

Study on the Development Countermeasures of Traditional Ancient Towns in Cultural Tourism Development-- Taking Huizhou Ancient Town of Shexian County as an Example

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Abstract: As a form of carrying the history of our country, ancient towns and ancient towns are of great significance to the history of modern people's science popularization. However, with the development of modern cultural tourism industry, more and more ancient towns and ancient towns have been destroyed in their elegant style, resulting in the loss of many historical deposits. Taking the ancient city of Huizhou as an example, this paper discusses the influence of cultural tourism development on the ancient city. Through data search, field visit, comparative analysis and other methods, this paper explores the reasons for its formation and puts forward some targeted measures, so as to finally achieve the role of rational use of the ancient city relics.

Keywords: Traditional Ancient Town; Cultural and Tourism Development; Development Countermeasure; Protection

1. Introduction

The ancient town is between the countryside and the city, which is the human settlement gradually formed in the course of thousands of years of history development. As bearing the important carrier of Chinese traditional culture, its value and function is reflected in two aspects, the first aspect is the entity value, because the ancient town has a long history, and most of the town after a war as well as the time pass have been destroyed, as the saying goes, "content with rare for expensive", so can have real legacy of ancient town can be has the very high value of material, Its assets, land and other values are very high. Is another aspect of cultural value, the ancient town of the people's wisdom crystallization in the long river of history development, it witnessed the replacement of dynasties, the development of history, reflects the unique local conditions and customs, the region is the spirit of the local people and in both cultural inheritance and development plays an indelible role in the process.

This article explore the ancient town in a series of problems existing in the modern development, rapidly in Anhui Huizhou city as an example the research object, the reasonable use of research methods: access to information, field visits, comparative analysis, summarizes the evaluation, etc., by the local push all, eventually, in the form of induction and puts forward some countermeasures in view of the town there is a problem, in order to domestic traditional town get a better development.

2. The Development Status of Traditional Ancient Towns in The Process of Cultural Tourism Development

2.1 The historical background of cultural tourism development

Under the new situation of China's economic development, the residents' leisure and entertainment methods have also undergone great changes. Tourism has become a new fashion in people's life, which has also driven the rapid development of

the tourism industry, and the industry competition is becoming increasingly fierce. Cultural tourism is a new thing, which fully combines tourism resources and cultural resources, and meets tourists' cultural and spiritual needs through humanistic tourism services. Therefore, tourism enterprises should base on the needs of tourists, increase the effective development of cultural tourism products, and provide tourists with more satisfactory cultural tourism services.

2.2 Development mode of cultural tourism industry in traditional ancient towns

The development of tour industry in our country, there are mainly three kinds of different forms, respectively for the government leading mode, the government-led project company and management rights transfer mode, the influence of the different development mode for the industry development is also different, they all have their own advantages and disadvantages between the different ancient town in development planning can be according to own actual situation to carry on the reasonable development, But the "degree" of development is far more important than the commercial development itself.

2.3 Problems faced by traditional ancient towns in the process of cultural tourism development

2.3.1 Passenger load exceeds the maximum capacity of the ancient city

With the development of ancient town tourism, the number of tourists has far exceeded the environmental carrying capacity of many ancient towns. Take Zhouzhuang as an example, the optimal number of tourists in Zhouzhuang every year is 600,000, which can reach 2.63 million person-times in 2002 and 3.5 million person-times in 2007. A large number of tourists make the town traffic congestion, accommodation shortage, food difficulties, full scenic spots, garbage everywhere, service quality decline and other negative effects, which not only reduces the quality of tourism, makes the town no longer simple and quiet, but also will bring great pressure to the town environment.

2.3.2 The products of the ancient city are too simple and vulgar, and the phenomenon of homogenization is serious

Due to lack of for the ancient city of the characteristics of product innovation, and most of the ancient town selling related products "-", this also is the ancient city of products sold was an important reason for the lack of follow-up power, not only that, even in the same town, town products based on itself exists in the form of less, so the business will be selling the same type product even exactly the same, Tourists can see many shops selling the same products on a single street. Under this inefficient competition model, merchants in the ancient town can't get more profits.

3. Case study -- taking Huizhou Ancient Town of Shexian County as an example

3.1 Case introduction

3.1.1 Location

Huizhou ancient city, also known as the ancient city of Shexian County, called Xin 'an County in ancient times. It is located in Xi County Hui Town, Huangshan City, Anhui Province, covering an area of 24.7 square kilometers. She county is

located in Hangzhou, Qiandao lake, Huangshan, Jiuhuashan tourist line central point, hui-hang, Tun Wu road in this intersection, Anhui-Jiangxi railway through.

3.1.2 Development mode

According to the Huangshan city on August 30, 2016, the sixth session of the standing committee of the people's congress conference by September 30, 2016, 26 in Anhui province the 12th of 33 people's congress standing committee approved the rapidly Huizhou ancient city protection ordinance with article 4 of the first chapter, rapidly people's government shall be responsible for huizhou ancient city protection, management and utilization of the work, Therefore, the management of the ancient city of Huizhou has been clearly stipulated from the perspective of policy, that is, the government-led mode, which is also the main reason for the limitations and lack of flexibility in the management of the ancient city of Huizhou.

3.2 Analysis of the problems existing in the process of cultural tourism

3.2.1 Lack of innovation awareness

In Huizhou ancient town can be found that the excessive dependence on tourism development in historical heritage buildings, repair, the ancient city of the ancient wall, etc., innovation, integration of tourism resources is too little, and the use of local residents and businesses for the scenic area tourist resources ability is weak, under the trend of the tourism industry to develop, too rely on remains difficult to leave deep impression to tourists, visitors "heads", This has also hindered the development of tourism to some extent. Goods sold in the ancient city are obviously homogenous. For example, the special food "hairy tofu" is delicious, but every shop sells "hairy tofu", which seems less appealing.

3.2.2 Over-commercialization

Huizhou ancient city as a one thousand - year - old remains, it's supposed to bring the passenger is a cultural and spiritual experience, from but when you really into it, see if not five-arched stone, but a commercial street, see one full of modern elements store open in the densely on the ground floor of the ancient city of colorful, especially some modern shops and ancient city without any cultural association, The distribution in the ancient city will naturally give people a deep sense of disharmony, and the effect of cultural inheritance of the ancient city will be greatly reduced, which also brings not so good experience to foreign tourists.

3.2.3 The ticket price is artificially high and the cost performance of

tourism is low

Although the ancient city does not give tourists a good feeling, the ticket price is very high. The charging scheme is free policy for local residents, certain preferential policies are implemented for children under 1.2 meters and the elderly over 70 years old, and the rest is 100 yuan/person. Compared with the comprehensive experience it gives to people, its cost performance is low compared with the fees of other ancient cities.

4. Countermeasures and Suggestions

4.1 Relevant departments strengthen supervision and standardize market management

The relevant market supervision departments should strengthen the supervision of the market, standardize the quality of the vendors entering the scenic spot, and strictly regulate the quality and type of commodities sold by the vendors in the scenic spot, so as to reduce the occurrence of serious homogenization or similar commodities. We should introduce the

implementation measures of the protection regulations as soon as possible, enrich and perfect the management organs of ancient cities, and integrate their functions. With the authorization of the government, the management, maintenance, examination and approval and punishment of ancient cities should be completed in a single line, with the cooperation of relevant competent departments, so as to further strengthen the protection of ancient cities.

4.2 Reduce service costs and improve the cost performance of tourism

The relevant departments should further standardize the service price and cost of the town, streamline the service process and improve the service quality, so that the cost can be spent more on high-quality services, instead of spending money on many unnecessary places. On the one hand, it will increase the overall tourism cost, and on the other hand, it will continue to nourish the dirty and disorderly services. At the same time, ancient towns should learn development experience and development strategies from mature towns, so as to reduce unnecessary costs and naturally attract more tourists.

Conclusion

In general, the development of ancient towns and cities is of great significance, but it is based on reasonable development or reasonable guidance. Historical and cultural tourism can promote the development of local economy and promote the history and culture of Huizhou, which is also the only way for the sustainable development of Huizhou ancient city. Promoting the development of tourism industry is bound to have an impact on the ancient city blocks and the corresponding function replacement, but it should not be at the cost of wiping out the local life. It is hoped that Huizhou ancient city can promote tourism on the basis of maintaining its original social ecology, attract tourists and develop tourism with its original ecology, protect the ancient city ecology and promote the development of the ancient city district with tourism development.

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