

Research on the Revitalization Path of Urban Historic Districts in the Context of Cultural and Tourism Integration

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ABSTRACT

Urban historic districts, as important carriers of cultural heritage, face the contradiction between protection and development in the context of cultural and tourism integration, yet they hold enormous potential for revitalization. Currently, historic districts often suffer from issues such as damaged architectural styles, homogenized tourism products, outdated infrastructure, and insufficient resident participation. Based on cultural capital theory, experience economy theory, and sustainable development theory, this paper proposes revitalization paths including the improvement of policy systems, innovation in development models, strengthening cultural heritage transmission, creating a tourist-friendly environment, and promoting multi-party cooperation. Practice shows that through community co-governance, cultural creative development, new media promotion, and collaboration between government, enterprises, and academia, the balance between protection and development can be effectively achieved, and the attractiveness of historic districts can be enhanced. In the future, strengthening policy support, expanding financing channels, and cultivating professional talents are necessary to realize the sustainable development of historic districts.

KEYWORDS

Urban historic districts; Cultural and tourism integration; Revitalization path; Cultural heritage; Sustainable development

1 Introduction

Urban historic districts are an integral part of urban cultural heritage, carrying rich historical memories and cultural values. With the development of the tourism industry, how to effectively combine the cultural resources of historic districts with modern tourism, achieving cultural and tourism integration, has become an urgent issue to solve. This paper aims to explore the potential of historic districts and propose feasible revitalization paths to promote the sustainable development of cities.

2 Current Situation and Problems of Urban Historic Districts Development

2.1 Current Development of Urban Historic Districts

2.1.1 Spatial Forms and Architectural Features of Historic Districts

The spatial forms of historic districts typically have strong regional characteristics, reflecting the different historical periods and cultural trends in the city's development. These districts often feature diverse spatial structures such as narrow lanes, alleys, and squares, presenting a staggered layout. At the same time, the architectural style is often characterized by a strong historical flavor, incorporating classical, modern, and local styles, such as traditional Chinese architecture, European classical buildings, etc. In different cities, the spatial forms and architectural features of historic districts show significant differences. For example, some cities may retain a large number of ancient buildings and traditional courtyards, while others, due to wars or the rapid pace of modernization, have seen severe damage to traditional architecture, or even its complete disappearance. These differences reflect the varying attitudes toward cultural protection and development strategies of cities, influencing the overall image and attractiveness of the districts.

2.1.2 Distribution and Types of Cultural Resources in Historic Districts

Historic districts are not only the architectural heritage of cities but also a rich reservoir of cultural resources. These cultural resources include historical relics, traditional crafts, local customs, and festival activities, which coexist and interweave within the districts. The distribution and types of cultural resources are diverse, showing regional characteristics and historical depth. For example, some historic districts focus on traditional handicrafts and folk culture, becoming important venues for showcasing local characteristics; while others, due to their historical value, serve as important bases for historical research and cultural education. However, cultural resources in historic districts also face many challenges. In the process of modernization, many traditional cultures and crafts are gradually fading, and the protection and inheritance of cultural resources urgently need to be strengthened. Moreover, the methods of developing and utilizing cultural resources are often single and lack innovation, failing to attract more tourists and citizens'

participation.

2.1.3 Current Tourism Development Models and Operational Status in Historic Districts

With the development of urban tourism, historic districts, as important tourist destinations, have seen their development and operational models evolve. Currently, many cities adopt tourism development models that combine local characteristics, such as creating cultural tourism routes, organizing festival activities, etc., to attract tourists. However, tourism development in historic districts also faces several issues. First, excessive commercialization is a common problem. In pursuit of economic benefits, some areas may engage in disorderly development and renovation of historic districts, damaging the original cultural atmosphere and landscape. Second, there is a severe homogenization of tourism products, with the unique characteristics of historic districts diminishing, making it difficult to form distinct market competitiveness. Lastly, insufficient tourist management and service facilities affect the overall experience of tourists and limit the sustainable development of historic districts.

2.2 Existing Problems in Urban Historic Districts

2.2.1 Contradictions Between Protection and Development of Historic Buildings and Cultural Heritage

The contradiction between the protection of historic buildings and cultural heritage and their development is the primary issue faced by urban historic districts. In many areas, with the acceleration of urbanization, the demand for development and renovation has sharply increased. This has led to some historic buildings and cultural heritage being inappropriately renovated or demolished under the pressure of commercial interests, causing them to lose their original historical and cultural value. In practice, project developers often focus on immediate economic returns, neglecting the protection of history and culture. For example, in the process of inserting new buildings or introducing new commercial projects into some historic districts, the traditional layout and spatial structure are destroyed, leading to the gradual loss of the district's uniqueness. Therefore, it is essential to establish effective communication mechanisms between governments, developers, and the public to balance development interests with cultural protection.

2.2.2 Serious Homogenization of Tourism Products and Lack of Cultural Characteristics

The homogenization of tourism products in urban historic districts is another significant constraint on their development potential. Especially in the fiercely competitive tourism market, many cities, when designing tourism products, often adopt similar market strategies and promotional methods, lacking deep exploration and expression of local cultural characteristics. This makes it difficult for tourists to find unique experiences in different historic districts, lowering their participation enthusiasm. The root of homogenization lies in a one-sided understanding of market demands and the over-pursuit of economic benefits. Many cities choose to simply replicate successful cases or popular tourism forms, ignoring the differences and uniqueness of local cultures, histories, and folk customs. Therefore, developing distinctive tourism products that are rich in local culture is the key to enhancing the attractiveness and competitiveness of urban historic districts.

2.2.3 Outdated Infrastructure and Insufficient Tourism Service Support

Many historic districts have outdated infrastructure and lack effective tourism service support, causing inconvenience for tourists. Issues such as dilapidated roads, narrow alleys, and a lack of barrier-free facilities severely impact tourists' travel experience. Moreover, the lack of basic service facilities, such as information consulting, public restrooms, and resting areas, also detracts from tourists' overall stay experience. Improving infrastructure and tourism service support is an important guarantee for enhancing the attractiveness of urban historic districts. The government and relevant departments need to increase investment in the infrastructure of historic districts, including the renovation of transportation, bike lanes, and pedestrian paths, as well as the installation of unified tourism information signs. This can not only improve tourists' comfort but also enhance the overall image of historic districts.

2.2.4 Lack of Active Participation by Residents in Cultural and Tourism Integration

The lack of active participation by residents in cultural and tourism integration has become another significant obstacle to the development of urban historic districts. In many historic districts, residents often lack understanding and enthusiasm for participating in cultural and tourism activities, and even resist foreign tourists. This phenomenon not only weakens residents' sense of belonging to the historic district but also limits the introduction and development of cultural resources. Residents' participation is crucial for cultural and tourism integration. Only when local residents actively

participate in cultural activities and tourism services can historic districts become more vibrant and dynamic. Therefore, the government and relevant departments need to raise residents' awareness of participation through various channels, such as organizing cultural activities, conducting resident training, and encouraging community co-building, thereby motivating them to take an active role in the district's development and injecting new vitality into the sustainable development of historic districts.

3 Theoretical Basis for Cultural and Tourism Integration in Historic Districts

3.1 Relevant Theoretical Basis of Cultural and Tourism Integration

3.1.1 Application of Cultural Capital Theory in Cultural and Tourism Integration

Cultural capital theory, proposed by French sociologist Pierre Bourdieu, refers to the cultural resources, knowledge, education background, and other factors possessed by individuals or social groups, which affect their social status and economic interests. In the context of cultural and tourism integration, cultural capital theory can serve as an important tool for analyzing the cultural resources and values of urban historic districts. In the integration of cultural and tourism in historic districts, the application of cultural capital is reflected on multiple levels. First, historic buildings, intangible cultural heritage, and local traditional crafts are all important components of cultural capital. They provide unique cultural connotations and values for the design and development of tourism products. Second, by improving residents' cultural literacy and awareness of participation, they can be encouraged to recognize local culture, thereby promoting the protection and inheritance of cultural resources.

3.1.2 Guidance of Experience Economy Theory on Tourism Product Development

Experience economy theory emphasizes that consumers, in the process of consumption, not only focus on the function of the product but also on the experiences and feelings they gain. In tourism, this theory provides a new perspective for innovation and development of tourism products. As a unique cultural carrier, the tourism products of urban historic districts must be centered around the experience of tourists. According to experience economy theory, historic districts can enhance tourists' immersion and participation through diversified activities and services. For example, tourists can participate in traditional handicraft production or experience local festival activities, gaining a deeper cultural experience. Moreover, to meet the needs of different tourist groups, the design of tourism products in historic districts must focus on personalization and interactivity to create unique experiences and emotional connections.

3.1.3 Combining Sustainable Development Theory with the Protection and Development of Historic Districts

Sustainable development theory emphasizes meeting current needs without compromising the ability of future generations to meet their own needs. In the protection and development of urban historic districts, sustainable development theory provides guidance for balancing cultural protection and economic benefits. The development of historic districts must adhere to the principles of sustainable development, ensuring both the protection of cultural heritage and the realization of economic benefits. On one hand, scientific planning and management measures must be adopted to ensure that cultural relics protection and development coordination are implemented, such as formulating relevant laws and regulations and establishing protection mechanisms. On the other hand, the participation and co-construction of local residents should be encouraged to enhance their awareness of protection and responsibility for historic districts.

3.2 Core Elements of Historic District Revitalization

3.2.1 Excavation and Value Transformation of Cultural Resources

Cultural resources are the foundation for the revitalization of historic districts. The excavation and transformation of their intrinsic value are crucial for achieving cultural and tourism integration. First, historic buildings and the cultural connotations they carry are important cultural resources. These buildings not only have unique aesthetic features but also contain rich historical information. The excavation of these cultural resources can be carried out through research, heritage protection, and cultural activities, aiming to comprehensively understand the cultural heritage and community features of historic districts. Once cultural resources are excavated, they need to be effectively transformed into tourism products and services. This can be achieved through creative design and market packaging, such as integrating local intangible cultural heritage to develop locally traditional folk handicrafts and cultural performance; or using the stories and legends of historic districts to design immersive tourism experiences, attracting tourists and increasing cultural

consumption. This transformation not only enhances the appeal of historic districts but also provides new momentum for local economic development.

3.2.2 Coordination and Symbiosis Between Tourism Functions and Original Functions of the District

In the revitalization of urban historic districts, it is essential to ensure the coordination and symbiosis between tourism functions and original functions. This involves both the relationship between cultural protection and tourism development and the daily lives of local residents. Effective revitalization strategies should respect the historical background and functional positioning of the districts, avoiding the imbalance of community functions due to tourism pressure. To achieve this, the concept of "multi-functional districts" can be adopted, integrating tourism activities with original functions such as business, residence, and leisure. For example, setting up integrated public spaces within historic districts can provide both leisure areas for tourists and allow residents to share cultural activities. This approach not only enhances the tourist experience but also strengthens residents' sense of belonging, forming a virtuous cycle and promoting the sustainable development of the district.

3.2.3 Coordination Mechanism for the Participation of Multiple Stakeholders: Residents, Government, and Enterprises

The revitalization of historical districts involves multiple stakeholders, including residents, the government, and enterprises. Establishing a coordination mechanism for the active participation of these diverse entities is crucial for achieving effective cultural and tourism integration. Firstly, residents, as the main inhabitants of historical districts, possess invaluable knowledge and emotional connection to the area, making them a vital resource for revitalization efforts. The government should encourage residents to actively participate in the planning and management of these districts, enhancing cultural identity and community belonging. Secondly, the role of the government in guiding and supporting the revitalization process cannot be overlooked. The government can play a crucial role by offering policy guidance, financial support, and infrastructure development to actively promote the revitalization and growth of historical districts. Simultaneously, collaboration with enterprises is essential to leverage market forces, driving the development and commercialization of tourism products.

4 Paths for Revitalizing the Integration of Culture and Tourism in Urban Historical Districts

4.1 Perfecting the Policy System

4.1.1 Formulating Relevant Laws and Regulations

Formulating relevant laws and regulations is a critical measure to ensure the healthy development of cultural and tourism integration in historical districts. Establishing a legal framework helps define the protection boundaries, construction standards, and development guidelines for historical districts. These laws and regulations should provide detailed provisions on the restoration, renovation, and utilization of historical buildings to prevent inappropriate development that may damage the cultural and historical value. Moreover, these laws can encourage society to pay more attention to and protect historical districts, raising public awareness about cultural heritage. For instance, enacting a law specifically aimed at the protection of historical districts can serve as a guiding framework for urban development, balancing protection with development. Additionally, such regulations should encourage private sector involvement by promoting public and private investments.

4.1.2 Providing Policy Support and Financial Security

To ensure the sustainable development of cultural and tourism integration in urban historical districts, the government should provide policy support and financial security. This includes establishing special funds to support the protection and revitalization of historical districts and promoting joint participation from local governments and communities. At the same time, financial institutions should be encouraged to provide loans or subsidies for cultural and tourism projects, reducing the financial burden on enterprises and developers. For example, the government can set up a cultural heritage protection fund specifically for the restoration, maintenance, and activities within historical districts, which can effectively address financial challenges. In terms of policy support, governments can offer tax reductions or land incentives to companies in historical districts, attracting more investors to participate in cultural and tourism integration projects. Furthermore, establishing demonstration zones for cultural and tourism integration allows for pilot programs, accumulates successful experiences, and spreads them to other areas. Such policy support can stimulate economic vitality within historical districts while increasing local residents' sense of involvement and belonging.

4.2 Innovative Development Models

4.2.1 Community Participation and Co-Governance Model

The community participation and co-governance model emphasizes the central role of residents in the process of cultural and tourism integration within historical districts. By encouraging local residents and business owners to participate in decision-making, planning, and management, the sense of community cohesion and the vitality of the district can be enhanced. In this model, residents' opinions and suggestions are incorporated into the planning and design, ensuring that local characteristics and needs are better reflected. Additionally, community participation fosters a collaborative environment, where collective wisdom drives the revitalization of historical districts.

Moreover, the co-governance model helps innovate cultural activities, promoting the inheritance and flourishing of local traditions. For example, regular cultural events, such as folk exhibitions, craft fairs, and festival celebrations, can be held in historical districts, enriching the cultural life of the district while attracting more visitors. Through such efforts, the historical district becomes not just a tourist destination but an integral part of residents' daily lives, strengthening their sense of belonging and participation.

4.2.2 Cultural and Creative Product Development and Market Promotion

The development and market promotion of cultural and creative products also form an important component of the innovative development model. By thoroughly exploring the cultural essence of historical districts and incorporating modern design concepts, a series of locally distinctive cultural products can be created. These products could include innovations in traditional crafts, as well as new items catering to contemporary needs, such as souvenirs, handicrafts, and cultural derivatives. In terms of market promotion, these products can be advertised through a combination of online and offline platforms to expand their influence. For example, leveraging e-commerce platforms and social media for promotion can help the products reach a wider market, while collaborating with tourism agencies, hotels, and shopping malls to establish dedicated sales channels, making cultural products visible to more potential consumers.

By developing and promoting these cultural products, a positive interaction between tourism and culture is fostered, enhancing both the economic benefits of historical districts and visitors' understanding and experience of local culture. This development model not only serves as a reinvention of the cultural value of historical districts but also contributes to the local economy, ultimately supporting the sustainable development of cultural and tourism integration in urban historical districts.

4.3 Strengthening Cultural Inheritance and Promotion

4.3.1 Organizing Cultural Activities and Festivals

Organizing a wide range of cultural activities and festivals is a key method for promoting cultural inheritance. These activities not only revitalize historical districts but also attract the participation of both residents and tourists. By hosting traditional craft exhibitions, folk performances, concerts, and food festivals, more people can be exposed to and experience the unique cultural charm of the area. For example, special celebrations, such as lantern festivals, temple fairs, or parades during traditional holidays, can attract tourists and create a vibrant atmosphere while reinforcing residents' sense of cultural identity and belonging. Moreover, cultural activities and festivals can be integrated with the historical settings of the district to make the events more artistic and interactive. Activities such as historical lectures or film exhibitions can combine historical stories with modern life, allowing visitors to feel the depth of history in an enjoyable atmosphere. These events also provide opportunities for businesses to showcase and sell products, thereby stimulating the local economy.

4.3.2 Utilizing New Media for Promotion

With the continuous advancement of digital technology, new media has become an important tool for cultural dissemination. In the process of cultural inheritance and promotion, fully utilizing new media can enhance the visibility and influence of historical district culture. Through social media platforms, short videos, blogs, and online communities, the culture and stories of historical districts can be spread in a more vivid and direct manner, attracting more young people to engage and participate. For instance, posting high-quality photos, short videos, and cultural interpretations about historical districts can spark interest among audiences. Live streaming can also be used to showcase exciting moments of cultural activities in real time, increasing audience participation. Moreover, collaborating with influential bloggers and travel influencers can rapidly expand the reach of cultural events, boosting the visibility and attractiveness of historical districts.

Additionally, new media can be used to establish interactive community platforms where residents can share their

understanding and stories about the historical district, promoting the grassroots transmission of culture. This approach not only enhances public engagement but also helps in fostering a deeper understanding and recognition of historical culture, providing ongoing momentum for the cultural and tourism integration of historical districts.

4.4 Building a Travel-Friendly Environment

4.4.1 Enhancing Infrastructure and Service Quality

Improving infrastructure and service quality is fundamental to creating a travel-friendly environment. For historical districts, this includes the enhancement of transportation, sanitation, information, and public facilities. First, transportation conditions need to be improved, with the establishment of convenient public transportation systems to ensure that visitors can easily access the district. Additionally, signage and guidance systems should be set up within the district to help visitors navigate and learn about the cultural background. Moreover, enhancing public hygiene facilities is essential for improving the visitor experience. Properly placing restrooms, waste disposal facilities, and drinking stations ensures that visitors remain comfortable during their visit. Setting up resting areas, such as benches and pavilions, not only provides spaces for relaxation but also improves the aesthetic appeal of the district.

The enhancement of service quality should not be overlooked. This can be achieved through training professionals to improve their service awareness and expertise, enabling them to provide better advice and services to visitors. Additionally, encouraging local residents to participate in services, making them cultural promoters and guides, helps to create a warm and welcoming atmosphere for visitors.

4.4.2 Creating Specialized Tourism Routes

Developing specialized tourism routes is a key strategy to attract visitors and promote cultural inheritance. Creating tourism routes that highlight the unique local culture, customs, and landscapes can significantly improve the visitor experience. For example, historical buildings, cultural activities, local cuisines, and handicrafts can be integrated to form a variety of route options. When designing tourism routes, different themes can be developed according to visitors' preferences, such as "historical and cultural tours," "gastronomy exploration," and "artistic experiences." These diverse routes provide visitors with the opportunity to gain a deeper understanding of the cultural heritage of historical districts. Additionally, interactive activities, such as handicraft workshops or architectural tours, can be designed to enhance visitors' engagement and experiences.

By using new media and tourism platforms, these specialized tourism routes can be promoted effectively. Quality promotional content, such as informative introductions and positive customer reviews, can attract more visitors. Collaboration with travel agencies and online platforms to promote customized products, such as one-day or weekend tours, can also draw more external visitors.

4.5 Promoting Multi-Party Cooperation

4.5.1 Cooperation between Government and Enterprises

The cooperation between government and enterprises is the foundation of cultural and tourism integration in historical districts. The government usually plays a role in policy guidance and resource management, while enterprises utilize market mechanisms and innovation to convert cultural resources into economic value. Therefore, their cooperation can not only drive economic growth but also enhance public service quality and increase the district's appeal. First, the government should formulate relevant policies, provide support and incentives, and guide enterprises to participate in the development and protection of historical districts. For example, by setting up special funds, offering tax incentives, and providing policy support, the government can encourage enterprises to invest in infrastructure, cultural activities, and the development of cultural products in historical districts. Furthermore, the government can use public-private partnership (PPP) models to attract enterprises to jointly participate in project construction and management to improve resource utilization efficiency. Simultaneously, enterprises can leverage their market insights and business operations to launch creative and attractive cultural tourism products. By collaborating with local residents and cultural institutions, they can develop tourism projects, cultural experiences, and consumption activities with local characteristics, further enriching the economic landscape of historical districts and enhancing their competitiveness.

4.5.2 Collaboration between Academia and Practice

On the other hand, the collaboration between academia and practice is also a crucial aspect of promoting cultural and tourism integration in historical districts. Academics are typically skilled in theoretical research and cultural analysis, while

practitioners are more familiar with market operations and social needs. Their cooperation can effectively improve the scientific decision-making and operational feasibility of revitalization projects. First, academia can provide data support and theoretical foundations for the development of historical districts. By studying cultural resources, tourist demand, and consumer behavior, academics can provide scientific market research results that guide the operations of practitioners. For example, when planning cultural activities, academics can offer research on local cultural characteristics to ensure that activities accurately reflect regional cultural content.

At the same time, feedback from the practical field can help academic research stay updated. Through the investigation and summarization of historical district operations, practitioners can present challenges and issues that guide academics to refine their research, providing new directions and topics for study. This two-way interaction not only promotes the exchange and transformation of knowledge but also fosters innovation and optimization in cultural policies and projects.

5 Practical Case Analysis of the Cultural and Tourism Integration in the Revitalization of Urban Historic Districts

5.1 Case Selection and Background Introduction

This case selects a certain historical and cultural district as the research object. The area is notable for its rich cultural history, unique architectural style, and folk culture, and it possesses high tourism potential. However, the district has been somewhat damaged due to the urbanization process and faces the dual pressures of being forgotten and commercialized. Therefore, implementing effective cultural and tourism integration measures is especially important. Against this backdrop, the local government and relevant departments jointly formulated a revitalization plan for the district, aiming to sustain the vitality of historical culture, improve the living environment for residents, and enhance the district's overall attractiveness.

5.2 Specific Practices of Revitalization Paths

During the revitalization process, several specific measures were implemented. First, through the excavation and organization of cultural resources, representative historical buildings were restored and preserved, while modern facilities were integrated to meet tourism needs. Secondly, cultural activities were organized, such as regular handicraft exhibitions, traditional food festivals, etc., to attract tourists to participate and experience local culture. In addition, the government encouraged workshops and local community interaction, allowing residents to engage in the revitalization process, enhancing their sense of belonging. Meanwhile, an intelligent tourism service system was introduced within the district, including online reservations and audio-guided tours, to improve the tourist experience. These comprehensive measures not only highlighted the cultural characteristics of the district but also effectively increased tourist flow and consumption.

5.3 Evaluation of Revitalization Effectiveness

After the revitalization, the number of tourists to the district increased significantly, and the business revenue of shops also showed a marked improvement. At the same time, residents' satisfaction with the district's environment greatly improved, and community cohesion was strengthened. With the promotion of cultural activities, local culture was better inherited and promoted. Through both quantitative and qualitative evaluations of the revitalization effects, it was found that the district not only achieved economic benefits but also succeeded in terms of social benefits, showcasing a positive development model of cultural and tourism integration. These results provide valuable experience and insights for the revitalization of other historical districts in the future.

6 Challenges and Countermeasures in the Cultural and Tourism Integration of Urban Historic Districts

6.1 Challenges Faced

6.1.1 The Difficulty of Balancing Protection and Development

In the cultural and tourism integration of urban historical districts, the conflict between protection and development is always present. As an important carrier of cultural heritage, it is crucial to protect the unique historical and cultural values of these districts. However, with the development of tourism, the temptation of commercial interests often leads to blind development of historical culture. Some developers, in pursuit of short-term economic benefits, ignore the protection of

historical landscapes and culture, which not only reduces the cultural value of the district but also affects its sustainability. This conflict between protection and development has led to many social issues, such as a decline in residents' cultural identity and the gradual disappearance of the district's uniqueness. Therefore, effectively balancing the relationship between protection and development has become a major challenge in the revitalization of historical districts.

6.1.2 High Pressure on Financial Investment and Operational Management

The protection and revitalization of historical districts require substantial financial investment, including infrastructure renovation, cultural activity organization, and marketing. These costs are often high and cannot be covered solely by tourism revenue. Many local governments, with limited financial resources, find it difficult to fully protect and systematically develop historical districts, resulting in a funding gap that hinders cultural and tourism integration. Additionally, the operational management of historical districts faces pressure. Compared to modern commercial areas, historical districts often suffer from a shortage of talent and lack of management experience, leading to low operational efficiency. Some districts lack professional planning and management in attracting tourists, ultimately resulting in resource wastage and loss of visitors.

6.1.3 Shortage of Professional Talent in Cultural and Tourism Integration

A significant challenge in the cultural and tourism integration of urban historical districts is the shortage of professional talent. Currently, many workers in cultural and tourism integration lack the necessary knowledge and skills, making it difficult for them to understand and manage the complex relationship between protection and development. This not only affects the implementation of projects but also reduces the professionalism of operational management. The education and training system in the industry has not fully kept up with the needs of cultural and tourism integration, leading to a scarcity of high-quality talent. Furthermore, many students are unaware of the development prospects of the cultural and tourism industry and have unclear career directions, which has failed to attract excellent talents to engage in this field.

6.2 Countermeasures

6.2.1 Improving Policies and Regulations, Establishing a Scientific Evaluation System

To address the challenges of revitalizing urban historical districts, improving policies and regulations is fundamental. Governments at all levels should formulate comprehensive and systematic policies and regulations for the protection and development of historical districts to ensure that cultural heritage is not damaged during development. These regulations should clarify the scope of protection, development methods, and regulatory mechanisms, establishing a legal safeguard to ensure the compliance and reasonableness of development activities. In addition to policies and regulations, establishing a scientific evaluation system is also essential. By regularly evaluating the cultural value, economic benefits, and social impact of historical districts, data support can be provided for policy adjustments. For example, using both quantitative and qualitative evaluation indicators, regularly monitoring the protection of historical sites, tourist satisfaction, and residents' quality of life can effectively coordinate the relationship between protection and development and avoid the negative impacts of blind development. Additionally, the evaluation system can help governments identify problems in a timely manner and make adjustments to ensure the sustainable revitalization of historical districts.

6.2.2 Expanding Financing Channels, Innovating Operational Management Models

Funding is a significant bottleneck in the revitalization of urban historical districts. Therefore, it is necessary to expand financing channels through multiple approaches. The government can establish special funds to support the protection and development of historical districts and attract social capital and enterprises to participate. Introducing PPP (Public-Private Partnership) models to promote cooperation between public and private sectors is one approach. Moreover, financing can be increased by issuing local bonds or applying for special funds for cultural heritage protection. Based on financing, innovating operational management models is crucial. Lessons from successful cases should be drawn to explore operating and management mechanisms suited to local characteristics. For example, a market-oriented approach can be introduced to encourage enterprises to participate in the operation and management of historical districts. Digital technologies, such as smart tourism platforms and online reservation systems, can also be leveraged to improve the tourist experience and service efficiency. Additionally, community involvement in operations and management is an effective model, as involving residents in decision-making and management can enhance their sense of ownership and responsibility for the district.

6.2.3 Strengthening Talent Development and Introduction, Enhancing Professional Service Levels

The success of historical district revitalization relies on professional talent. To address the shortage of talent, cities and institutions should adopt various measures to strengthen the cultivation and introduction of talent. Universities and vocational colleges can cooperate with governments and enterprises to offer courses and degree programs related to cultural and tourism integration, cultivating professionals with both expertise and practical abilities. Additionally, governments and related institutions should improve the skills of in-service personnel by organizing training sessions, seminars, and exchange activities, establishing a high-level cultural and tourism integration service team. Simultaneously, attracting outstanding domestic and international cultural and tourism professionals by offering favorable working conditions and development opportunities will help bring them into the revitalization and protection of historical districts. Introducing talent with rich practical experience will not only improve operational management but also provide new ideas and methods for the innovation of historical district revitalization.

7 Conclusion

The cultural and tourism integration of urban historical districts is an important path for promoting sustainable urban development. By improving policy systems, innovating development models, strengthening cultural inheritance and promotion, building tourist-friendly environments, and promoting multi-party cooperation, the potential of historical districts can be effectively activated. The analysis of successful cases indicates that considering multiple interests and cultural values can better achieve the revitalization and transformation of historical districts, providing valuable experience and insights for related practices. For future development, continuous attention and exploration of more effective integration strategies are needed to promote the organic combination of culture and tourism.

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