

Research on the Path of Promoting the Integration of County Characteristic Culture and Tourism

-- Taking Pingyin County as an Example

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Abstract

The planting of roses in Pingyin County has a long history and high quality. Appreciating roses, picking roses, tasting rose tea and making rose sauce are the local characteristic cultural traditions. The "Rose culture" has developed into a regional characteristic culture. However, characteristic culture and rose tourism are still facing problems such as weak brand awareness, lack of high-quality cultural and tourism projects, insufficient creative activities and weak regional cooperation. Therefore, we should promote the integration of county cultural and tourism industries from the aspects of establishing characteristic brands, creating creative activities, strengthening regional cooperation and deeply excavating the connotation of characteristic culture.

Keywords

County; Characteristic Culture; Integration of Culture and Tourism; Route.

1. Introduction

In order to improve the soft power and influence of culture and promote the integrated development of cultural undertakings, cultural industry and tourism, the decision on the reform of national institutions was adopted at the first session of the 13th National People's Congress. In 2018, the Ministry of culture and tourism was established [2]. The integration of culture and tourism has become a national strategy in the form of national institutional reform, which has broken the administrative barriers to a certain extent, marking that the integration of culture and tourism has ushered in a new period of development.

Cultural tourism integration can maximize the advantages of cultural industry and tourism industry, combine the advantages of cultural industry and tourism industry, promote the upgrading of cultural tourism industry [3], and meet the internal needs of industrial development. As an important form and part of the tertiary industry, cultural industry and tourism industry have great development prospects. Although there are obvious differences in form, content and mode of activities, they have internal connection and natural coupling. Culture is the soul of tourism, which injects ideological connotation and creative value into the tourism industry; Tourism is the carrier and activity form of culture. It innovates the way of cultural publicity and can improve the publicity of cultural industry and consumer market.

Cultural tourism integration meets the development needs of the new era and can meet people's expectations for a better life. The purpose of cultural tourism integration development is not only to achieve economic benefits, but also to meet the growing spiritual and cultural needs of the people. With the development of society and the improvement of people's living standards, people's vision is broader, the demand for spiritual culture is increasing, and the requirements for tourism are also increasing. The development of tourism industry must inject

cultural connotation and full of cultural characteristics in order to meet people's growing spiritual and cultural needs.

2. The Necessity of County Cultural Tourism Integration

2.1. Cultural Tourism Integration Promotes Industrial Upgrading

With the improvement of material living standards, in order to achieve the purpose of leisure and relaxation, more and more people pay attention to tourism, but with the broadening of people's vision, the requirements for tourism are also gradually improved. People no longer meet the primary stage of tourism and products and services, but more pursue the cultural connotation and ideological and spiritual satisfaction of tourist attractions. First of all, only by constantly excavating cultural characteristics and injecting cultural connotation into the tourism industry can we meet the spiritual and cultural needs of tourists and form a core attraction to tourists; Secondly, the advanced form of competition among tourism industries is the competition at the cultural level. Compared with the rich cultural tourism resources of large and medium-sized cities, the county tourism itself is not well-known, competitive and attractive to tourists. Only by injecting rich characteristic culture into the county tourism industry can we form the tourism value promotion mechanism of cultural resources, greatly improve the added value of the tourism industry, help to promote the transformation and upgrading of the industry and form brand competitiveness, which is the internal demand of industrial development. As the main unit providing spiritual activities and products, cultural industry shoulders the "mission" of inheriting and developing culture, meeting people's spiritual and cultural needs and value orientation. Cultural publicity is also inseparable from tourism. Tourism is an important form of cultural publicity. Through the integration of culture and tourism, we can "make cultural development live and publicity interesting". Through the integration of tourism experience and cultural creativity, we can make the excellent traditional culture and regional characteristic culture more "grounded" expressed. In a relaxed and leisurely state, people have expanded their horizons of knowledge and received the baptism of culture. Promote the integration of county cultural and tourism industries, closely combine the advantages of cultural industry with the advantages of tourism industry, integrate characteristic culture into tourist attractions, make cultural publicity more dynamic, make tourism activities more attractive, and achieve the effect of "1 + 1 > 2".

2.2. Promote the Healthy and Sustainable Development of County Economy

In 2019, the GDP of Pingyin County increased steadily. The total GDP of the whole county was 22.317 billion yuan, a year-on-year increase of 7.1%. Among them, the added value of the primary industry was 3.187 billion yuan, contributing 3.6% to economic growth; The added value of the secondary industry was 12.804 billion yuan, contributing 91.5% to economic growth; The added value of the tertiary industry is 6.325 billion yuan, contributing 4.9% to economic growth [4]. The key enterprises in Pingyin County are mainly embodied in the manufacturing enterprises represented by Meide group, Aohai carbon and shanshui cement. The mode of economic growth is mainly driven by the secondary industry. Changing the mode of economic development and promoting economic transformation and upgrading are the focus and focus of realizing the high-quality development of county economy. To change the mode of economic development [5], we must change the elements and realization mode on which economic growth depends. As an important form of tertiary industry, cultural industry and tourism industry play an important role in promoting county economic growth and upgrading industrial structure.

Traditional tourism is an industrial cluster formed by activities around people, that is, providing people with "food, housing, transportation, shopping, entertainment" and other

services to drive the development of related industries. Cultural industry is an industry characterized by thinking innovation [6], which has the characteristics of high innovation, permeability and compatibility. In particular, the county characteristic culture shows the unique cultural charm and local customs of the region. Promoting the integration of characteristic culture and tourism industry, developing cultural tourism projects with local characteristics and creating creative cultural activities can enhance the brand competitiveness and audience attraction of cultural tourism in the county. Especially under the background of fierce competition in the current tourism market and homogenization of tourism products, it has strong market competitiveness and broad development prospects, and can attract more tourists to visit and experience activities. On the basis of retaining traditional service items, some derivative products integrated with characteristic culture, cultural tradition and creative cultural elements have become the key link of expanding the industrial chain of tourism, increased residents' income to a certain extent, and made the cultural tourism industry a new growth point and outbreak point of county economy.

The transformation of economic growth mode focuses on the industrial level, which is to promote the upgrading of industrial structure and serve economic growth. The penetration and integration mechanism of tourism and characteristic culture in the process of development can promote the upgrading of traditional industries. Such as the integration of rural culture and tourism industry. Give full play to the resource advantages of beautiful rural environment and rich agricultural products, establish experiential activities such as picking and planting of agricultural and sideline products, create farmhouse entertainment, rural home stay and rural health, promote the transformation of rural economic mode and the upgrading of industrial structure.

2.3. Cultural Tourism Integration Helps to Build Cultural Confidence

In the long history of 5000 years, the Chinese nation has created a rich and brilliant excellent culture. It is deeply rooted in the blood of the people and is the spiritual driving force and inexhaustible source of the Chinese nation's strong self-confidence. Excellent culture needs further inheritance and development. As an activity around people, tourism is not only an important form of publicizing culture and popularizing knowledge, but also an important carrier of inheriting culture. Tourism activities have an impact on culture from the beginning. Tourists will understand the basic situation of the destination, and constantly understand and perceive the cultural connotation carried by the destination's culture and cultural landscape in the tourism activities. Through the integration of culture and tourism, the characteristic culture, cultural heritage and cultural tradition of the county will be integrated into creative activities, so as to truly "see the mountains, see the water, and stay homesick". It not only protects and inherits the regional culture, but also publicizes the county characteristic culture in an "interesting" way, so that tourists can understand the local customs and cultural customs of the destination in their leisure state. In the process of acquiring knowledge, expanding vision and perceiving cultural connotation, we can form a sense of identity and pride for the rich culture of the Chinese nation, which is helpful to establish cultural self-confidence. At the same time, integrating the excellent cultural traditions and customs of the region with the core socialist values will make the promotion of values more "grounded" and easier for the masses to accept, which will help to cultivate good social customs.

2.4. Cultural Tourism Integration Contributes to Rural Revitalization

Under the comprehensive action of market demand, product innovation and technological upgrading, the integration of rural culture and tourism is to form a state of mutual influence and penetration between culture and tourism by excavating the deep integration between rural advantageous resources, traditional cultural connotation and various system elements of tourism industry [7], so as to promote the new growth of rural economy and adjust the rural

industrial structure. In the context of cultural and tourism integration, give play to the advantages of fresh rural air, beautiful environment, perfect preservation of residential buildings and rich agricultural and sideline products, strengthen the protection of rural natural scenery and traditional residential buildings, and promote the integration of cultural and tourism industry and rural advantageous resources. Developing a number of high-quality cultural and tourism projects in rural areas, strengthening the construction of infrastructure and attracting surrounding tourists can increase residents' income, reduce the poor and promote rural revitalization.

3. Basic Information and Current Situation of Characteristic Cultural Industry in Pingyin County

3.1. Basic Information of Pingyin County

Pingyin County, located in the southwest of Jinan, is the "South Gate" of Jinan. It connects Tai'an City in the South and Liaocheng City in the West. It is the vanguard of Jinan's "Xixing strategy". It is a strategic place to promote the integration of Jinan and Thailand and connect the provincial capital and Lunan Economic Circle. Pingyin County is located at the intersection of the Western vein of Mount Tai and the western Shandong plain. The terrain is high in the South and low in the North [8]. The terrain is mainly hilly and mountainous. It is adjacent to the Yellow River in the north, the plain in the South and the uplift in the middle. It belongs to temperate monsoon climate with four distinct seasons and sufficient light. It is hot and rainy in summer, cold and dry in winter, with rapid temperature return in spring and significant drought in spring, mainly cinnamon soil. Pingyin County has a long history and culture, simple folk customs, rich specialties, natural and cultural landscapes. It is a famous "hometown of roses" and "hometown of donkey hide gelatin".

3.2. Characteristic Rose Culture in Pingyin County

According to textual research, Pingyin rose planting began in the Tang Dynasty, with a history of more than 1300 years and a long planting history; There are dozens of varieties, such as Purple Branch, abundant flower, double petal red rose and so on; Pingyin rose has become the representative of Chinese traditional rose by virtue of its large petals and fragrant taste. In recent years, with the continuous expansion of planting area, the planting area has exceeded 60000 mu, and the rose industry has developed into a characteristic cultural industry. In 2019, it was awarded the reputation of "Rose capital of China" by China Forestry Industry Association. In May every year, when the roses are in full bloom, the small town will be surrounded by a gorgeous sea of roses. Appreciating roses, picking roses, tasting rose tea and making rose sauce have become the cultural tradition of local people. Pingyin County vigorously publicizes the rose culture, creates a characteristic cultural brand, and actively holds the China rose Expo and China (Pingyin) Rose Festival; Build a special rose town related to love theme, with functions of wedding celebration, wedding photography, tourism and shopping, leisure and health preservation, and develop a "fanglei" pastoral complex integrating sightseeing, catering and experience; Sign a contract with well-known anchor Weiya to create a publicity model of "doing cultural tourism offline and selling products online", actively seek cooperation with Alibaba group, build Pingyin rose Alibaba smart cloud platform, and implement Taobao's love to help agriculture plan; Grasp the opportunity of brand publicity at provincial and municipal CPPCC meetings, promote the co selection of Pingyin rose as the "second city flower" of Jinan, and enhance the social popularity and reputation of Pingyin rose.

3.3. Current Situation of Rose Industry in Pingyin County

3.3.1. The Planting Area and Yield are Increasing

The unique climate, terrain, light, soil and other natural conditions make Pingyin County an important area for rose planting in China. The county has formed a planting distribution mode with rose town as the core and scattered in other areas. In recent years, the planting area has expanded year by year and the output has been continuously improved. According to statistics, the planting area of roses in the county exceeds 60000 mu, and the average output of roses is 212 kg / mu. In terms of planting varieties, Fenghua rose, double petal red rose and Purple Branch rose are the main varieties.

3.3.2. Primary Processing and Primary Products

In terms of acquisition mode, farmers sell rose bones and buds to the nearest acquisition point, and the processing unit purchases according to the registered fixed-point acquisition point and fixed-point plot. Most of the acquired roses are dried with flower buds. After drying, they are used to make primary products, which are mainly reflected in edible products such as rose tea, rose sauce and rose flower cake. The development of beauty products represented by rose essential oil needs to be improved. The rose industry is facing technical problems, and the transformation of old and new energy is urgently needed.

3.3.3. Strong Government Support

Pingyin County Party committee and government attach great importance to the development of rose industry, take rose industry as a characteristic leading industry [9], and take a series of measures conducive to the development of rose industry. Pingyin rose industry development center passed the implementation opinions on further accelerating the development of rose industry [10], and put forward the "golden ten articles" for the development of rose industry, including encouraging large-scale planting, strengthening labeling technology management, stabilizing rose price, accelerating the development of rose e-commerce, and strengthening the publicity of "Pingyin rose". It not only made important development plans for the rose industry in terms of output, marketing volume and deep processing degree, but also gave preferential policies and economic subsidies in terms of planting scale and planting standards to support the development of the rose industry.

3.3.4. Rose Tourism has Achieved Initial Results

The annual "Rose Festival" has become a business card for Pingyin County to publicize its characteristic culture. It is the largest and highest specification rose product event in China. At that time, many rose exhibits at home and abroad will perform "Huashan on sword" here. Pingyin County took the Rose Festival as an opportunity to innovate a series of activities such as "guzheng performance, rose calligraphy and painting exhibition, couple wedding", enhance the fun of Festival Entertainment and strengthen publicity. Pingyin County has also built cultural and tourism projects for short-term and self-driving tours, such as China Rose Valley, rose characteristic town and fanglei rose pastoral complex, which has attracted a large number of tourists from surrounding districts and counties to visit and experience activities.

4. Development of Cultural Tourism Industry in Pingyin County

4.1. Insufficient Influence of Cultural Tourism Brands and Products

Brand is one of the most important intangible capitals, which includes product quality, service, influence and reputation. Although Pingyin County has vigorously promoted rose culture and developed rose industry in recent years, its brand awareness is weak. There is no characteristic cultural brand built around rose culture, and there is a lack of cultural core competitiveness and brand influence]. In the context of the development of the new era, the whole county has not formed the ideological consciousness of "a game of chess" for the development of cultural

and tourism industry, has not fully combined rose culture with tourism, lacks high-quality cultural and tourism projects, and has a low degree of integration with tourism. Rose characteristic industries and processing enterprises "fight alone", the level of scientific and technological synergy is low, the leading enterprises are not driven enough, and there is no development cooperation relationship of interest integration. In terms of packaging identification, product promotion and base certification, it is not strongly connected with the "Pingyin rose" brand. In terms of Rose products, mainly primary processed products, mainly reflected in rose flower cake, rose sauce and rose tea. Beauty products with high quality and high scientific and technological requirements represented by rose essential oil need to be developed.

4.2. The Creativity of Cultural Tourism Activities is not Strong

People ridicule the traditional tourism mode of "watching temples during the day, sleeping at night and getting off to take photos", which not only reflects that people are no longer satisfied with the primary stage of sightseeing, but also shows the urgent pursuit of cultural connotation and creative activities in tourism resources. Although Pingyin County has created a number of projects for short-term and self-driving tours, they are still mainly ornamental, with a single form of tourism activities, insufficient experiential tourism activities and lack of innovative activities. Both the 10000 mu rose field and the characteristic rose town are scenic spots with rose viewing as the main activity. They are both ornamental scenic spots, which leads to the homogenization, low-level and repetitive development of regional cultural and tourism products, weakening the competitiveness of cultural and tourism to a certain extent.

4.3. Weak Regional Ties

Due to the constraints of regional location and economic development, compared with large and medium-sized cities and areas with high integration of culture and tourism, the county culture and tourism industry has some problems, such as extensive management, low degree of development, scattered resource layout and so on. In order to enhance brand influence and anti-risk ability, county cultural tourism industry must establish a sense of cooperation and take the road of regional coordinated development. Vertically, the cultural tourism industry in Pingyin County has not been incorporated into the "Quancheng characteristic brand" system and takes the development express of the strategy of "strengthening the provincial capital"; Horizontally, it is not close enough to the cultural and tourism characteristics of surrounding counties and districts in cooperation and exchange, policy promotion, talent cultivation, publicity and promotion and regional cooperation.

4.4. Tourism Products Lack Cultural Connotation

The existing tourism products still rely on the "food, housing, transportation, entertainment" and other products and services provided by the traditional tourism industry. The tourism products are seriously homogeneous with the surrounding districts and counties, have a low degree of integration with the characteristic culture, and do not reflect the regional characteristics and cultural connotation. In terms of sales products, there is a lack of tourism commodities and cultural and creative products with cultural and tourism characteristics. Tourism products can only meet the needs of the middle and low-end market, and lack core competitiveness in the middle and high-end market.

4.5. Insufficient Excavation of Characteristic Cultural Connotation

Characteristic culture is a culture formed in the long-term development of history, which can reflect the regional style and folk customs. As the characteristic culture of Pingyin County, rose culture is mainly reflected in industrial development, cultural traditions and cultural activities represented by Rose Festival. The connotation value of "truth, goodness and beauty" of roses is

not deeply excavated, and the regional characteristic culture is not well connected with rural culture and rural resources to help rural economic development and promote the upgrading of rural industrial structure and rural revitalization; The characteristic culture has not been integrated into the socialist core values, so that the values can be carried forward and "live". The development of philanthropy and charitable activities is insufficient, and a good social fashion has not been formed.

5. Promoting the Integration of County Characteristic Culture and Tourism

5.1. Improve Brand Influence

Establish the ideological consciousness of "one game of chess" for the development of cultural tourism industry in the whole region, and make overall and coordinated development. Around the rose culture, relying on rich tourism resources, a number of high-quality tourism projects are created with the theme of rose viewing, rose picking and rose gourmet production experience, and tourism as the strategy. Form characteristic cultural tourism projects of "appreciating Roses + climbing Cuiping", "picking roses + visiting churches, appreciating begonias" and "tasting rose food + drinking spring water"; With fanglei rose township as the center, build an idyllic complex integrating sightseeing, accommodation, food and catering, children's play and. Take rose town as the axis, connect the Yellow River rose Lake Wetland Park, Huquan, Dazhai mountain and other scenic spots, and develop special tourist routes. Colleges and universities are the forefront of industrial innovation and technological innovation. We should strengthen in-depth cooperation with Agricultural College of Shandong University, Shandong Agricultural University and other colleges and universities, build colleges and Universities - tourism practice base and technology research center, and establish special scientific research funds. Make full use of the advantages of colleges and universities in talent, technology and Innovation Incubation Platform to strengthen the development and research of Rose products. Promote the new driving force of the development of rose industry from the aspects of extending the industrial chain, fine processing and new product research and development, and improve the grade and representativeness of products. In addition to holding the Rose Festival, we should actively participate in national rose exhibitions and rose themed forums, improve the popularity of characteristic rose culture and Rose products in other regions, build the "Pingyin rose" brand and improve the brand influence.

5.2. Create Creative Activities

The focus of creating creative activities is to divide the age structure of service objects and tourism subjects, and develop targeted cultural and tourism creative activities for tourists and service objects at different ages. For young people and singles, we will dig deep into the cultural connotation of roses and build a romantic theme park integrating rose viewing, wedding photography and outdoor wedding based on the rose characteristic town, and set up the theme activity of "love tour in the Rose Sea". Build the first female friendly tourism destination in China, give full play to the influence of "online Red Festival", launch a series of activities of "Pingyin goddess Festival" and hold youth fraternities on "March 14", "May 20" and other festivals. For teenagers and children, we should give full play to the advantages of characteristic cultural industries and rural resources, develop experiential activities, create experiential activities such as rose picking and cultivation of agricultural and sideline products, focus on cultivating the practical ability of teenagers and students, and aim at improving students' scientific and cultural knowledge, so as to promote the all-round development of teenagers' quality. Facing the middle-aged and the elderly, we should make full use of the medical value of rose spring water and the beautiful environment of rose Lake Wetland and other resources, seize the high-

quality development of the ecological environment of the Yellow River, consolidate the river embankment, manage the coastal environment, and build a scenic belt along the river. Vigorously develop the medical and ecological tourism industry, create a holy land of health, culture and tourism and a place for leisure tourism, and innovate a series of activities of "tasting rose banquet and taking spring to make tea". At the same time, guide rose processing enterprises to take the development of rose processing tourism as an important strategic goal of the enterprise. On the one hand, build a number of "transparent factories" to let tourists intuitively understand the industrial process of rose drying and rose processing; On the other hand, the product value and development process of rose have many operability. The rose culture museum can be built, which is not only a platform for cultural publicity, but also promote the integration of cultural and tourism industries.

5.3. Strengthening Regional Cooperation

The implementation of the strategy of "one county and one product" is an important measure to boost the development of the county. Under this strategic background, all districts and counties have developed characteristic cultural industries based on their own advantages. Pingyin County is located in the southwest of Jinan City, adjacent to Dong'e County of Liaocheng City, dong'ping County of Tai'an City and Feicheng City of Tai'an City, less than 100 miles away from Yanggu County and Liangshan County. The surrounding districts and counties of Pingyin County are rich in cultural and tourism resources. Dong'e county is the origin of the famous brand "Dong'e donkey hide gelatin", the famous "hometown of donkey hide gelatin" and the holy land of health and cultivation; Dongping county has Dongping Lake, the second largest freshwater lake in Shandong, which is a national AAA scenic spot; Feicheng is a famous Peach Town. Peach culture and peach wood carving are very representative. Yanggu County and Liangshan County are important birthplaces of Water Margin culture. All districts and counties should adhere to the development concept of "joint consultation, joint construction and sharing", break the regional administrative constraints, and strengthen cooperation and exchanges in cultural and tourism activities. Establish a characteristic cultural tourism development alliance of "one lake, one flower, one peach and one glue". After the establishment of the development alliance, adhere to resource sharing, consistent preferential policies, publicity and promotion, and jointly hold cultural activities. At the same time, the five theme tourism projects of Dongping Lake, rose culture, donkey hide gelatin health care, peach culture and Water Margin culture were launched, special tourism routes were developed, infrastructure and service facilities along the line were improved, professional teams were hired to participate in project management, and a specific regional cultural and tourism belt with regional characteristics in Southwest Shandong was created. Regularly hold cultural development forums to promote cultural tourism products, promote complementary advantages and resources, and enhance the influence of regional cultural tourism brands.

5.4. Dig Deep into the Connotation of Rose Culture to Help the Disabled and Help the Poor

The flower meaning of rose is sincere love. In ancient Greek mythology, rose integrates love and beauty, which is endowed with a beautiful meaning by people. To dig deeply into the cultural connotation of rose is to carry forward the cultural connotation of "truth, goodness and beauty" carried by rose, vigorously carry forward the charity culture in the region and develop the charity of "Mei city". Making full use of the resources of the county level media, creating the WeChat official account of "good people and good deeds of Pingyin", creating a propaganda platform to publicize the typical deeds of helping the poor. Carry out the activity of "advanced deeds into the campus", carry out theme lectures, establish students' correct values, cultivate good moral quality, and make the humanitarian spirit of "giving roses and lingering fragrance in hands" a social trend. The county-level disabled persons' Federation units take the lead in

building a cultural industry training base with enterprises, provide skills and manual training for the disabled, and encourage cultural enterprises engaged in oil painting and watercolor creation represented by "Lvze painting academy". On the one hand, it not only provides employment opportunities for the disabled, but also brings real economic income to the disabled. Moreover, the painting academy is mainly located in the former site of rural schools, with a beautiful environment and opening to the outside world, which is conducive to the development of rural tourism and rural economic growth; On the other hand, helping the disabled and needy not only promotes the "Rose culture" of truth, goodness and beauty, but also works created with roses are sold everywhere through the Internet and e-commerce platforms, which has played a positive role in publicizing Pingyin roses. Create highlights, innovate brands, and promote the integration of culture and tourism industry from form to connotation.

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