, many domestic tourist cities have encountered many problems in developing tourism exhibition industry in the course of combining urban cultural characteristics. This paper takes Zhengan County as an example, analyzes the present situation of domestic urban tourism culture, and puts forward some suggestions.**

### **Keywords**

**domestic, tourism culture, urban development.**

## **1. The Development Role of Domestic urban Tourism Culture**

Urban tourism culture plays a great role in urban development, many cities have raised the development of tourism culture to an important development theme, combined with the development of most cities in China, this paper summarizes the main aspects of the increasing role of urban tourism culture :(1) urban tourism culture to create brand effect. Urban tourism culture is the unique resources of the city, exploring the cultural resources of urban tourism and forming a specific culture to promote the modernization of the city. The mature development of urban tourism culture creates brand effect for the city. In the "management of the city" today, urban tourism culture is the city's business card, the city's trademark. (2) Urban tourism culture creates consumer demand, especially modern consumption demand. (3) The function of urban tourism culture to urban agglomeration and integration. (4) Urban tourism culture constructs urban tourism.

## **2. Present Situation of Tourism in Zhengan County**

Zhengan is located in the northeast of Zunyi, Guizhou Province, jurisdiction over 20 towns (townships, streets). The total population is 660800. Land area of 2595 square kilometers, cultivated land area of 1.1 million mu. The highest elevation is 1838 meters and the lowest elevation is 448 meters. A subtropical humid monsoon climate, four distinct seasons, abundant rainfall, long frost-free period, annual average temperature of 16.14°C.

### **2.1. Cultural Source Far, Millennium Ancient County**

It is the hometown of Mr. Yin Zhen, the Confucian master, educator and ancestor of Guizhou culture in the Eastern Han Dynasty. The Bashu culture, Jingchu culture and ancient culture culture in northern Guizhou are permeated and intermingled here. Yin Zhen's spiritual

heritage has accumulated rich cultural heritage. Guitar manufacturing is exported to overseas, guitar culture atmosphere is strong, has the reputation of the hometown of Chinese guitar manufacturing.



**Fig 1.** Hometown of educator and ancestor Mr. Yin Zhen, northern Guizhou

## 2.2. A Tourist Resort, a Well-being

Zhengan beautiful mountains and rivers, charming scenery, typical karst landforms in the territory, cave developed chic, mountain potential hidden strange mask, tourism resources rich in characteristics. There are hundred li tung flowers, thousands of hectares of tea garden, ten thousand mu of grassland, Tianlou Yunhai and other rich natural landscape. Jiudaoshui National Forest Park, known as "Natural Oxygen Bar ", is the best choice for leisure and summer ;" Peach Blossom Source Records" AAAA level scenic spot, which integrates the deep and mysterious beauty of nature and the humanistic beauty of "Human Wonderland ", is the perfect place to heal the heart and nourish the lungs. Yin Zhen Tomb, Wu Ben Tang and other monuments show the thick culture of Zheng'an, Banzhu Shangba Tea House is the country's educated youth tribe, Zunyi red tourism is an important section. Zhengansu is known as "natural medicine storehouse ". The planting area of Chinese medicinal materials in the whole county is 225000 mu, with a total of 1524 kinds of Chinese medicinal materials, accounting for about half of the province's variety resources ,198 of the 363 key varieties in the national unified census, accounting for 54.5%, and 294 of the 459 key varieties in the unified census of the province, accounting for 64.4%.



**Fig 2.** The charming Zhengan

### 2.3. Excellent Ecology, Many Specialties

The territory is beautiful, ecological excellence, many specialty, forest coverage of 60.94%. Tea garden planting area of 312000 mu, square bamboo 370000 mu, walnut 200000 mu, wild papaya 70,000 mu, perennial storage pool commodity giant salamander more than 100000 tail. The hometown of Chinese white tea, the hometown of Chinese wild papaya, the hometown of Chinese giant salamander, the hometown of Chinese oil tree, the hometown of bamboo with Chinese characteristics and the advanced county of national ecological civilization were evaluated.



Fig 3. Zhengnan's excellent ecological environment

## 3. Countermeasures for Developing urban Tourism Culture

### 3.1. Accurate Positioning of urban Tourism Culture

Enhance the cultural taste of urban tourism and tap local celebrity resources. In urban development, we should pay attention to the restoration and protection of history and culture, pay attention to the combination of tradition and reality, and oppose the blind urbanization process of only drawing new construction but not paying attention to protection. The unique and clear orientation is the prelude to the implementation of urban public relations activities. Each city has different cultural accumulation and cultural resources, and should give full play to the advantages of tourism culture in the region and the region, and build the city with tourism culture.

In the orientation of urban tourism culture, we should also pay attention to the following problems to prevent putting the cart before the horse and neglecting the primary task of developing economy. (1) Recognition of the city's tourism culture by urban cadres and masses. If the problem of positioning is not solved well, it will weaken the cohesion and centripetal force of the city, affect the morale of the cadres and the masses, and damage the image of the city. (2) Recognition of urban tourism culture by investors. The vitality of urban tourism culture has a strong attraction to investors. (3) Public recognition of the city's tourism culture. (4) Evaluation of tourism culture in other cities of the same nature. The competition, communication and harmonious relationship with the same city have a great effect on the development of the city. Therefore, the location should consider the same nature of the city's

taste on their own influence and impression. (5) Evaluation of the tourism culture of the city by the international community. The international community's evaluation of urban tourism culture should be considered. For example, Guangzhou aims to establish a modern international city, mainly considering that it is the economic, cultural, information and commercial center of South China, and has a high level of opening to the outside world. (6) Evaluation of tourism culture in the city by the mass media. To establish a good image in the main mass media is another factor that affects the orientation of urban tourism culture.

### **3.2. Highlight Characteristics and Integrate Different Tourism Cultures**

Characteristic culture focuses on three points: first, the development of national characteristics. Urban tourism culture is an important component of national culture, and the development of urban tourism culture with national characteristics is the fundamental way to step into the integration of the world economy. Second, the development of historical characteristics. For the world tourists, the city tourism culture with historical characteristics is an important reason why they travel mountains and rivers regardless of the distance. Third, the development of amorous feelings characteristics. The stronger the local customs, the greater the linkage effect. So we should continue to dig and refine this "amorous feelings" and seek the magic power to go to the world. The historical and cultural heritage in the city constitutes the memory of the city, and the protection of these heritage is the necessary content of urban modernization and the guarantee of the sustainable development of the city.

The characteristics of shaping urban tourism culture mainly lie in : (1) arousing the awareness of urban tourism culture; we should refine the specific urban tourism culture deeply with a scientific and rigorous attitude. The deep and dignified urban tourism culture is expressed in simple and easy-to-understand words, which makes it explicit and concrete, makes the conscious use of urban culture possible and realistic, and makes the view of urban culture deeply rooted in the hearts of the people. (2) To awaken the cultural mechanism of urban tourism; in order to avoid deviating from the track of urban culture in urban development, urban culture should be fully respected in practice, and urban culture should be used scientifically, and on the basis of an accurate understanding of urban concept culture, emphasis should be placed on grasping the culture of urban behavior and truly acting according to the laws and requirements of urban culture development. (3) It is very important to awaken the personality of urban tourism culture in view of the fact that urban development is becoming more and more similar. In refining the city concept culture, we should focus on excavating the unique city spirit and reflecting the best and most distinctive things that can reflect the city characteristics, which is the key to awaken the personality of urban tourism culture. (4) To awaken the connotation of urban tourism culture; to awaken the connotation of urban tourism culture, we should start from the most basic collection work, and gradually sort out and refine our own urban tourism culture for guiding future urban work practice; if we have made a preliminary summary of urban tourism culture, we should carry out continuous reflection in combination with practice, so as to make the reflected connotation of urban tourism culture more accurate and close to objective reality and avoid unnecessary mistakes in the process of urban tourism development. (5) Awakening the cultural value of urban tourism; urban tourism cultural resources are an important asset of a city with unlimited value-added potential. In the ideological understanding, there should be a strong sense of pride and pride in urban tourism culture, and in the actual work, we should actively study the specific methods and measures to tap the potential, strengthen the strengths and circumvent the weaknesses, so that the urban tourism culture can show its value and significance in competition and contrast.

### 3.3. The Core of urban Tourism Culture Development Lies in People-oriented

Explore the city tourism culture should be concerned about the important carrier of culture —— people. The essence of culture is to continuously raise the level of civilization and modernization. Therefore, to explore the characteristics of urban tourism culture, to create a unique regional urban culture must adhere to the principle of people-oriented. It is required that the orientation of urban tourism culture, the setting of cultural industry, the trend of cultural development and the layout of urban space should put the fundamental interests of the people in the first place, accord with the inherent law of population change and urban development, and form the living culture environment of "making the people who live forget their old age, the people who live in the house forget their tiredness and the people who travel forget to return ".

### 3.4. Adhere to the Principle of Coordinated Development of Software and Hardware Construction

In the aspect of urban tourism culture hardware construction, we should pay attention to the planning of urban regional tourism culture construction, the construction of urban tourism culture infrastructure, and the construction of urban leisure space. It is necessary to combine the characteristics of the city and strive to create tourism cultural products with rich urban personality to form a unique cultural industry. To explore the urban tourism culture, protect the urban tourism cultural heritage, and build the characteristic cultural industry, we must break through the hardware obstacles of the city itself, at the same time, coordinate with the government policy, in order to promote the linkage development of cultural industry and urban economic development, so as to form a large urban tourism cultural pattern and promote the overall development of society.

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