

Research on Cultural and Tourism Integration Development of Xiexing Town, Guang'an District

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Abstract

Nowadays, the integration of culture and tourism has become an important trend to promote the development of culture and tourism industry. However, with the upgrading of consumption and technological progress, tourists' demand for cultural and tourism experiences has become higher and higher. How to promote the development of the deep integration of culture and tourism, create new forms of culture and tourism consumption, new scenes and new highlights, and meet the diversified needs of tourists has become an important issue for the integration of culture and tourism. Xiexing Town is rich in cultural and tourism resources and diverse cultural and tourism industries, but it also faces problems such as insufficient embodiment of cultural elements and insufficient extension of the cultural and tourism industry chain. Based on this, this paper is aimed at Xiexing town culture and tourism integration development road strength research, explore to promote the local culture and tourism integration development countermeasures.

Keywords

Culture and Tourism Integration; New Industry; Development Paths.

1. The Current Situation of Cultural and Tourism Integration Development in Xiexing Town, Guang'an District

1.1. Development Environment Increasingly Optimized

On the one hand, the cultural tourism market is vast. Throughout the country, the cultural tourism market is gradually recovering. According to the National Bureau of Statistics, the National Culture and Tourism Administration and the China Tourism Research Institute report, in the first half of 2023, the total number of domestic tourist trips was 2.384 billion, an increase of 63.9% year-on-year; the number of domestic tourist trips in 2023 could reach 4.55 billion, which is about 76% of the number of people who recovered to 2019. [1]The cultural and tourism market continues to be hot, providing an important market opportunity for the development of cultural and tourism in Xiexing Town. On the other hand, the policy environment is good. The "Ba Shu Cultural Tourism Corridor Construction Plan" proposes that Guang'an focus on the development of eco-tourism, recreation and health tourism, red tourism, etc., which points out the direction and development path for Guang'an to make the cultural tourism industry bigger and stronger. Chongqing Metropolitan Area Development Plan" will be included in Guang'an, the two places initially formed a project to promote, talent sharing, activities to promote, brand building, market interoperability of the pattern of in-depth cooperation, for Guang'an City revitalization of culture and tourism chess injected a new dynamic energy.

1.2. Continuous Strengthening of Factor Support

In recent years, Guang'an City, Guang'an continuously strengthen the cultural and tourism industry support. First, strengthen the planning leadership, scientific preparation of "Guang'an City, Guang'an District" 14th Five-Year "Culture and Tourism Development Plan", the development of culture and tourism industry into the overall planning of economic and social development; second is to increase the project land policy support, cultural and tourism industry land into the city at all levels of land and spatial planning. Innovative ways of land supply, encourage the use of idle facilities, revitalization of the stock of construction land development of cultural industries, graded and classified to ensure that the cultural tourism project land demand; third is to improve the financial support mechanism, the development of cultural and tourism industry funds into the financial budget, and increase the financial investment in special funds. [2]The establishment of diversified financing mechanism, support through a variety of ways, to guide all kinds of funds to participate in the investment of cultural tourism field;[3] Fourth, strengthen the construction of talent team, vigorously introduce tourism creativity, tourism marketing, culture and art and other urgently needed shortage of high-level innovative talents, and further enhance the competitiveness of the local talent team.[4].

1.3. The Cultural Tourism Industry is Gradually Enriched

Xiexing Town of Guang'an District has a long history and rich cultural and tourism resources. In recent years, Xiexing Town has continuously made efforts to enrich the tourism industry. Since 2013, Xiexing Town has attracted 16 cultural and tourism projects of various sizes, such as Happy City and Jinguang Old Street. Repair Pu Dianjun ancestral home, Hu Lun's former residence, upgrading and upgrading Xiaoping Cadre College, constantly expanding Xiexing Town red tourism area. At the same time, continue to explore the surrounding high-quality agricultural natural resources, vigorously develop ecological tourism, boutique lodging and other rural tourism industry. [5]Promote the digital construction, has built Deng Xiaoping's hometown intelligent scenic area, the initial realization of electronic ticket processing, AI scenic interpretation, LED release more than 10 functions.[6] 2023 July, Guang'an Jianchuan Museum colony project officially started, further enriching the tourism industry in Xiexing Town. At present, Xiexing Town has 17 cultural and tourism resources such as Deng Xiaoping's hometown tourism area, Huanglong Gorge Waterfall, Xiexing Ancient Town and so on.[7].

1.4. The Foundations of Development are Being Strengthened

In recent years, xiexing town anchored cultural tourism town development ideas, vigorously implement the Xiaoping hometown scenic area upgrading and upgrading, new village comprehensive improvement project. At present, Deng Xiaoping's hometown core area quality improvement project has been completed; Jinan new village has completed 90% of the total amount of work, the Buddha's hand mountain new village to complete 85% of the total amount of work, Paifang new village to complete the renovation of rainwater sewage network, Jinshi new village rainwater sewage network renovation completed by 85%. [8]The forest coverage rate of the town exceeds 38%, the sewage treatment rate is 100%, and the town has been awarded the title and beauty of "International Ecological and Cultural Tourism Resort", "Famous Town of Tianfu Tourism", "China's Most Beautiful Leisure and Self-driving Destination" and so on. "China's most beautiful leisure and self-driving destination" and other titles and reputation. The town has formed a five-horizontal and four-longitudinal road transportation network, with two bus lines and a special tourism line, which makes the transportation convenient. Cultivate star hotels, farmhouse, more than 200. Supporting the completion of five star tourism toilets, two large parks, all villages to achieve full coverage of street lights, the main attractions are equipped with free parking.[7].

2. Problems and Reasons for the Development of Cultural and Tourism Integration in Xiexing Town, Guang'an District

2.1. Inadequate Representation of Cultural Elements

At present, xiexing town culture and tourism integration development still remains in the narrow level of integration of culture and tourism resources, over-emphasis on the economic attributes of tourism, cultural tourism as a cultural demand motivated by the construction of cultural carriers and cultural matters did not really fall to the "spiritual enjoyment and pleasure" of the demand for cultural experience. More on the ancient town streets, characteristics of village alleys, pagodas and former residence repair design, lack of local festivals and folklore, traditional crafts, specialty food and other intangible cultural resources, the cultural connotation of the excavation is not deep enough, the expression of the form of less, the cultural connotation of the embodiment of the insufficient. [9]For example, the main scenic spots such as Xiaoping's former residence, Daodai Courtyard, Hanlin Courtyard, and LOHAS City are mainly static displays and tours of former residences, with insufficient supply of vacation and leisure products and folklore experience products. Cultural and creative products are mostly badges, keychains, notebooks, etc. with cultural elements of Xiaoping's former residence. Compared with tourist souvenirs in other regions, except for the different decorative patterns, their functions and styles are similar, which makes it difficult to give tourists a deep impression and highlight the characteristics of Eastern Sichuan folk culture in tourism activities.[10].

2.2. Insufficient Extension of the Cultural and Tourism Industry Chain

Nowadays, cultural tourism is no longer just an exhibition, creative bazaar, camping, ancient travel photography and other forms of business, have also become a new scene of cultural tourism consumption. However, the current Xiexing Town, the cultural tourism industry is still dominated by traditional sightseeing and browsing, the tourism chain is short, the supply of cultural tourism products is insufficient, the lack of cultural tourism consumption space, the industrial system needs to be further improved. And the product style is also relatively single, mostly in the form of simple cultural presentations, outdoor activities, product richness needs to be improved, the daily interactive, experiential, participatory, knowledge-based comprehensive cultural and tourism project supply is lacking, it is difficult to stimulate tourists in-depth desire to travel, and can not form a long-term attraction. In particular, the lack of night economy industry, resulting in the structure of visitors accounted for more than 60% of Chongqing tourists mostly do not choose to stay overnight, "one-day tour" phenomenon is prominent, culture and tourism consumption power. Supporting services and facilities are not perfect, in terms of food, accommodation, transportation, travel, shopping, entertainment and other aspects of the deep level of development is not enough, the B&B, farmhouse become the main supporting services, catering supply, leisure and fun at the low-end level, and retail commodities are only a few souvenirs.[11].

2.3. Planning and Management are Not Yet Complete

First, development planning. At present, xiexing town still exists "what resources I have", "I think that can be built" and other ideas, the traditional tourism thinking heavy, the modern tourism demand and supply research is insufficient. Local culture and tourism integration and development of the lack of specific guiding opinions, top-level design is insufficient, poor infrastructure support, resulting in the existence of a certain degree of blind development, the attractions of their own, the development of culture and tourism resources lack of wholeness and continuity, the attractions of the synergies between the weak, did not do to complement each other's strengths, linkage development. This also led to Deng Xiaoping's hometown tourist attractions tourism resources hot, but failed to form a leading driving effect. Second, the management system. The lack of specialized departments or institutions responsible for the

overall coordination of work, resulting in poor collaboration between the relevant departments, it is difficult to form a synergy, more administrative orders and mutual constraints, the overall development of inefficiency. For example, Xiaoping's hometown tourism area, Guang'an Cultural Tourism Company, Deng Yuan Culture and Tourism Co., Ltd, Xiexing Ecological Culture and Tourism Park, Guang'an District Cultural Tourism Bureau, Deng Xiaoping's hometown management and other management departments are intertwined and overlap, and can not efficiently carry out the overall planning and management.[12].

2.4. Insufficient Policy Support

Although Guang'an City has incentive policies for star-rated Nongjiale, famous lodgings and other tourism industries, the amount is small, the area involved is narrow, the difficulty of creation is high, and the prying and guiding properties are not strong. At the same time, land constraints are obvious. Due to the backwardness of the preliminary planning, coupled with the ecological protection of the red line, arable land protection strategy constraints, many key cultural tourism projects today, the construction of land size and layout are subject to greater restrictions, such as the former residence of xiao ping, the surrounding environment is destroyed by other real estate projects, resulting in the development of scenic areas on the periphery of the space is limited. Insufficient platform construction for travel agencies, due to the lack of corresponding policy support, the enthusiasm for local promotion and ground connection is not high, most travel agencies are only focused on pouring tourists out, external promotion, guiding tourists to in-depth local tours and ground connection services are insufficient. 2023 the entire Guang'an City Cultural and Tourism Special Development Funds totaled 20 million,[9] far lower than the support of other neighboring provinces and municipalities. In addition, the training and introduction of talents in tourism development, design and products are not emphasized.

3. Guang'an District Xiexing Town Cultural Tourism Integration Development Countermeasures

3.1. Digging Deep into the Cultural Heritage and Creating New Forms of Cultural Tourism

The integrated development of culture and tourism cannot be separated from the driving force of rural culture. These local customs and human stories are the most characteristic cultural heritage and soul of Xiexing Town. [10]Therefore, the integrated development of culture and tourism should adhere to the actual, combined with the trend of the times, these cultural connotations are fully excavated, through science and technology and the form of art, the cultural revitalization, in order to shape the new characteristics of the town and bring tourists sensory, behavioral and emotional experience, to meet the diverse needs of tourists. [13]On the one hand, strengthen the use of traditional cultural revitalization. Strengthen the Xiexing town rural cultural heritage in-depth research and protection, mining its historical origin and cultural connotation. And on this basis, revitalization and utilization. Regularly carry out cultural and creative competitions and activities such as cultural and tourism festivals, cultural and artistic activities, non-genetic inheritance, cultural and biological exhibitions, etc., to show Xiexing Town's rural cultural charm and innovative power. Combine folklore exhibitions, specialty foods, non-genetic inheritance with the cultural atmosphere of attraction buildings to create an immersive experience tour centered on the folk culture places in east Sichuan. On the other hand, innovate the form of cultural expression. Cultural products can not be limited to the presentation of historical materials, should be given to the combination of the current market aesthetics, through the culture + technology + creative innovation, cultural elements into scenes and stories, to bring people a vivid cultural experience. Such as the use of virtual reality,

augmented reality, multimedia projection and other technologies to create interactive cultural exhibitions.

3.2. Promoting Multi-product Integration and Shaping New Cultural and Tourism Scenes

Xiexing Town continues to improve the cultural and tourism industry chain, to create a new cultural and tourism scene is conducive to enriching the experience of tourists, stimulate the potential of cultural and tourism consumption. First, we should innovate "cultural tourism + N". Fully excavate and utilize Xiaoping's former residence, farmers' new village, Hanlin courtyard and other humanities resources, innovation and development of new research, to create a set of education and training, humanities landscape, ecological sightseeing and recreation in one cultural and tourism research clusters; use of the old village of green ecological and agricultural resources, combined with the characteristics of the Guang'an cuisine, folk art, non-heritage skills, do a good job of special food, accommodation, cultural and artistic performances and other hospitality services, and vigorously develop the farm tourism economy. Economy. Secondly, we should do a good job in supporting the services of culture and tourism industry, and reasonably plan tourism facilities such as tourism roads, parking lots and tourism toilets. Strengthen the safety management and environmental health management of tourist attractions. Third, we should take the initiative to adapt to the market. Various scenic spots can appropriately extend the opening time, the use of lighting technology at night, outlining the outline of the shape of the attractions, beautify and lighten the night environment, to create a gorgeous dreamy night scene, giving tourists a rich and interesting experience, attracting tourists to stop and linger. Increase the number of nighttime live-action performances, water screen movies, light shows, drone shows, etc., and develop special night activities to enrich the play experience. Xiexing Ancient Town, Sanba Silkworm House, Jinguang Old Street and other historical and cultural old neighborhoods can create a characteristic commercial street and net red commercial street rich in the traditional culture of east Sichuan by virtue of their traditional rhythmic architectural shapes and comprehensively utilizing storefront design and lighting technology.

3.3. Improve Top-level Design and Create a New Environment for Cultural Tourism

Improve the Guang'an District Xiexing town cultural tourism industry in the development planning, management system policy protection and system construction, can further promote the development of local cultural tourism industry. First, we should improve the top-level design of Xiexing town cultural tourism industry development planning. Based on the Xiexing town in the local cultural tourism industry role positioning, clear development goals, characteristic development, systematic development. Xiaoping's former residence as the only 5A level attraction in Guang'an city, is also the cultural tourism of Guang'an city's gold standard, in the whole of sichuan still to the neighboring areas are enjoying a very high reputation. Xiexing town should take Xiaoping's former residence as the core, coordinate other cultural and tourism resources, give full play to Xiaoping's former residence tourism area leading role. With the traffic line connecting the various attractions, innovative tour routes, while planning each attraction in the tourism route target positioning, the formation of supporting cultural and tourism products and service system, to achieve the attractions synergistic, complementary advantages, to achieve systematic development, integrated development. The government should also pay attention to ecological protection work, strengthen the environmental protection supervision and management of cultural tourism industry, take effective measures to prevent environmental pollution and ecological damage, promote the development of green tourism, realize the unity of economic and social benefits. Secondly, it is necessary to improve the top-level design of the management system of cultural and tourism integration

development in Xiexing Town. Establish and improve the management system and operation mechanism of culture and tourism industry, and clarify the responsibilities and authority of each department. At the same time, establish an effective communication mechanism to ensure that information is smooth and all departments can work together. Establish a monitoring and feedback mechanism to regularly monitor and evaluate the implementation of each department and continuously optimize policies and measures based on the feedback results.

3.4. Optimize Policy Support and Strengthen Factor Support

Strengthen the key cultural tourism project land security. Continuously deepen rural reform, learn from Chengdu's "five new rights" and establish a system for confirming and certifying land management rights, contracting certificates, facility certificates, forest rights certificates, road rights certificates, use rights certificates and property rights certificates as soon as possible, and promote the securitization of assets. Encourage enterprises to take advantage of the use of idle facilities and resources, such as heritage buildings, historical buildings, old factories and warehouses, for the innovation and development of cultural tourism consumption scenarios. Strengthen financial support and include cultural and tourism infrastructure construction projects that meet the criteria into the scope of government bond support. Broaden financing channels and support qualified tourism enterprises to raise funds by issuing corporate credit-type bonds and other means, while encouraging innovative loan guarantee methods and the development of financial products adapted to the characteristics of the tourism industry. On the other hand, encourage diversified cooperation modes for cultural and tourism projects, such as cooperation with enterprises and social capitals, through co-investment and co-construction and operation of cultural and tourism projects, in order to realize win-win cooperation. Strengthen the management and use of financial funds to ensure the effective utilization of funds, and at the same time guide more social subjects to participate in the planning, construction and operation of cultural tourism projects. Strengthen the introduction and cultivation of professional talents. Seize the opportunity of cooperation between Chongqing and Guangzhou, and actively utilize diversified methods such as online recruitment and social media recruitment to attract more excellent talents. At the same time, we will implement various talent cultivation projects, deepen cooperation with enterprises and colleges and universities, and realize the benign interaction between talent cultivation and talent introduction.

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