

The Function and Cultural Significance of Means of Transportation in the Dissemination of Cultural Heritage—Taking the Ancient City of Pingyao as an Example

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Abstract: Cultural heritage is the carrier of spiritual culture, which entrusts the spiritual and cultural pursuit of people of all ethnic groups, and has always attracted people's attention. In the research of cultural heritage, the transportation element presents its unique cultural connotation and heritage. This paper takes the ancient city of Pingyao as the main research object, and analyzes the shaping of the brand image of cultural tourism and the future investment projects from the current traffic elements of the ancient city of Pingyao, analyzes the value of traffic imagery in the inheritance of the ancient city of Pingyao, provides new research ideas and directions for future cultural heritage and transportation research, and promotes the new integration of transportation and cultural heritage.

Keywords: Cultural Heritage; Pingyao Ancient City; Means of Transportation; Culture

Introduction

Han Dacheng, a historian, once said, "A large number of facts have proved that convenient transportation is an important prerequisite for urban development, and the prosperity of the city is bound to promote the further development of transportation." The soul and main line of the city are effectively embodied with the help of transportation. Based on this, it is of great significance to discuss the development of transportation for the evolution of the urban system of the ancient city of Pingyao. The streets and alleys of the ancient city not only carry the cultural regional characteristics and life and cultural forms of the Ming and Qing dynasties, but also follow the trend of the times and integrate into new cultural points. The traffic image carried by the means of transportation has become a technology with a sense of the times and history that incorporates the culture and human emotions of the ancient city into the traffic imagery, and plays an important role in the study of the spatial field of the ancient city and the historical changes of the cultural tourism brand of the ancient city. Therefore, the study of the transportation elements in the ancient city of Pingyao can not only promote the all-round dissemination of the cultural brand of the ancient city on the one hand; On the other hand, it can also promote the development of cultural tourism in the ancient city, thereby driving the development of the local economy. Due to the fact that the current research on the transportation of small and medium-sized tourist cities, especially the famous historical and cultural cities, is rarely involved, this paper studies the transportation in the ancient city of Pingyao by combining the actual situation of the ancient city of Pingyao, and explores the role of transportation in the ancient city of Pingyao and the new development direction of the transportation of the ancient city in the future.

1. The shaping of the brand image of cultural tourism in the ancient city of Pingyao by means of transportation: taking the robot tour guide as an example

Located in the central part of Shanxi Province, the ancient city of Pingyao has a total area of 1256.34 square kilometers and enjoys the dual reputation of "National Historical and Cultural City" and World Cultural Heritage. Both sides of the street are buildings with Ming and Qing dynasty styles, and the lanes that communicate with the courtyard in the ancient city are mainly to meet the needs of daily traffic and entry, which is a relatively pure traffic space in a certain sense. The German human geographer F. Ratzel once put forward the famous thesis that "traffic is the force of city formation", which shows that transportation plays a particularly important role in the development of ancient cities. The image of public transportation in the ancient city is the window for the dissemination of culture, and although the culture of the ancient city has undergone changes of the times, the cultural heritage can still be inherited. The traffic elements behind the traffic not only point to the background of the development of transportation at that time, but also to the regional cultural characteristics of the ancient city of Pingyao. Transportation has become a path to connect culture and the city, and has become the only way for human beings to understand

the spiritual features of the ancient city. The communication of the means of transportation makes the culture of the ancient city of Pingyao organically combined with the local characteristic transportation, the brand image has been further disseminated, the urban texture is clearer, and the all-round shaping of the brand image of the characteristic ancient city has been promoted, the adjustment of the ancient city form has been promoted, and the soft power of the ancient city has been further enhanced. Nowadays, the traffic of the ancient city has become the landmark building of the ancient city of Pingyao, and the culture of the ancient city of Pingyao is applied to the design of the traffic landscape, and the traffic has become a unique symbol of cultural elements. The shaping of the brand image of cultural tourism is based on the regional cultural characteristics of the ancient city and the transportation as the carrier, so that tourists can deeply understand and perceive the regional culture of the ancient city in the tangible and invisible. Because the roads in the ancient city are relatively narrow compared to other roads, the specific traffic layout is usually determined by the location and combination of axes when designing the layout. At the same time, in the planning of the road network, the government has taken into account the need to avoid a large amount of traffic damaging the environment of the ancient city, and has encouraged the construction of a tourist road system with historical and cultural characteristics in the city, mainly by public transportation and walking. The scenic spots of the ancient city are relatively concentrated, and most of them are located around the main road that crosses the city. Because the total circumference of the ancient city wall of Pingyao is 6163 meters, about 1550 meters from east to west, and 1400 meters from north to south, if tourists choose to visit various scenic spots on foot, it is very physically exhausting. As we all know, Pingyao's night tour is the most distinctive, tourists visit the attractions around the ancient city during the day, and return to the ancient city to stay at night to enjoy the night view. But after 5 o'clock in the afternoon, the artificial tour guide of the ancient city will be off work, and in the evening, there will be tourists wandering around the streets of the ancient city, and there is no suitable way to understand the history and culture of the ancient city. The emergence of the robot tour guide fills the gap in the explanation part of the ancient city attractions after the manual tour guide gets off work, and helps solve the problem of the tour guide at night in the ancient city, so the night tour tourists can not only search for relevant information online, but also give answers when there are related questions. Based on the actual situation, the intelligent "robot tour guide" was put into use in the ancient city of Pingyao, breaking the original tourism model, innovating the ancient city tourism product system, improving the service quality of the ancient city, promoting the development of tourism in the direction of intelligent Internet, saving labor costs, improving the efficiency of tourists, further increasing the income of the ancient city, and constantly improving the external publicity of the ancient city's cultural tourism brand. The robot tour guide of the ancient city not only has the function of guiding the scenic spots, but also has the function of promoting the culture of the ancient city. The robot tour guide of the ancient city of Pingyao "the sparrow is small, but the five organs are complete", mainly put in the scenic pedestrian street, in addition to introducing the various scenic spots of the ancient city, the function of introducing the tour route for tourists, there are also the most distinctive functions can carry people to visit the ancient city, not only can accompany the tourists to walk and talk, but also can be used as a means of transportation for tourists in the ancient city, for tourists to ride, save physical strength. It has become a pleasure to enjoy the scenery of the ancient city by taking the scenic robot tour guide car. For safety reasons, the robot guide is equipped with a collision avoidance system. At the same time, considering that the ancient city pedestrian street prohibits vehicle driving, in order to further ensure the safety of tourists, the running speed of the robot tour guide is only 4 miles, and the slow speed improves the tourists' sense of sightseeing in the ancient city, providing more high-quality and meticulous guide services, so that tourists can experience the comfort of slow tourism in the ancient city, so that tourists can have a deeper understanding of the cultural charm of the ancient city, and enjoy the good time of visiting the ancient city. The emergence of robot tour guides makes the spread of ancient city culture no longer limited by time and space, from the traditional seller-centered to buyer-centric, so that the spread of culture is no longer a traditional one-way communication mode, but transformed into a two-way multi-dimensional all-round communication, so that the cultural charm of the ancient city spreads faster and farther, and undertakes the important task of shaping the core competitiveness of the cultural image of the ancient city. This also makes the tourists' sense of experience gradually enhanced, and the cultural brand communication effect of the ancient city is better, which further empowers the prosperity of the cultural tourism industry of the ancient city of Pingyao. At the same time, the ancient city also has intelligent transportation robot service projects, for the inconvenient walking of elderly tourists, disabled tourists and other special groups of people to provide a certain help, this traffic to tourists is a temperature and feelings of the historical ancient city, showing that the ancient city has always adhered to the "tourist-oriented" concept, "ancient

city characteristic brand” tourism + present”.

2. The dilemma and solutions encountered by public transportation in the communication of cultural tourism brand image

The culture of the ancient city has been accumulated for a long time, and transportation has played an irreplaceable role. The emergence of various types of transportation has brought great convenience to the travel of tourists in the ancient city, and the channels for shaping the brand image of cultural tourism have been further expanded. In addition to the robot tour guide of the ancient city, there is another main means of transportation in the scenic area - sightseeing electric vehicles. From the point of view of appearance, the sightseeing electric vehicles in the ancient city are relatively unified in style, and they are all the general forms of sightseeing electric vehicles, and at the same time they are universal and practical. However, its image is not combined with the core culture of the ancient city, lacks historical and regional characteristic culture, and is weakly personalized to the outside world, resulting in only playing the role of convenient transportation, but can not be skillfully integrated into the ancient city, showing a lack of appearance and culture to the outside world. At present, only a few scenic spots have improved the shape of sightseeing electric vehicles in combination with the local historical and cultural characteristics. Taking Hangzhou Southern Song Dynasty Royal Street antique sightseeing electric car as an example, it is mainly dark brown color, the overall shape is simple, the side of the body adopts the special shape of the aconitum gate, and the backrest adopts the shape of a screen bed with a plain and elegant and clean system, which is borrowed from the architectural characteristics of the Song Dynasty, revealing a kind of aristocratic atmosphere. Therefore, Pingyao sightseeing battery car needs to learn from the successful practical experience of antique sightseeing electric vehicles in Hangzhou Southern Song Dynasty Royal Street, and in the design of sightseeing electric vehicles in the future ancient city, it is necessary to combine the historical and cultural elements of the ancient city to show the unique personalized Pingyao business card of mobility. Pingyao push-light lacquerware is influenced by the regional cultural characteristics of the ancient city and economic politics, so the strong Pingyao flavor is effectively reflected in the pattern selection and color. Therefore, the color and pattern design of the sightseeing battery car in the future can be designed according to the main color and pattern of the push-light lacquerware. Combined with the characteristics of the ancient city, the sightseeing electric vehicle of the ancient city can become a new highlight of the cultural tourism of the ancient city with both a sense of the times and a sense of historical simplicity.

3. Public transportation has become a ritual symbol of the cultural transmission of the ancient city of Pingyao

Public transportation is not only a window for the dissemination of urban culture, but also the most intuitive medium for promoting regional culture. In recent years, new transportation and tourism brands closely integrated with the ancient city culture, such as the air train and the Guanyun high-speed train, have been well received. Based on the image of transportation, we will use unique cultural characteristics to drive the development of cultural tourism in the ancient city, expand cultural consumption, continuously expand the breadth and depth of the integration of transportation and cultural tourism, and promote the comprehensive upgrading of the tourism industry in the ancient city. The natural landscape and cultural landscape of the ancient city of Pingyao can give tourists the most direct sensory contact and make tourists leave a deep impression on the ancient city. The quality of tourists' tourism impression depends not only on the local natural and cultural landscape, but also on the local tourism hardware facilities (such as transportation, greening, and the quality of the dining and accommodation environment), which to a large extent achieve a considerable communication effect. Walking on the streets of the ancient city of Pingyao, you can see billboards printed with the words “Great Beauty Ancient City” everywhere, and you will see the patterns printed with Pingyao characteristics and the seven big characters of “Pingyao Ancient City welcomes you” on the billboards at various intersections. Taking Pingyao Ancient City Station as an example, the advertising board in the waiting room is printed with Pingyao beef patterns, which directly or indirectly convey local cultural information to tourists, so that the communicator has formed a good interaction with the audience and enhanced the sense of identity with the culture of Pingyao Ancient City. The design and architectural concept of the square in front of Pingyao Ancient City Station is not only unified with the ancient city, but also presents a concise but stable and rigorous style. When tourists step out of Pingyao Ancient City Station, they can begin to perceive the ancient charm of the ancient city, feel the window of Pingyao's

profound cultural heritage and modern city charm, and promote the ancient city of Pingyao to continuously expand new tourism resources and build a harmonious “most Pingyao” tourism situation. When public transportation is used as the carrier and combined with the cultural industry of the ancient city, the culture of the ancient city can be transmitted to the outside world completely, so that the public has a strong sense of identity at the spiritual level, and promotes the faster and better development of the cultural tourism industry of the ancient city. At the same time, public transportation is the driving force for the development of the ancient city, and the ancient city culture can be successfully inherited and become a “living” culture, and public transportation plays an important role. The most representative “Pingyao Ancient City, China Guanyun” high-speed rail train plays Pingyao promotional video for passengers on the train, presenting tourists with a unique charm of Pingyao’s cultural landscape. The continuous improvement of transportation facilities, as well as the holding of large-scale activities such as the Pingyao International Photography Exhibition and the Pingyao Chinese Year, have brought more opportunities for the development of cultural tourism to Pingyao, created a unique brand of the ancient city, enhanced the connotation of the ancient city culture, and provided a good opportunity for the image dissemination of the ancient city tourism. At present, the publicity method of the ancient city of Pingyao is still the old model, mainly focusing on roadside billboards, station billboards, etc., compared with other ancient cities, it is relatively simple. Therefore, the ancient city of Pingyao should take the local transportation facilities as the basic condition in the form of publicity, learn from the publicity strategies of other ancient cities such as Lijiang, and constantly bring forth the new, strengthen the multi-platform, all-round on-line + offline publicity, and shape the modern communication image of the ancient city through “transportation + media”, promote effective communication, and make more and more people pass

4. The shaping of the new direction of the development of the cultural tourism brand of Pingyao Ancient City

The ancient city of Pingyao, a “living” city, carries the cultural landscape of different periods and the traces of the production and life of several generations, and presents the combination of ancient and modern cultures in a variety of ways. To a certain extent, the means of transportation reflect the morphological framework of a city, which is of great significance for the study of the morphological development of the city, so as to drive the evolution of the urban form. In order to further activate the material culture ecology of the ancient city, Pingyao will radiate the southeast and northwest with the ancient city as the center in the future, and build a global tourism development framework of “five plates”. Jointly invested and constructed by CRRC Urban Transportation Co., Ltd. and Pingyao Green Pulse Tourism and Transportation Equity Investment Center, from the perspective of “tourism + transportation”, it has created China’s first “combination of transportation and tourism” Pingyao Midtown Tourism and Sightseeing Line, which will become the first tourism + transportation integration sightseeing line in China. Promote the construction of all-for-one tourism, and connect scenic spots with modern technologies such as smart tourism. The construction of the Zhongcheng tourism line is not simply the use of the past for the present, but the analysis, extraction, redesign and re-use of the traditional elements of the ancient city, and the fitting of them into the appropriate modern material carrier, so as to finally achieve the structure and integration of the ancient and the modern, realize the harmony and unity of the natural and human environment, and shape the image of the ancient city to be more substantial, and the coverage has become wider. The successful completion of the new tourist line will make it a reality to take a small train in the air and visit the ancient city of Shuanglin Temple. When the Sky Train is officially operational in the near future, it will minimize the impact on the appearance of the ancient city, reduce the impact on traffic at various intersections, and enhance the viewing experience of tourists. The small train not only does not occupy road traffic resources, but the operation of the small train can play a role in the evacuation and collection of tourists coming to and returning to Pingping, and alleviating the traffic pressure of the city. At the same time, the air train will use the on-board battery capacitor technology to convert the external power supply to the inside of the car, so that the air train and the surrounding environment can be perfectly integrated. One of the car bodies is the appearance of the ancient city of Pingyao, using classical red with blue brick gray and black, the color is inspired by the color of the buildings in the ancient city, and the overall ancient charm is full. The windows use the window pattern of the ancient city building, the pattern is scattered, and the black decorative window frame is used for unified decoration, forming a window belt with good integrity, which is very similar to the windows of the local buildings in Pingyao. The skirt board uses blue bricks and the decoration of the ancient city wall, and the silhouette of the city tower

at the waist echoes the theme of the ancient city, reflecting the tradition and fashion, and better integrating into the atmosphere of the ancient city scenic spot of Pingyao. Through the decoration of gray roof, blue brick and red wall and city building, Pingyao characteristics have been formed, which makes tourists remember deeply. It is precisely because of the existence of traffic elements that more and more people can not only arouse the perception of the culture of the ancient city of Pingyao, resonate, but also enhance people's self-confidence in the cultural inheritance of the ancient city. The lanes in the ancient city are closely coordinated with the traffic, the space field structure of the ancient city is compact, the division of functions is obvious, and the transportation connection is convenient, which makes the space structure of the ancient city more compact, and the economy of the ancient city is more integrated, guiding the ancient city to develop in an axial direction, so as to form a span in the space field and add color to the spread of the ancient city culture. The transportation and territorial space of the ancient city are interdependent and interdependent. Ancient city landscape text.

5. The cultural significance of transportation to the construction and dissemination of cultural tourism in the ancient city of Pingyao

With the characteristics of mobility and mobility of transportation, the ancient city of Pingyao has built the ancient city into a readable urban landscape image and promoted the development of cultural tourism in the ancient city. It is precisely because of the existence of traffic imagery that the culture of the ancient city has been endowed with a stronger sense of history and the times, and can easily arouse people's cultural perception of the most Pingyao. In the data era, the promotion of ancient city culture based on transportation has been limited to a certain extent, so it is imperative to establish a brand image of "new transportation + ancient city". Based on the culture of the ancient city, the new traffic will be appropriately adjusted, combined with the characteristics of the cultural elements of the ancient city, and constantly enrich the transportation carrier of the ancient city culture, create the best visual image, spread the local culture through new media, establish the ancient city cultural tourism brand, and make the ancient city culture realize its own brand value. Furthermore, the traffic image behind the means of transportation has gradually become an important part of the social and cultural space of the ancient city, assuming the responsibility of constructing the urban space and influencing the spiritual and cultural outlook of the ancient city. In the construction of an ancient city, transportation is indispensable, so the image of transportation is inseparable from the contour of a city. The contour line is the embodiment of the cultural vitality of a city, representing the cultural years of the ancient city over thousands of years. With the development of the times, the traffic image has a unique development background, and the existence of the traffic image has changed the original outline of the ancient city. The improvement of modern transportation facilities has expanded the urban outline of the ancient city of Pingyao to the dynamic space of traffic. The image of transportation inherits and condenses the characteristics of the times, brings together the essence of cultures of different eras, and undertakes the important task of communicating and spreading the culture of the ancient city of Pingyao. On the road of developing towards the times, the ancient city of Pingyao adheres to the "tourist-oriented" image of high-quality cultural tourism in the ancient city, which not only promotes the operation and development of the ancient city, but also is a tool of the times that closely links people, society and culture. Therefore, today's transportation is not only a means of transportation for daily travel, but also can play a role in strengthening and confirming in the process of information transmission, and at the same time closely combine the entry point of social and ancient city cultural connection with traffic elements, spread the social and cultural charm of Pingyao farther and farther, promote the promotion and development of the ancient city transportation + tourism routes, and boost the sustainable and innovative development of the ancient city "transportation + tourism".

To sum up, hand. The way of "transportation + media" is the new direction of the current development of the ancient city. Construct a scientific and technological tourism service system supported by transportation and guided by new science and technology to achieve all-round integration, and realize the maximum utilization of tourism resources. Therefore, when the traffic elements carried behind the traffic are combined with the cultural heritage, the traffic elements are no longer specific material substance nouns, but also the sustenance carrier of human cultural emotional expression, and the most dynamic embodiment of social development. Based on the traffic elements of the heritage itself, the culture carried by itself has the role of propaganda and historical records, and has played a role in promoting the redevelopment and re-dissemination of the cultural image and characteristics of the ancient city, so that the ancient city culture has more updated display meth-

ods, and can be disseminated in a more vivid and efficient way, so that more and more people will always have a curiosity about the ancient city culture. Although the culture of the ancient city of Pingyao has undergone changes over the years, its traffic image has also kept up with the development of the times, and has not stagnated, and has developed in the direction of creating a more refined and life-oriented ancient city tourism, so it has been endowed with a deeper meaning. Truly realize the “two-way activation” of cultural heritage and transportation, that is, realize cultural transportation and transportation culture. Therefore, the development and evolution of transportation in the ancient city plays an important role in the study of the historical and cultural development of the ancient city. The combination of cultural heritage and transportation is an innovative point with research significance, an indispensable part of the process of social and cultural development, the most direct first-hand information for the study of ancient city culture, and the best historical material for us to further study and analyze the modern and contemporary significance of transportation.

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