

Research on the strategy of Promoting rural revitalization through the integrated development of culture and tourism industry in ancient towns of Shaanxi Province

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Abstract: The report of the 19th National Congress of the Communist Party of China put forward the strategy of rural revitalization, opened up a new channel to solve the problem of “three farmers”, and the construction of rural tourism as a project to benefit the people, is an important driving force to promote rural revitalization, is conducive to promoting the prosperity of rural industry, to build the brand of rural culture and tourism integration, to help farmers get rid of poverty and get rich. Shaanxi Province has a long history of culture, based on regional cultural characteristics, do a good job in the protection and development of ancient town culture, and create a new model of integrated development of ancient town culture and tourism industry; Create a unique ancient town brand image to win consumer recognition; Establish the Guzhen cultural industry park, integrate cultural innovation, agricultural products and intangible cultural heritage, and create a “cultural tourism +” industry chain; To strengthen the cultural publicity of Guzhen, train new rural tourism management talents, and promote the construction of rural revitalization in Shaanxi.

Key words: Ancient towns in Shaanxi; Cultural and tourism integration; Rural revitalization; Development path

INTRODUCTION

As the saying goes, “See Shanxi from the ground and Shaanxi from the ground”, which fully demonstrates the profound historical and cultural deposits of Shaanxi Province. There are many cultural relics and historic sites in Shaanxi Province, which lays a good foundation for the integration of ancient town culture and tourism industry, and also instill new vitality for the rural revitalization of Shaanxi Province, which is conducive to better protecting the ancient town culture and creating a cultural and tourism integration model with Shaanxi characteristics. The government should actively attract investment, protect and develop the ancient towns in Shaanxi Province, renew and upgrade the ancient towns with a long history, create a new model of cultural and tourism integration, enable the people of ancient towns to work at their doorsteps, better protect the ancient town’s intangible cultural heritage, and create a beautiful vision of rural revitalization with rural civilization, ecological livable and prosperous industries. At the same time, the government should also strive to build a brand of integration of culture and tourism industry in Shaanxi ancient towns, and build a model of “cultural and tourism integration” integrating folk customs, cuisine, tourism, cultural and creative industries and intangible cultural heritage, so as to further improve the quality of rural revitalization.

1. The significance of the integrated development of culture and tourism industry in Shaanxi Ancient Town in rural revitalization

1. It is conducive to promoting the upgrading of rural tourism industry

With the recovery of the tourism industry, the integration of culture and tourism has gradually become a new trend in the development of rural tourism industry, which further promotes the integration of culture and tourism industry, helps to enrich tourism projects, extend the tourism consumption industry chain, create more job opportunities, let tourists enjoy the beautiful natural scenery while understanding the regional culture, thus promoting the high-quality development of rural tourism industry. The integration of ancient town culture and rural tourism industry is conducive to highlighting the cultural characteristics of Shaanxi ancient town, breaking the dilemma of single and homogeneous rural tourism products, which can not only better protect the ancient town culture, but also explore the sustainable development path of rural tourism industry with Shaanxi characteristics and help rural economic revitalization.

2. It is conducive to the protection and inheritance of ancient town culture

The integration of culture and tourism is conducive to digging the cultural resources of ancient towns in Shaanxi Province, conducting research on ancient towns in the territory, registering and protecting cultural relics resources such as intangible cultural heritage and ancient architecture, creating a rural tourism model with Shaanxi characteristics, promoting Shaanxi culture to the whole country and the world, and attracting more tourists to come for sightseeing. For example, Yuanjiacun Ancient Town in Xianyang City, Shaanxi Province, with traditional folk customs and creative culture as the core, displays food and folk art with Shaanxi characteristics, highlights the cultural characteristics of Shaanxi ancient town, leaves a deep impact on tourists, and achieves a win-win situation between culture and tourism industry. The integration of ancient town culture and rural tourism industry can not only activate the vitality of rural economy, but also deepen the protection and inheritance of rural culture, and further improve the quality of integrated development of rural culture and tourism.

3. It is conducive to improving farmers’ income

The integration of ancient town culture and rural tourism industry is conducive to extending the rural industrial chain. In addition to traditional ecological agriculture and tourism industry, it can also expand new selling points such as handmade artworks, cultural and creative supplies, and folk cultural performances, which will bring new income growth points and opportunities for farmers and further

promote the development of rural tertiary industry in Shaanxi Province. At the same time, the integration of culture and tourism can create more employment opportunities, such as agricultural and sideline product processing, folk culture performance, tourism services and handmade art production and other jobs, so as to facilitate farmers to work at their doorstep, accelerate the pace of poverty alleviation and prosperity, improve farmers' income, and then improve their happiness of life, encourage them to actively participate in the construction of rural revitalization.

2. Problems existing in the integration of ancient cultural towns and tourism industries in Shaanxi Province

1. The tourism industry is scattered and single

In recent years, the integration mode of communication and tourism has gradually matured, but the product pattern of "ancient town culture + tourism" has not yet formed, mainly reflected in the following aspects: First, the time structure of tourism products is single, the winter is long in northern Shaanxi, and there is no tourism products suitable for winter climate, resulting in a sharp contrast in the off-peak season tourist flow, summer tourists are like a fabric, and the ancient towns are deserted in winter. Second, the quality of ancient town tourism products needs to be improved, the Shaanxi folk culture, ancient town culture and cave culture mining is not sufficient, limited to tourism, the lack of corresponding cultural and creative, folk life experience and performance products, affecting the travel industry income.

2. Tourism brand is not attractive

With the rapid recovery of the domestic tourism market in 2023, in order to attract tourists, local cultural and tourism bureaus have used Tiktok and Weibo to promote local characteristic tourism industries and build characteristic cultural and tourism integrated brands. However, Shaanxi Province neglects to build cultural ancient towns and tourism industry integration brand, limited to the promotion of red tourism, Yellow River basin culture and other brands, lack of distinct ancient town tourism culture brand, lack of market visibility, difficult to attract more tourists to visit the ancient town, affecting the sustainable development of cultural and tourism integration market. In addition, the brand marketing strategy of Shaanxi ancient town is unreasonable, the marketing methods of platforms such as Tiktok, Weibo and wechat are single, and the short videos filmed lack characteristics, so the promotion effect is not ideal.

3. Lack of professional talents for cultural and tourism integration

At present, the government departments are mainly responsible for the integration of ancient towns and tourism industries in Shaanxi Province, but many staff lack experience in the integration of ancient town culture and cultural tourism, and they have encountered some problems in the research of ancient town cultural resources, the development and management of scenic spots in characteristic towns, such as unreasonable tourism product design, and the characteristics of rural cultural tourism integration are not obvious. At the same time, many ancient town tourism companies lack professional marketing and publicity personnel, are not familiar with the operation of new media platforms such as Weibo and Tiktok, and ignore the promotion of Shaanxi ancient town culture, intangible cultural heritage, cultural and creative tourism products through network broadcast and other means. The publicity work of ancient town tourism projects is not smooth, and it is difficult to stand out in the fierce market competition.

3. Shaanxi ancient town culture and tourism industry integration development to promote the strategy of rural revitalization

1. In-depth exploration of ancient town culture, highlighting the characteristics of cultural and tourism integration

Shaanxi Province should organize cultural tourism departments, cultural departments and tourism industry leading enterprises to jointly carry out the development and protection of ancient towns, and conduct field research on the cultural resources of ancient towns in various regions. On the one hand, it is necessary to do a good job in the protection of ancient town culture and historical sites, so that regional culture can be passed on from generation to generation. On the other hand, it is necessary to highlight the regional characteristics of Shaanxi province and create a unique integration industry of ancient town culture and tourism. To promote rural revitalization. For example, Wenanyi Ancient Town in Shaanxi Province, featuring the local thousand-year old road post, has created a unique cultural and tourism integration model. It has registered and recorded the ancient post station, ancient city wall, beacon tower, ancient city wall, Kuixing Tower and other sites in the territory, recorded the time and existing conditions of each historical site in detail, organized cultural relics departments to carry out timely renovation, and created ancient post tourism products. Let tourists visit the historical sites at the same time to understand the ancient post communication methods, the role of the beacon tower, the natural landscape and cultural landscape together, deepen the tourists' impression of Wenanyi ancient town. In addition, Wenan Yi Ancient Town has also carefully designed large-scale live stage performances of thousand-year post stations, introducing the history of ancient post stations, ancient city walls, beacon towers and ancient city walls in the territory, simulating ancient war scenes, showing the process of beacon towers and post stations, and the battle scenes of gold and iron horses, showing profound historical and cultural heritage, allowing tourists to understand the history and post station culture of Shaanxi from multiple angles. Deepen the tourists' understanding of the ancient town culture, highlight the integration characteristics of Shaanxi ancient town culture and tourism, and gradually start the market popularity.

2. Build the brand of ancient town tourism culture and expand its popularity

The domestic tourism market is highly competitive. In order to stand out in many guzheng tourism and cultural tourism integrated products, Shaanxi Province should actively promote the brand construction of ancient town tourism culture, highlight the long-established history and culture, intangible cultural heritage, which can not only stand out in many ancient town tourism products, but also expand

the popularity of Shaanxi Guzheng and attract more tourists to travel. Promote the development of rural tourism industry and boost the revitalization of rural areas. First of all, Shenmu City in Shaanxi Province's characteristic ancient town tourism, with local tourism resources, special agricultural products and handmade artworks as the characteristics, to create diversified tourism products, build a "cultural tourism +" development model, to meet different consumer preferences, open the consumer market in a short period of time. Secondly, the ancient town of Shenmu will dig deep into folk culture, build an ethnic museum with folk culture as the core, introduce advanced VR equipment, intelligentize the long history of Shenmu City and the history of folk culture of the ancient town, such as Shenmu farming culture, introduce Shenmu's long agricultural civilization, characteristic farm tools, millet, sorghum and other crops, and organize farming experience activities. On-site cooking activities of agricultural products, etc., to realize the transformation and upgrading of agricultural products, increase farmers' economic income, and accelerate the pace of poverty alleviation and prosperity.

3. Establish a cultural industry park in ancient town to create a "cultural tourism +" model

Shaanxi Province should coordinate the cultural resources of the ancient town, build the cultural product park of the ancient town, integrate tourism, leisure and entertainment, accommodation and catering, non-heritage products and other products, so that tourists can enjoy one-stop services in the ancient town park, and create a unique IP ancient town tourism form. For example, the ancient town of Zhuge Town in Hanzhong, Shaanxi Province, based on the layout concept of Zhuge Liang's Eight Diagrams Formation, is divided into eight modules: Wuhou Temple, Ma Chao Tomb, Zhuge Ancient Town, "Out of the Masters" live performance, Hanjiang Hydrophilic leisure Area, Qingshe Boutique Inn, Zhuge Water City, Hanjiang River rafting, integrating a variety of tourism formats such as live performance, children's entertainment, and hydrophilic leisure. It has created a tourism model of the ancient town with unique Zhuge culture, attracting many tourists to visit it. At the same time, Guzhen Cultural Industry Park can introduce a number of tourism enterprises, invite local non-genetic inheritants to participate in the live scene project performance, on-site production of cultural and creative products, introduction of Zhuge Liang's life story, the production of Shaanxi special food, to provide more employment opportunities for local farmers, promote the prosperity of rural industries, help farmers increase economic income, and show the advantages of "cultural tourism +" tourism new business. Cultural ancient town and tourism industry integration, we should dare to innovate, develop diversified cultural products, highlight the cultural characteristics of ancient town, meet the needs of different consumer groups, win their recognition, let them take the initiative to publicize the tourism of Shaanxi ancient town, further promote the development of Shaanxi rural tourism and cultural industry, so that farmers' money bags, and further promote the revitalization of rural culture.

4. Strengthen the cultural tourism publicity of ancient towns to attract more professional talents

Shaanxi tourism departments, tourism enterprises and tourism practitioners should keep pace with The Times, on the one hand, they should actively introduce professionals proficient in new media marketing, big data and other technologies, build a high-level network publicity platform, and expand the popularity and influence of the ancient town's cultural tourism brand. First, the government should actively cooperate with tourism enterprises to build an online marketing platform for ancient town culture, set up an operation team for Douyin, Weibo and wechat public accounts, organize a professional team to shoot short videos of cultural tourism, publicize the characteristic ancient town culture, and integrate rural cultural tourism with tourism routes and products, expand publicity channels, expand the cultural influence of Shaanxi ancient town, and attract more tourists to visit. Second, enterprises should actively introduce talents of cultural and tourism integration, do a good job in the development of cultural resources in Shaanxi ancient Town, explore tourism products and tourism routes for local rural revitalization and development and cultural protection in ancient town, strengthen the management of cultural and tourism integration industrial park, further enhance the market competitiveness of Shaanxi cultural and tourism integration industry and further promote local economic development.

4. Conclusion

Under the background of rural revitalization, the integration of ancient town culture and rural tourism has provided new impetus for the revitalization of rural industry, the construction of beautiful villages and the protection of intangible cultural heritage in Shaanxi Province, which is conducive to better protecting, developing and inheriting the ancient town culture, creating unique historical town cultural IP tourism products with Shaanxi characteristics, and attracting more tourists to Shaanxi. At the same time, the government and tourism enterprises should jointly build the ancient town cultural tourism industrial park, build a new development model of "ancient town + tourism", help rural economic development, help farmers get rid of poverty and get rich, and promote the high-quality development of rural revitalization in Shaanxi.

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