

On High-quality Development Path of Tourism Integration in the Context of Rural Revitalization Strategy

--Take Gaixia Site in Anhui Province as an Example

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Abstract

With the continuous improvement of people's living standards and the transformation and upgrading of consumption structure, China's tourism industry has developed rapidly and has become the main driving force of economic development. Gaixia Site in Guzhen County, Bengbu City, Anhui Province has rich cultural heritage, but there are still some problems in the high-quality integration of culture and tourism. In order to give full play to the comprehensive driving role of cultural tourism industry in the development of rural economy and society, combined with the development status of Gaixia Site, this paper explores its development difficulties, and puts forward relevant development countermeasures and suggestions on this basis.

Keywords

Rural revitalization; Culture and tourism integration; High quality development.

1. Introduction

With the rapid development of the domestic tourism market, the demand of tourists is increasingly personalized and diversified, and the way of tourism demand has changed from sightseeing to experience. That is to say, tourism has not only met people's needs for visual and physical enjoyment, but also realized people's constant pursuit and satisfaction of inner psychology and spirit, such as sense, thought and emotion, with culture as the core and based on digital empowerment. Therefore, the high integration of culture and tourism plays an inestimable role in the development of China's tourism industry. Culture and tourism integration is a long-term systematic project, with culture as the core and tourism as the carrier. Culture and tourism integration is a key measure to promote the high-quality development of tourism. Based on this, this project will observe, analyze and understand the tourist attractions of Gaixia Site, and put forward development suggestions to help Gaixia Site take the path of high-quality integrated development of culture and tourism, explore the development of culture and tourism industry and drive the local economy as a whole. In the context of rural revitalization, the combination of rural revitalization and rural tourism has become the general trend. How does Haocheng Town, Guzhen County, make full use of its existing cultural resources of Gaixia ruins, effectively transform the advantages of cultural and tourism resources into advantages of economic development, realize the "high-quality development" of cultural and tourism integration, and strive to boost the construction of beautiful Haocheng Town in the new stage, is a major issue in front of Haocheng Town. Promoting the high-quality

development of cultural tourism will become an important engine for the revitalization of Haocheng Town and countryside.

Xu Yan and Guo Chao (2021) studied the promotion of rural revitalization by the integration of culture and tourism, emphasized the promotion role of the integration of culture and tourism in rural revitalization, and put forward countermeasures for the development of rural tourism in the context of the integration of culture and tourism. These policies include: carrying out overall planning and strengthening regional cooperation; Deeply excavate cultural resources and innovate tourism products; Build a cultivation mechanism and introduce professional talents. Qiu Wenjuan (2022) studied the promotion of rural revitalization by the integrated development of "culture, tourism and agriculture", pointed out the significance of the integrated development of "culture, tourism and agriculture" for rural revitalization, analyzed its mode and implementation path, and put forward suggestions. Yu Gangqiang and Liu Yiru (2022) studied the regional tourism brand image design from the perspective of cultural and tourism integration, and proposed the principles of regional brand design from the perspective of cultural and tourism as well as the innovative strategy of regional cultural communication. Kong Hua (2022) studied the technology empowerment of high-quality integration of culture and tourism, emphasized the importance of modern technology empowerment in the integration of culture and tourism, and constructed three dimensions of technology empowerment of culture and tourism, namely, individual technology empowerment, enterprise technology empowerment, government management and service technology empowerment, to provide reference for solving the bottleneck problem. To sum up, the integrated development of culture, tourism and agriculture is conducive to boosting the revitalization of rural areas. We can start with the integrated development of "culture, tourism and agriculture", regional tourism brand image design, technology empowerment and other aspects, and put forward suggestions suitable for the high-quality integrated development of culture, tourism and tourism in Gaixia ruins.

In the past, rural revitalization was mostly based on the overall development of the countryside itself, the modernization process of the countryside and the expansion of rural industries. The project implements the combination of culture and tourism to promote rural revitalization, build an ecological and livable charming village, and implement the prosperity and development of rural culture. The Gaixia Site will further develop culture and tourism, which can promote the development of rural collective economic organizations in the Gaixia Site area. The integrated development of culture and tourism has thoroughly implemented China's rural revitalization strategy, and the integration of cultural tourism in Gaixia ruins has led to the rural revitalization of Guzhen.

2. Development Status of Gaixia Site

2.1. The development of the scenic spot is orderly - it is currently a 3A level scenic spot

In recent years, Gaixia Relics Scenic Spot has made full use of its unique historical culture and rich tourism resources to build tourist attractions and pay attention to local ecological protection. Through the creation of the theme of Han culture, the historical, cultural and folk charm of Gaixia Relics has been greatly enhanced; Constantly improve the infrastructure, and build the Gaixia ruins exhibition hall, flagstone sightseeing avenue, tourist reception center, parking lot and other infrastructure around the Gaixia ruins; Create Yumei chrysanthemum sea, Yumei flower sea, Fendaizi flower sea and other four seasons flower sea. The Gaixia Relics Exhibition Hall is located in the central area of the protection and development of Gaixia Relics in Haocheng Town, Guzhen County, and is the key project of the Gaixia Relics Cultural Tourism Project. The exhibition area in the pavilion is 660 square meters, which is reconstructed from

the old granary built with the aid of the Soviet Union in 1954. The exhibition hall of Gaixia Relics in Guzhen County is divided into several halls, such as memorabilia, prehistoric Gaixia, the battle of Gaixia, the source of Hanxing, and multimedia scene simulation. The culture of Gaixia (Dawenkou culture and Han culture) is systematically displayed by means of sculpture, murals, sculptures, models, and scene simulation. At the same time, Guzhen Gaixia Relics Scenic Area has taken a pioneering new experience mode of "Intangible Heritage+Tourism", so it has introduced intangible cultural heritage such as Sizhou Opera, paper-cut, tiger shoes, and launched some unique cultural and creative products of Gaixia Relics, bringing the Chu and Han culture to tourists' homes through this form. The scenic spot will also launch some performance activities according to the season and the end of the day to make the Gaixia Ruins scenic spot alive.

2.2. Provincial-level cultural relics protection areas - marching towards 4A level scenic spots

The Provincial Department of Culture and Tourism released the list of 11 4A tourist attractions in Anhui Province, and Gaixia Scenic Spot in Haocheng Town, Guzhen County was listed. At present, the scenic area has fully started the creation of 4A tourist attractions. The "Gaixia Site Environmental Improvement Project Plan" has been approved by the Provincial Bureau of Cultural Relics and submitted to the National Bureau of Cultural Relics for approval. It is planned to build 600 mu of the core protection area into a national heritage park integrating archaeological research, site display, leisure and sightseeing. The "China Gaixia Battle Hanxing Cultural Park" will be built on the east side of the core area of the Gaixia ruins, and efforts will be made to build a domestic well-known cultural industrial park based on the ruins sightseeing, the war culture experience as the core, the Han culture leisure vacation as the characteristic, and the characteristic industry as the support.

2.3. Haocheng Town Government takes an active role

In recent years, the party committee and government of Haocheng Town have actively planned Gaixia tourism to build a characteristic tourism town. It has planned to include the Dawenkou Cultural Exhibition Area, the Gaixia War Military Experience Area, and the Han Cultural District, and has built the Shanglinyuan Wetland Park, the military expansion training base, etc., to build the town into an innovative tourism development platform integrating industry, culture, tourism, leisure and other functions. Haocheng Town, through the "four-wheel drive" of cultural archaeology tour, site sightseeing tour, cultural leisure tour, and research travel tour, has created the "four engines" of town industrial development, forming a four-in-one industrial development pattern, a characteristic town and a comprehensive tourism development model that integrates livability, industry, tourism, industry and city. Haocheng Town Government pays close attention to the establishment of civilization in a normalized way. Haocheng Town gives full play to the role of the New Era Civilization Practice Institute (station), organizes and calls on volunteers to jointly carry out civilization creation activities, and all cadres and volunteers of Haocheng Town clean the road and maintain order in the Gaixia ruins scenic area, main streets and other areas. Strive to create a civilized, harmonious and beautiful city of Melco, and make every effort to build AAAA scenic spots.

3. Dilemma of High-quality Development of Cultural Tourism at Gaixia Site

3.1. Low integration of culture and tourism

The Gaixia Site has spread the historical stories of farewell to my concubine, the war between Chu and Han, which are passed down from mouth to mouth. It is the most noticeable cultural color of the Gaixia Site. Bengbu City focuses on the development of "three mountains, two lakes

and one field" (Jingshan, Tushan, Conzi Mountain, Longzi Lake, Tuohu, Gaixia Ancient Battlefield), adopts new ideas, new measures and methods to promote and promote the development of culture and tourism, improves tourism measures, tourism routes, and renovates and modifies the Gaixia Site to make it a charming scenery. However, the site is still at the primary level of sightseeing, and cultural participation is not high. The development of tourism products did not make full use of the rich historical resources of Gaixia Site, and the cultural connotation given to the natural scenery under the site was not sufficient. Tourists could not experience the rich characteristic spiritual culture at any sightseeing point under the site. Secondly, tourists' cultural experience of the site is not high, and tourists have relatively few characteristic activities to experience culture, so there is no way for tourists to truly integrate into the cultural atmosphere of the site.

3.2. The development and promotion of cultural tourism products are not strong

The development of cultural and tourism products at Gaixia Site has great room for progress. Some far-sighted scenic area operators also focus on cultural and creative products, endowing cultural and creative products with both historical and cultural value and added economic income value, improving tourist stickiness and realizing cultural income. However, due to the late start of cultural and tourism products in China, the lack of technical knowledge and technical talents in this field, it is impossible to accurately analyze the audience group of cultural and tourism products in Gaixia Site, just as the cultural and tourism products in the Forbidden City are mostly historical and artistic, making their cultural products not suitable for the tastes of young people who pursue novelty and interest. Not enough attention is paid to tourism cultural creativity, and cultural tourism products that can cause sensational effects can not be developed. It is not only unable to attract more people who are interested in the cultural and historical significance of Gaixia, but also unable to retain the hearts of tourists who come to visit. Moreover, the site has little publicity for the cultural tourism products it currently owns. The search results of "Cultural Tourism Products of Gaixia Site" on the website are almost non-existent, which greatly affects the wishes of some people who intend to participate in the activities of Gaixia Site. The cultural and tourism products in the scenic spots are scarce. In the long run, the benefits obtained by the scenic spots are not in direct proportion to the costs, resulting in a decline in the publicity of cultural and tourism products in the scenic spots. In addition, Bengbu Municipal Party Committee and Government's propaganda of Gaixia Site is mostly focused on the promotion of scenic tourism, and more attention is paid to the archaeological excavation of Gaixia Site, and less attention is paid to cultural tourism products.

3.3. Cultural tourism service facilities need to be improved

The cultural and tourism service facilities in the scenic spot still have a large space for improvement, and the infrastructure such as transportation, information services, cultural and entertainment still cannot meet the growing demand of tourists. In addition, in Gaixia, the main buildings include beacon towers, suspension bridges and other restored historic sites; The distinctive ancient city of the Han Dynasty, Yuji Bay, Sunset Pavilion, Qianqiu Garden and other cultural facilities are basically public welfare cultural facilities, and lack of operational cultural facilities to bring "cultural" benefits to the scenic spot. There is also a lack of scenario-based cultural and tourism service facilities in characteristic theaters to convey spiritual culture, but only to narrate historical and cultural stories in a simple way instead of miscellaneous ones.

3.4. Lack of professional talents in the development of cultural tourism industry

The inheritance of some intangible cultural heritage in Gaixia Site faces serious problems such as whether the inheritance mode is innovative, the content of inheritance changes, and the

disappearance of the heritage. There is a lack of corresponding cultural inheritors; The demand of customers in the cultural tourism industry is invisible and not rigid. Traditional marketing knowledge and the specificity of scenic spots need to be further integrated, and there is a lack of professional marketing talent requirements. There is a shortage of cultural and creative design talents who understand the cultural and tourism market and the needs of tourists, and the innovative design of scenic spot products can not meet the needs of tourists well.

3.5. The demand information of scenic spots and tourists is not equal

Tourism market information is not equal to the basic needs of tourists. Whether there is a bus stop near the scenic spot to facilitate traffic; Time-saving and labor-saving tourism route planning; Cancellation of reservation for ticket refund; These are the basic needs that need to be solved urgently in Gaixia Site Scenic Area. In addition, the tourism market is not mature enough, resulting in the information disadvantage of tourists. Tourists do not fully obtain tourism resources and information due to various reasons such as channels. The service of the scenic spot is not equal to the demand group. At present, Gaixia Ruins has cooperated with Juyou Science and Technology to provide services such as parking lots, restaurants and hotels around it, to some extent, to solve the problem of food, clothing and transportation for tourists. The construction of smart scenic spots covers a wide range of areas and has a strong target. Its use is limited to young and middle-aged people who can access the Internet intelligently. Under the conditions of modern society, the universality of tourists is gradually emerging, and the proportion of "silver tourism" for the elderly is on the rise in the tourism market. While building smart scenic spots, the elderly tourism should also receive attention. Cultural tourism content is not equal to tourist demand. Tourists based on recreation demand are no longer satisfied with the general static tourism, but pay more attention to the pursuit of humanistic spirit. Tourists gradually tend to personalized and diversified tourism models. Targeted market positioning for the product style, creating the image of the scenic spot with unique local cultural connotation, and presenting a variety of tourism content are a major development direction of cultural tourism scenic spots.

4. Countermeasures and Suggestions for High-quality Development of Cultural Tourism in Gaixia Site

4.1. Promote the deep integration of culture and tourism

Improve the rural cultural tourism industry chain, focus on the development and construction of cultural tourism projects, renovate the houses in the core area of the Gaixia ruins in the Han Dynasty, comprehensively improve the tourism facilities, open the Gaixia History Museum and the Intangible Cultural Heritage Exhibition Hall, and create an experience tourism supported by cultural relics protection units. Enrich cultural connotation on the basis of reflecting the existing value of cultural resources, extract and integrate them into scenic resources, provide cultural details for rural tourism, and finally improve the tourism system, fully reflect the leisure and sightseeing functions, and improve the efficiency of cultural tourism industry. The contemporary value of cultural heritage resources is reflected through cultural and creative works: the opera Farewell My Concubine describes the story of Gaixia, and the paper-cut works reflect the culture of Gaixia, ensuring the authenticity of Gaixia culture and intangible heritage. As a carrier, the scenic spot carries the mission of cultural heritage and dissemination, and also a protection of Gaixia culture and cultural relics, expanding the audience group, deepening the integration of culture and tourism, and improving the added value of culture and tourism industry.

4.2. Strengthen the development of cultural and creative products

As for the purchase motivation of cultural and creative products tourists, most tourists buy cultural and creative products of ancient city tourism mainly for commemoration, and gift and collection are also important motivations. In terms of the type preference of products, the most popular types of cultural and creative products are tourist souvenirs, daily necessities and art collections. In general, tourists tend to have unique tourism cultural and creative products that can meet their individual needs. The tourist souvenirs should be deeply combined with the rich traditional culture of Gaixia Site. A picture book recording the legend of Gaixia; Cultural and creative products related to Xiang Yu and his concubine should be the main type of cultural and creative products. With regard to the model of Xiang Yu's bully gun and the proportional reduction, the handmade by Xiang Yu and his concubine are printed with postcards and illustrations of idioms such as "Ten Faces Ambush", "Farewell to My Concubine", "Four Sides Song", and so on. The relevant cultural relics found at Gaixia Site can be made into archaeological blind boxes, so that tourists can not only feel the charm of archaeology, but also retain the imitation cultural relics in the blind boxes as souvenirs; Integrating traditional music such as "Ten Sides Ambush", "Chuge" and "Dafeng Song" into the eight-tone box can make tourists feel the charm of ancient music and the majesty of the Gaixia Battle at any time. Practicality is also an important reason for tourists to buy cultural and creative products. For practical cultural and creative products, we can start with people's daily necessities. Combine the scenes of farewell to my concubine, ambush on all sides, and being besieged from all sides with modern clothes to produce China-Chic, which is popular with contemporary young people. Add the "Bawang Cake" with the package of Bawang Xiang Yu, and make Yumei golden chrysanthemum into chrysanthemum tea and Yumei fragrance bag. Make relevant bookmarks and refrigerator stickers. Today's tourists and consumers are increasingly paying attention to personalized customization needs. The image stories of Xiang Yu and Yu Ji are designed as small accessories with letters. Tourists can customize bracelets, bookmarks and related accessories belonging to their own names through their own selection.

4.3. Strengthen the brand construction and publicity of cultural tourism

As the site of the famous battle of Gaixia in history, although the culture attached to it is highly famous, the geographical location of Gaixia site itself is relatively poor and the publicity is not in place, so that the radiation scope is relatively limited. First of all, we should clarify the brand positioning of Gaixia Site, which should take history and culture as the brand positioning of Gaixia Site, and vigorously publicize the rich historical and cultural heritage and historical stories of Gaixia Site. Secondly, we should not only regard the Gaixia Site as a scenic spot with traditional historical stories, but also go deep into the historical core of the story and dig deep into the cultural connotation of the Gaixia Site brand. Propagandize and narrate the ancient Chinese thoughts contained in the stories of the battle between Chu and Han, Farewell My Concubine and so on, and repeat the ancient military wisdom used in the battle of Gaixia. Let tourists deeply experience the charm and connotation of Gaixia Site. Strengthen the leading role of the government, give full play to the macro role of the government, provide support for Gaixia Site in policy and funds, actively promote the Gaixia brand, extend the relevant industrial chain of Gaixia Site, and make Gaixia Site not only serve tourists, but also promote local employment and integrate with the local. Finally, we should pay attention to the promotion of tourism brand. Propagandize popular idioms and stories, and bind familiar idioms such as Farewell My Concubine to Gaixia Site, making people think of Gaixia Site first when hearing related idioms. At the same time, we should comply with the development trend of the times, not only through the traditional media, but also through the short video platform and live broadcast platform, and shoot the relevant micro-film of Gaixia ruins to promote the tourism brand of Gaixia ruins.

4.4. Construction and improvement of cultural and tourism service facilities

Improve the traffic service facilities, renovate the dirt roads in the scenic area, allow vehicles to pass the roads to be hardened, and use cobblestone mill to renovate the roads for tourists to walk, improve the parking facilities and expand the parking capacity. Perfect the information service facilities, build the tourist center, and set up the public guide service facilities at the intersections of each node, which can provide tourists with the internal situation of the scenic spot. The information of each scenic spot and the routes in the scenic spot can also introduce and publicize each scenic spot, and optimize the tourist experience. We will improve cultural and recreational facilities, build a literature reading room for the historical content of the Gaixia site and the breathtaking Gaixia legend, and collect complete historical stories and legends. The film and television hall will be built to repeat the history, and the legends of Gaixia will be filmed into short films for tourists to demand. Set up an ancient weapons experience hall to imitate the weapons of overlords and soldiers, so that tourists can experience them. Build security facilities and tourist medical aid service stations. Improve the financial service facilities in the scenic spot. The construction of related theme homestays, hotels and farmhouses will provide tourists with a richer and diversified experience. We will improve the commercial bazaar of Gaixia Site, support the development of the commercial bazaar, standardize the management of the bazaar, build unified commodities that conform to the cultural background of Gaixia Site, and supervise the merchants.

4.5. Pay attention to the construction of cultural and tourism talent team

To build a group of high-quality cultural and tourism talents, we need to start from many aspects. While the government invests in actively doing a good job in the infrastructure construction of scenic spots, we should actively adapt to the new situation of the development of investment attraction work, closely combine the actual situation of Guzhen County, actively innovate the work ideas, refine the work measures, strengthen the investment attraction of foreign tourism and give employees relatively considerable treatment, so as to attract a group of excellent and high-quality talents. After the introduction of talents, talent training and intangible cultural heritage talent training can be carried out from two aspects. First, the school and the government are linked, so that students can be exposed to the intangible cultural heritage culture on campus, build the corresponding talent training framework according to the talent skills requirements put forward by the cultural tourism industry, and make full use of their professional skills and knowledge reserves to serve the development of cultural tourism. The second is to introduce digital technology. In the era of digital technology and information, the role of digital technology can not be ignored in the inheritance of Gaixia Site or the training of talents.

4.6. Accelerate the development and construction of intelligent culture and tourism

Accelerate the development and construction of intelligent cultural tourism, focusing on solving the problem of unequal information between scenic spots and tourists. Guzhen Gaixia Site should adopt multiple modes to accelerate the development and construction of intelligent cultural tourism, such as "Cultural Tourism+VR Experience", "Cultural Tourism+Cultural and Creative Products", "Cultural Tourism+Theme Tourism", "Cultural Tourism+Small Video", "Cultural Tourism+Digital Platform". In publicity, new media are used to express the profound cultural connotation, and the tourism resources and information of Guzhen Gaixia Site are published on various Internet platforms in a timely manner, such as Tiktok, Xiaohongshu, and the exclusive WeChat official account of Guzhen Gaixia Site. Efforts are made to solve the problem that the tourism market information is not equal to the basic needs of tourists. The service is guided by the needs of customers and focuses on the universality of tourists. The

Gaixia Site in Guzhen should set up exclusive channels for special people on the basis of smart scenic spots, such as setting up green notices for the elderly, hiring special staff, and focusing on solving the problem of unequal service between the scenic spots and the people in need. On the content of cultural tourism, we should pay full attention to the importance of modern technology enabling the integration of cultural tourism. Based on the needs of tourists, we should comply with the trend of the times, pay more attention to the humanistic spirit, and present tourists with personalized and diversified travel experience, such as the introduction of VR Gaixia Surrounding Scene Simulation, live theater, etc., to solve the problem of unequal cultural tourism content and tourists' needs.

5. Conclusion

The high-quality integrated development of culture and tourism will help Haocheng Town in Guzhen County make full use of its existing cultural resources of Gaixia Site, effectively transform the advantages of culture and tourism resources into advantages of economic development, provide a feasible economic growth point for rural economic development, drive the employment of surrounding residents, promote the construction of spiritual civilization, and help the rural revitalization of Haocheng Town in Guzhen County.

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