

Research on the Demonstration Site of Integrated Development of Culture, Sports and Tourism along the Great Wall of Liaoning Province

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ABSTRACT

The purpose of this study is to explore the current situation, problems and countermeasures of the integrated development of culture, sports and tourism along the Great Wall of Liaoning Province, and to comprehensively understand the current situation of cultural, sports and tourism resources along the Great Wall of Liaoning Province through literature collection, field investigation, interviews and questionnaire surveys, and to evaluate their development potential and challenges. The survey found that the Great Wall of Liaoning Province is rich in cultural resources and has great tourism potential, but there are problems such as contradictions between cultural protection and utilization, insufficient resource integration, weak infrastructure, insufficient marketing efforts and low community participation.

KEYWORDS

Liaoning; rural revitalization; Integration of culture, sports and tourism

As a military defense project in ancient China, the Great Wall not only has important military and historical significance, but also carries strong cultural significance and national connotation. As an important part of the Great Wall of China, Liaoning Province spans multiple historical periods and geographical regions, and has rich natural landscapes and cultural relics. These resources provide unique conditions for the integrated development of culture, sports and tourism along the Great Wall of Liaoning.

In recent years, with the country's emphasis on the cultural and tourism industry, the integrated development of culture, sports and tourism has become an important strategy to promote regional economic and social development. Through the integration of culture, sports and tourism, it can not only realize the protection and inheritance of cultural heritage, but also enhance the attractiveness and competitiveness of local tourism and promote the development of local economy.

1 the basic situation of the project

1.1 Project name and background

The name of this project is the research on the demonstration site for the integrated development of culture, sports and tourism along the Great Wall of Liaoning. The area along the Great Wall of Liaoning is rich in historical and cultural resources, and as an important part of China's ancient military defense system, the Great Wall is not only a symbol of Chinese civilization, but also a precious cultural heritage. With the vigorous development of the cultural tourism industry, how to

use this unique resource to promote the integrated development of culture, sports and tourism has become an urgent issue to be solved.

1.2 Purpose and significance of the project

1.2.1 Project Purpose

The purpose of this survey is to gain an in-depth understanding of the cultural, sports and tourism resources and their current status along the Great Wall of Liaoning, to evaluate the potential and challenges of the integrated development of culture, sports and tourism in the region, and to put forward scientific and reasonable countermeasures and suggestions, so as to promote the areas along the Great Wall of Liaoning to become a demonstration site for the integrated development of culture, sports and tourism in China.

1.2.2 Project Significance

The implementation of this project is of far-reaching significance to the integrated development of culture, sports and tourism along the Great Wall of Liaoning. First, the project contributes to the protection and use of cultural heritage, ensuring its integrity and sustainability. At the same time, through publicity and education, the public's awareness of the protection of cultural heritage is raised, the dissemination of traditional culture is promoted, and the sense of cultural identity is enhanced.

Secondly, the integrated development of culture, sports and tourism will drive the overall improvement of the regional economy. By optimizing resource allocation and infrastructure, we will enhance the attractiveness of tourism and promote local economic growth. The boom in tourism will also lead to the development of related industries, such as catering, accommodation, transportation and retail, thus forming a virtuous economic cycle and enhancing the economic vitality of the region.

Finally, the project will also promote social harmony and community development. Enhance the sense of belonging and cohesion of the community by encouraging the active participation of community residents in cultural, sports and tourism activities. In the process of integrated development of culture, sports and tourism, community residents can not only obtain economic benefits, but also play an important role in cultural protection and inheritance.

2 the investigation overview

2.1 Survey Respondent Profile

In this study, the Great Wall of Jiumen, the Ancient City of Xingcheng, the Great Wall of Guishan, the Great Wall of Shaoguo Yingziyan, the Great Wall of Guangning City, the Great Wall of Hushan, the Great Wall of the Ming Dynasty in Shenyang, the Great Wall of Awl Mountain, and the "wicker side wall" of the Qing Dynasty were investigated.

2.2 Survey Results

2.2.1 Analysis of the current situation

The area along the Great Wall of Liaoning Province is rich in cultural, sports and tourism resources, and its cultural heritage includes the Great Wall of Jiumen, the Great Wall of Guishan, the ancient city of Xingcheng, etc., which not only have important historical value, but also provide a

solid foundation for the integrated development of culture, sports and tourism.

In addition, in recent years, the government and local management departments have attached great importance to the integrated development of culture, sports and tourism, and have issued a series of policies and plans to further promote the integration and utilization of resources. The infrastructure construction has been gradually improved, and the transportation network and tourism supporting facilities have been continuously optimized, which has improved the tourism experience of tourists. The tourism products in the region have been gradually enriched, and some distinctive tourist routes and projects have been formed, which have enhanced the tourism attraction and market competitiveness.

In terms of traditional culture, traditional handicrafts and folk culture are still active in the areas along the route, such as Manchu culture and farming culture. Tourists speak highly of the natural landscapes and cultural experiences along the Great Wall.

2.2.2 There is a problem

The region along the Great Wall of Liaoning Province has abundant resources and certain policy support for the integrated development of culture, sports and tourism, but it still faces many challenges and problems, which restricts its comprehensive development.

First of all, the protection of cultural heritage is insufficient. Some of the Great Wall sites and historical relics have a certain degree of damage and lack of protection and management, and lack of scientific planning and professional management. This not only affects the integrity and long-term preservation of cultural heritage, but also reduces the visitor experience and sense of cultural identity.

Second, the development and utilization of sports resources is insufficient. Sports resources have not been effectively combined with cultural and tourism resources, and there is a lack of comprehensive cultural, sports and tourism projects, which has affected the overall attractiveness.

In addition, in terms of tourism resources, there are problems of insufficient product innovation and insufficient marketing efforts. Although the natural scenery and ecological resources are abundant, the form of tourism products is single, there is a lack of innovation, and a competitive characteristic tourism brand has not yet been formed. Poor marketing and low visibility and attractiveness have led to a slow growth in the number of tourists and a failure to fully exploit the potential of regional tourism resources.

Poor infrastructure is also a major problem. Inconvenient transportation and imperfect supporting service facilities have directly affected the tourism experience and satisfaction of tourists. Especially in some remote or relatively backward areas, the quality of tourism services cannot meet the growing demand of tourists.

3 Potential opportunities and countermeasures for the Great Wall of Liaoning

3.1 Potential Opportunities

National policy support provides a good policy environment for the integrated development of culture, sports and tourism. In recent years, the national and local governments have attached great importance to the construction of the Great Wall, the Grand Canal and the Long March National Cultural Park, and have issued a series of policy documents and development plans to promote the integration of culture, sports and tourism. These policies have provided strong support for the integrated development of culture, sports and tourism along the Great Wall of Liaoning, and promoted resource integration and industrial linkage.

Secondly, the development of digitalization and smart tourism has brought new opportunities for the integration of culture, sports and tourism. With the popularization of Internet technology and smart devices, smart tourism and digital services have become an important direction for the development of the tourism industry. Along the Great Wall of Liaoning, advanced digital technologies can be used to improve tourism service levels and tourist experience, such as the development of smart scenic spots, online guides, and electronic ticketing systems.

The Great Wall of Liaoning is rich in historical and cultural resources and superior natural conditions, which is very suitable for cultural experiences and sports activities. These new forms of tourism can not only attract more tourists, but also extend the length of stay of tourists and drive regional economic development. In addition, the regional coordinated development strategy provides new cooperation opportunities for the integration of culture, sports and tourism. Along the Great Wall of Liaoning, cooperation can be strengthened with surrounding regions, and regional tourism alliances can be formed to jointly develop and promote tourism products and enhance overall competitiveness. Through resource sharing and complementary advantages, we will create cross-regional cultural, sports and tourism boutique routes and tourism brands to attract more domestic and foreign tourists.

3.2 Countermeasures and suggestions

In view of the research on the demonstration sites for the integrated development of culture, sports and tourism along the Great Wall of Liaoning, firstly, it is necessary to strengthen the protection of the cultural heritage of the Great Wall and its surroundings. This includes not only physical preservation, but also the development of sound management policies and norms to ensure the long-term preservation of its historical and cultural values. At the same time, the importance of cultural heritage protection is widely publicized through publicity and education through media, community activities, school education and other channels, and the public's awareness of protection is raised. Encourage public participation in the protection of cultural heritage, organize volunteer activities and community conservation projects.

Secondly, it is important to promote the in-depth integration of cultural and sports activities with tourism. The attraction and influence of cultural tourism can be expanded by holding Great Wall-themed cultural festivals, sports events and art performances. These activities not only attract domestic and foreign tourists, but also increase the sense of participation and belonging of local residents, and promote the development of the local economy. Use traditional media and new media platforms to carry out multi-channel and multi-form publicity activities to enhance the visibility of cultural, sports and tourism resources along the Great Wall. Create a cultural, sports and tourism brand along the Great Wall with distinctive characteristics, and enhance the regional tourism image and market competitiveness.

Third, infrastructure construction must be strengthened. This includes but is not limited to improving the transportation convenience along the Great Wall, and setting up tourist buses, sightseeing buses and other transportation service facilities in major scenic spots and tourist routes to facilitate tourists' travel. Improve the level of accommodation and service facilities in the surrounding area, build and renovate accommodation facilities along the line, improve accommodation conditions, and meet the needs of tourists at different levels. Visitor centers are set up in major scenic spots and tourist nodes to provide comprehensive services such as consultation, guided tours, and rest. Build a smart tourism system to enhance tourists' travel experience through mobile applications, electronic guides and other means.

In addition, it is also necessary to pay attention to environmental protection and ecological restoration, ensure that development does not harm the natural environment, and maintain the

original style and ecological balance of the Great Wall scenic spot. In the process of development and utilization of cultural heritage, the principle of giving priority to protection and appropriate development should be adhered to, and excessive commercialization and destructive development should be avoided.

Finally, the establishment of a multi-party cooperation mechanism is the key to realizing the integrated development of culture, sports and tourism. Government departments, enterprises, and social organizations should jointly participate in planning, investment, operation and management, and form a joint force for coordinated operations.

4 Conclusions

Through systematic research, this paper comprehensively analyzes the current situation and potential of the integrated development of culture, sports and tourism along the Great Wall of Liaoning. The results show that the Great Wall of Liaoning Province is rich in cultural resources and has great potential for the integrated development of culture, sports and tourism, but it also faces challenges such as insufficient protection, weak infrastructure and limited brand influence. This paper puts forward a series of scientific and reasonable countermeasures and suggestions, aiming to provide scientific basis and decision-making support for the construction of a demonstration site for the integrated development of culture, sports and tourism along the Great Wall of Liaoning. By strengthening the protection of cultural relics, improving sports facilities, promoting tourism brand building and deepening the integration of culture, sports and tourism, the areas along the Great Wall of Liaoning are expected to become demonstration sites for the integrated development of culture, sports and tourism in the country, and promote high-quality regional economic and social development.

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