

Research on the Integration and Development of Ancient Town Culture and Tourism Industry

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ABSTRACT

The article outlines the culture of the ancient town, and discusses the value of the integration of culture and tourism industry in the ancient town, that is, to help rural revitalisation, to promote industrial transformation, to meet consumer demand, the article also explores the integration of culture and tourism industry in the ancient town of the development strategy, the ancient town needs to focus on the integration of the goal of the deployment of existing resources, balancing the relationship between the ancient and the new and to strengthen the basic infrastructure, and the need to highlight the local style, to take the road of integration of the characteristics, and at the same time the ancient town of the ancient town of the ancient town of the culture and tourism industry. To build four pillars and eight pillars, the purpose of which is to promote the sustainable integration of culture and tourism, but also for the ancient town culture, tourism industry in-depth integration to provide policy, management and other guarantees, and then achieve the goal of sound development of culture and tourism industry in the ancient town.

KEYWORDS

ancient town culture; tourism industry; rural revitalization; four beams and eight pillars

Since the deepening reform of China's tourism industry, the use of traditional culture to revitalize the tourism industry has become one of the ways of reform, the ancient town culture is a part of traditional culture, how to optimize the allocation of the ancient town cultural resources in the development of the tourism industry has become a problem to be resolved in various regions. Based on this, in order to solve the above problems and promote the benign development of China's tourism industry, it is particularly important to analyses the integrated development strategy of ancient town culture and tourism industry.

1 Overview of the culture of the old town

Ancient town usually refers to a group of buildings with a history of more than 100 years and for concentrated living, with humanistic, historical and regional characteristics, Zhujiajiao, Anchang, Zhouzhuang and so on are relatively well-known ancient towns in China. Ancient town culture refers to the culture developed on the basis of ancient towns, and the cultural elements include language, architecture, food, customs, handicrafts, folklore, folk songs and dances, etc. Currently, ancient town culture is facing the risk of disappearing. At present, the culture of ancient towns is facing the risk of fading, in order to protect the culture of ancient towns, China has promulgated many policies, such as the Regulations on the Protection of Famous Historical and Cultural Cities, Towns and Villages. The tourism industry, the integration of ancient town culture belongs to the protection, promotion, use of cultural resources of the ancient town of a performance, however, some areas of the two integration of the problem of less intensity, the following situations may occur, these situations are not only the tourism industry, the integration of ancient town culture development resistance, but also the two efficient integration of the force: integration of the development of the objectives of the ambiguous, resulting in the consequences of the cultural resources of the ancient town of the utilization of a low rate (ii) some ancient towns in the development of culture and tourism industry, there are ancient and new relationship is not coordinated; (iii) some tourism industry due to the lack of local characteristics of the ancient town culture is difficult to play a role in attracting consumers to promote the differentiation of the culture and tourism industry competition and development; (iv) some regions of the ancient town culture, tourism industry is difficult to sustain the integration of the ancient town culture, for example, Guangxi Hezhou City, Zhaoping County, Huangyao Ancient Town of the existence of the culture does not show, the integration of industry and other issues ^[1].

2 Value of integration of ancient town culture and tourism industry

2.1 Contributing to rural revitalization

The integrated development of culture and tourism industry in ancient towns can help rural revitalization. Firstly, it can help revitalize the industry. On the one hand, the rural tourism industry can develop benignly, on the other hand, the

culture and tourism industry can be highly intertwined with the rural local traditional Chinese medicine planting, fish and shrimp farming and other agriculture, forestry, fisheries, animal husbandry, etc., in the first, second and third industries on the basis of the integration of the optimal allocation of rural resources, such as the town of Zigong Zigong Zhaohua in Sichuan Province, the town of Anxi in the development of tourism in the combination of regional endowment of resources, from the mountains, water, oranges, culture, salt, art and the town to start^[2], to meet the challenges of regional tourism development, and effectively deploy rural resources, thereby improving rural economic benefits. , to meet the challenges of regional tourism development, effective deployment of rural resources, and then improve rural economic efficiency; second, help talent revitalization. In the ancient town culture, tourism industry integration and development process, mastery of traditional handicrafts, folk songs and dances, native crops planting and other skills of the villagers to help hometown construction of talent, because of all over the launch of the 'one million talents into the countryside' activities, so it can grow the talent team. In the hometown of innovation and entrepreneurship opportunities to increase the conditions, have the technology, dare to innovation, understand the professional talent can take the initiative to return home, to achieve the effect of rural talent revitalization; third, help cultural revitalization. Ancient town culture is diverse, including folklore, traditional crafts, etc. Through the integrated development of culture and tourism, more people can understand and love the culture of ancient towns, and participate in the protection and inheritance of traditional rural culture, which can achieve the goal of cultural revitalization of the countryside; fourth, to help revitalize the ecological. Ecological environment construction and the development of cultural and tourism industry complement each other, the ancient town not only through the protection of a grass, a tree, a mountain and a water to highlight the local ecological and cultural charms to support the development of tourism industry, but also through the improvement of the ecological environment, with a good environment to attract consumers, and enhance the competitiveness of the cultural and tourism based on which can be realized, 'green mountains are the mountains of silver' development goals; Fifth, to help the development of ecological revitalization. Fifth, to help organizational revitalization. In the process of exploring the integration of ancient town culture and tourism industry, grass-roots party organizations play a role in organizational planning, macro leadership, because understanding and acceptance of ancient town culture is the basic condition of organizational leadership, so grass-roots party organizations can transform ancient town culture into a communication link with villagers, due to recognition and respect for regional traditional culture and support from villagers, thus enhancing the cohesion of grass-roots party organizations to achieve the effect of organizational revitalization.

2.2 Promoting industrial transformation

In the context of the implementation of the Opinions on Further Stimulating the Consumption Potential of Culture and Tourism, localities have increased their efforts to build the cultural and tourism industry and to promote the transformation and upgrading of the cultural and tourism industry, so that the cultural and tourism industry can keep pace with the times. The integrated development of culture and tourism industry in ancient towns can promote the transformation of the cultural and tourism industry: firstly, support ancient towns to incubate high-quality tourism projects with local characteristics of folk songs and dances, festivals and customs, sports activities, residential houses, revolutionary historical sites and other cultural elements, such as special wedding experience projects, red study projects, etc., which makes the transformation of cultural and tourism industry of ancient towns to have a targeted approach; secondly, support the ancient towns to shape the kernel of the characteristic traditional culture as a High-quality cultural tourism brand, with local myths and legends, celebrity deeds, revolutionary history, etc. to tell a good brand story, in Guangxi Xing'an Ancient Town, for example, in the context of the rapid development of tourism, the ancient town as an important scenic spot with historical and cultural deposits, its cultural brand image shaping has become the key^[3], with the branding to promote the integration of culture and tourism and to enhance the influence of the brand, to attract more consumers and investment, and to create a brand on this basis. Third, support the ancient town leading cultural tourism enterprises to innovate and create strength, play the role of leading enterprises to integrate the cultural resources of the ancient town, promote cultural tourism product innovation and optimize the supply chain and industrial chain of the ancient town cultural tourism, and then inject innovation into the cultural tourism operation, design, planning, marketing and other aspects to achieve the goal of promoting the cultural tourism of the ancient town. To achieve the purpose of promoting the transformation and upgrading of the cultural tourism industry in the ancient town.

2.3 Meeting consumer demand

Domestic tourism sample survey statistics show that the number of domestic trips exceeded 5.615 billion in 2024, an increase of 724 million compared to the same period in 2023, with the number of trips made by urban and rural residents rising by 16.3 per cent and 9.9 per cent respectively, which indicates that tourism has become one of the hotspots of national consumption. The 2024 White Paper on Rural Tourism Revitalization incorporates data from the Ministry of

Culture and Tourism, which shows that the number of tourists received in China's villages in the 1-3 quarter of 2024 was about 2.248 billion, up 15.5% compared to the same period last year, and the total income from rural culture and tourism rose by 9.8%, which indicates that the countryside is becoming a 'new favorite' for tourists. This shows that the countryside has become the 'new favorite' of tourists, and on the basis of the continuous expansion of the rural tourism market, it has driven the development of local shopping, accommodation, catering, transport and other industries. In the development of culture and tourism industry, consumption categories are gradually refined, and categories related to traditional culture are attracting consumers' attention, including tourism souvenirs with cultural attributes, traditional rural food and clothing, etc., so as to satisfy diversified consumption needs. In the new era, people's travel experience is increasing, their vision and knowledge have been improved, and they have higher requirements for tourism consumption experience, because the culture of ancient towns is rich and varied, and traditional handicrafts, folk songs and dance performances, traditional sports or wedding experiences have a sense of immersion, which can optimize the consumption experience, and also enrich the spiritual world of tourists, so the integration of the culture of the ancient towns and the tourism industry can stimulate the consumption with Natural culture, folk culture, historical culture, etc. to attract tourists, so that tourists linger in the town, while meeting the tourists sightseeing, personal experience, learning and research and other personalized needs, and thus highlight the value of the integration of culture and tourism industry in the town.

3 Development strategy for the integration of ancient town culture and tourism industry

3.1 Focusing on the goal of integration and making full use of the resources of old towns

Ancient towns are rich in cultural resources, in order to ensure the optimal allocation of resources, but also to meet the needs of the development of culture and tourism industry, ancient towns should practice goal-oriented theory, according to their own development status quo, the revitalization of the culture and tourism industry related policies, the integration of culture and tourism industry in ancient towns and the objective law of the development of the objective law to establish the goal and focus on the goal, in order to increase the degree of achievement of the goal oriented, the full development and use of ancient towns of cultural resources. For example, Zijin Pingyuan Ancient Town in Bijie City, Guizhou Province, regards 'creating a world-renowned tourist destination and tourist distribution centre' as the macro goal of the development of the town's cultural tourism and opens the first and second phase of the project under the guidance of the goal, with a planned investment of about 4 billion yuan, on the basis of which projects such as Sand Pottery Non-Heritage Cultural and Artistic Ancient Street, the Museum of Baozhen Hometown, the Millennium Zijin Pingyuan Ancient Building, and other projects are being developed and developed. On this basis, the construction of projects such as Sand Pottery Non-heritage Culture and Art Street, Baozhen Hometown Museum, Millennium Weaving and Ancient Building, etc. will be carried out, so that the macroscopic development goals can be implemented in detail, and the natural ecology, history and culture of the town can be fully utilized by the project as a hand to facilitate the integration of the culture and tourism industry of the town under the conditions of sustainable development and utilization of the resources of the town.

3.2 Balancing the relationship between the old and the new, and strengthening the infrastructure of the old towns

Ancient, new is a pair of contradictions in the integration and development of culture and tourism industry in the ancient town, in which 'ancient' refers to the preservation of the ancient town's simple and simple temperament, so that the ancient style and ancient appearance can be more clear and profound in the years, and 'new' refers to new projects, new forms, new ideas, only simple and simple Style and innovative business model to maintain a balanced relationship, in order to promote the culture of the ancient town, the tourism industry, a sound integration. Ancient and new balanced relationship has an abstract nature, the need for ancient towns in the overall situation on the basis of the development of cultural and tourism industry and harmonious development strategy, to achieve the purpose of cultural and tourism industry projects from the whole life cycle to start regulating the ancient and new relationship. Ancient and new relationship has a figurative, embodied in all the objective things that can be seen, which need to do a good job of infrastructure construction in the ancient town. Take the ancient village of fishing source in Xingqiao Town, Ji Zhou District, Ji'an City, Jiangxi Province as an example, based on the application of butterfly homecoming, village enterprise cooperation, streaming empty property and other new culture and tourism industry development modes, a total of more than 150 ancient buildings in storage, while the layout implantation of the art of experience, creative industries, cultural expositions, and other new forms, and relying on the new forms implantation of the parent-child in-depth interaction, recuperation tourism, high-end meetings and other cultural and tourism scenes, the construction of roads within the

scene, Communications, public toilets, rubbish collection stations, sewage treatment network and other infrastructure, which not only revitalizes the idle resources of the ancient town, but also effectively drive villagers to increase income and achieve the goal of rural revitalization. Fishing source ancient village successful cultural tourism development experience explains the ancient town culture, tourism industry integration and development is not the relationship between the loss of one and the other, the two can maintain a balanced relationship in the infrastructure planning and construction conditions, the new business model can make the ancient town construction revitalization, the ancient town culture can also become a commercial construction of the bottom line, to avoid the emergence of the ancient town infrastructure design and construction of the distortion, distortion of the history of the situation of over-commercialization, etc., to enable the ancient town to retain the atmosphere of the world. The ancient towns can retain the human atmosphere, but also towards the direction of modernization.

3.3 Highlighting the local style and taking the road of integration with special characteristics

More ancient towns in China, the ancient town culture has its own characteristics, in the development of cultural and tourism industry highlights the ancient town local style, not only for the full development and use of the local resources of the ancient town, but also for the ancient town of cultural and tourism industry differentiated competition, take the ancient town culture, tourism industry characteristics of the integration of the road to solve the problem of rural cultural and tourism development in the form of rigidity, so that China's rural cultural and tourism can be bloomed. For example, Dazu District, Chongqing City, Wan Gu Town, from three aspects to highlight the local style and achieve the characteristics of the development of cultural and tourism industry goals: First, highlight the charm of the local tea culture, make good use of the local 24,600 acres of tea gardens to highlight the town's 'flavor' on the unique, and tea culture as a hand to carry out the characteristics of the promotional activities to attract tourists to come to the sightseeing experience; second, highlight the local tea culture, tourism industry characteristics of the integration of the road. Secondly, highlighting the local 'two gardens and one lake' geospatial style, to create a red lawn rural tourism observation park, kiwi cultural and creative park and Qingyi Lake camping base, make full use of the local natural resources, to introduce a set of food, accommodation, enjoyment, travelling, playing in one of the cultural and tourism experience projects, and according to the needs of tourists to continue to grow cultural and tourism industry; Thirdly, highlighting the local traditional festivals and cultures. Thirdly, highlighting the local traditional festival culture style, regularly launch a variety of rural characteristics of the festival activities, and enhance the cultural and tourism experience class activities of the breadth of the masses and fun, in order to consolidate the tourism heat. Because the cultural characteristics of ancient towns in various regions are not the same, so in the ancient town culture, tourism industry integration and development process should do field research work, in-depth collection of ancient town information, analysis of the cultural landscape, to find the release of cultural energy focus point, based on the exploration of cultural and tourism industry characteristics of the development of the road, and then ensure that the integration of ancient town culture, tourism industry in accordance with the local conditions.

3.4 Building four pillars and eight pillars to promote the continuous integration of culture and tourism

In order to make the integration of culture and tourism industry in ancient towns strategic and sustainable, and to promote the sustainable development of rural culture and tourism, ancient towns should cast four beams and eight pillars. Take Xinyang, Henan Province as an example, in order to promote the sustainable development of the local culture and tourism industry in the ancient towns, rural revitalization, integrated construction of towns and cities, red education, and regional tourism are regarded as the four beams, and the core tourism Attractions, integration of cultural and tourism industry elements, tourism image shaping, cultural and creative products, special food, non-heritage innovation, 'immersive' tours, and cross-regional collaboration are the 'eight pillars'.

Since 'red education' is one of the 'four pillars', enriching the form of red education is regarded as the key to achieve the effect of revitalizing the tourism industry driven by the excellent red culture^[4]. On this basis, targeted promotion of ancient town culture, tourism industry continued integration and development, 'non-legacy innovation' pillar, for example, Henan Xinyang focus on releasing the ancient town of flower-drum opera, Maojian picking techniques and other cultural 'living fossil' energy, with a new type of cultural and tourism The new cultural and tourism programmers are used to meet modern consumer demand.

The inspiration that Xinyang, Henan Province brings to the development of cultural and tourism industries in other regions is to strengthen the top-level design, improve the basic structure for the integrated development of cultural and tourism industries in ancient towns, so that the integrated development programmer can be fully developed and sustained, thus solving the problem of the short-lived nature of some cultural and tourism projects, and making the cultural and tourism industries in ancient towns more viable.

3.5 Provide a variety of guarantees to support the deep integration of culture and tourism

Ancient town culture, tourism industry integration development needs to get multi-party support, and for the depth of the two integrations to provide protection. First of all, to provide policy protection for the integration of cultural and tourism industries in ancient towns, with the policy clarification of the ancient town culture, tourism industry integration development guiding spirit, basic principles, specific processes, operational initiatives, etc., to guide the development of the two integration of practical activities; second, to provide management protection for the integration of cultural and tourism industries in the ancient towns, such as cultural and creative projects in ancient towns as a focus for the strengthening of the overall budgetary management, the optimal allocation of project resources, to prevent project risks. Project resources, to prevent project risks, to achieve through scientific management to complete the deep integration of culture and tourism development tasks; Finally, to achieve the deep integration of culture and tourism industry for the town to provide talent security, on the one hand, we must grow the local talent team in the town, will understand the agricultural technology, traditional handmade methods, folk songs and dances, and other traditional culture of the farmers together, to cultivate local talents, to stimulate the farmers' endogenous Power ^[5], in the 'people make the best use of their talents' on the basis of promoting the development of culture and tourism industry, while pursuing the effect of 'the revitalization of culture and tourism in the ancient town relies on everyone', on the other hand, constantly absorbing college talents who understand the theory of tourism and professional skills to regulate and optimize the talent of culture and tourism in the ancient town.

4 Conclusion

To sum up, the integration of ancient town culture and tourism industry is a general trend, in order to enhance the stability, continuity and depth of the integration of the two, the ancient town should be a clear integration of the development goals, integration of development resources around the goal, the development and implementation of the balance of ancient and new relationships, highlighting the local style, building a solid four beams and eight pillars of the practice of the programmer, but also for the integration of the two to provide a multifaceted security, and then boost the benign development of the ancient town of culture and tourism industry.

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