

Analysis on the Improvement Strategy of the Quality of Ancient Village Tourist Scenic Spots Under the Era of Cultural Tourism

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Abstract: In recent years, the integration of cultural tourism has been highly concerned by the state and society. Culture has improved the quality of tourism, and tourism has enabled culture to spread. Through the integration of tourism and culture, culture is more dynamic and tourism is more attractive. On the one hand, through the development of ancient village tourism, to promote local economic growth, through tourism to strengthen the village's awareness of the development and protection of regional culture; On the other hand, relying on the local ancient villages, exploring the integration mode of the resources of cultural resources, and establishing a new image of ancient village tourism. Although the development of tourism has brought about rural tourism fever, the conditions of various ancient villages are different. Many ancient villages have encountered various problems in protection and development. Therefore, this study first analyzed the importance of cultural tourism integration and ancient village tourism scenic spots, and then put forward some strategies for improving the tourist tourism quality of ancient village tourism scenic spots: to innovate protection methods, improve the transportation system, enhance tourism products, enhance the function of the home.

1. Introduction

As the next economic growth point of tourism, the integration of arts and tourism has attracted more and more attention. The development of various unique cultural travel towns, cultural travel villages and cultural travel sites has changed the previous travel mode. Modern tourism is no longer simply to pursue the enjoyment of the senses, but to care more about the immersive experience. The ancient buildings in the ancient villages are related to historical events and cultural events, and it is necessary to dig deep into the history behind the ancient buildings of ancient Village. Then exploring a new tourism model of ancient villages with cultural connotations, and enhancing the cultural stickiness of ancient villages [1].

The fusion of culture and travel is in the form of “melting”, and the benefit lies in “combination”. It is necessary to continuously innovate the form of “melting” in order to maximize the effect of “combination”. The development of the rural cultural tourism model of the fusion of ancient villages and cultural tourism reflects the goal of inheriting local culture and realizing economic development. This is also in line with the development strategy of the country's rural revitalization, relying on cultural revitalization, promoting rural revitalization, and enabling rural tourism to achieve sustainable development. Therefore, the exploration and integration of cultural tourism in ancient villages, the use of rich local cultural resources, highlighting the value of outstanding traditional culture, creating a regional cultural tourism brand, can enhance the soft power of rural culture, and promote the construction of new countryside and beautiful countryside [2].

However, China's ancient villages are widely distributed, large in number, and large in differences. The research started late, and a large number of ancient villages and local cultural traditions could not be systematically and comprehensively targeted, and they did not receive the attention and protection measures. Not comprehensive. Therefore, this study first analyzed the importance of cultural tourism integration and ancient village tourism scenic spots, and then put forward some strategies for improving the tourist tourism quality of ancient village tourism scenic spots: to innovate protection methods, improve the transportation system, enhance tourism products,

enhance the function of the home. This paper hoped that this study will enable the tourism of ancient villages to develop better, let more people pay attention to ancient villages, and participate in the protection of ancient villages.

2. Overviews of Cultural Tourism and Ancient Village Tourism Scenic Spots

In the vast Chinese culture, only a small number of cultures can become economic resources, form an industry, and integrate with tourism to form a cultural tourism industry chain. The relationship between these cultural resources and the tourism industry or industry and industry, or the relationship between content and platform, or the relationship between the soul and the carrier. The cultural connotation determines the sustainable vitality of tourism, and there is no cultural tourism such as walking dead. The integration of business travel refers to the promotion of market demand, technological progress, product creativity and other factors [3].

2.1 Cultural and tourism integration model

At present, there are three modes of integration of culture and tourism: one is the cross-integration mode of cultural industry; the other is the embedded integration mode of cultural products; the third is the infiltration mode of cultural symbols. Specifically as shown in Figure 1.

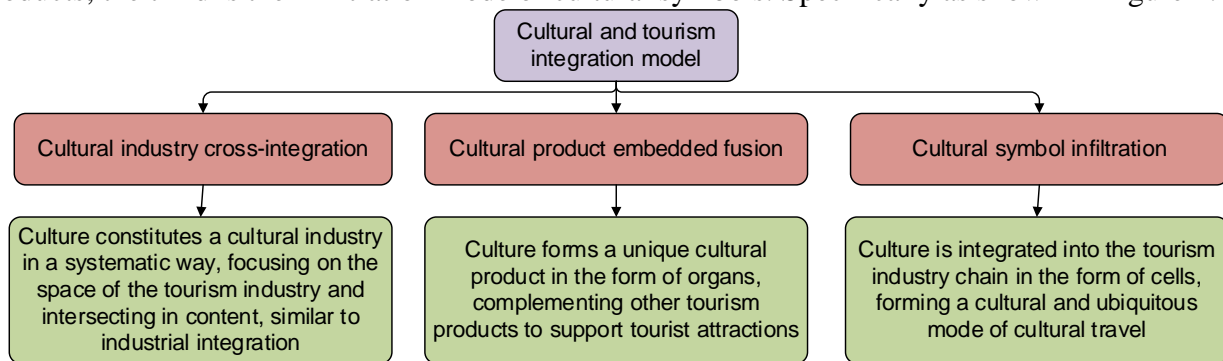


Fig. 1. The main modes of cultural and tourism integration

2.2 The main problems in the tourism of ancient villages

From the perspective of tourism developers, the tourism resources of ancient villages are not well explored, and the cultural connotation of many tourism products is insufficient. This is far from the essence of culture. The positioning of tourism brands is rather vague, and tourism managers need innovative thinking. For the participants of ancient village tourism, the profit from the development of ancient village tourism is less, and the enthusiasm for participating in tourism activities is not high. In addition to the normal tourism sub-infrared, people's awareness of developing the village tourism economy is relatively poor. For the main body of tourism, that is, tourists, the experience of the ancient villages is not strong [4]. The consumption consciousness in ancient village is not strong, and the phenomenon of overnight tour is also less.

2.3 Analysis of the importance of cultural and tourism integration to ancient villages and tourist attractions

Culture is the soul of tourism, and ancient village tourism is the carrier of culture. Tourism is an important way and means to realize the industrialization of ancient village culture. The ancient village culture provides a continuous source of content for the improvement of tourism industry quality. The cultural industry and the ancient village tourism industry are the two pillar industries for the development of the national economy. Due to the commonality in cultural resources, cultural products, cultural creativity, cultural consumers, etc., its integration and penetration have long existed. The two gradually broke through the industrial boundary and merged and developed, gradually forming a cross-industry and emerging business, extending their respective industrial boundaries and enriching the content of industrial development. The openness and ambiguity of the cultural industry and the tourism industry of the ancient villages provide the possibility for the

integration and development of the two [5]. The State's policy of promoting the integration of cultural industries and tourism industry has been introduced, providing external support and impetus for the intersection, penetration and integration of the two industries. The integration of cultural industry and ancient village tourism industry is the current trend, and is an important way for the national economy to adjust its structure, transfer mode and industrial upgrading. The knocking of the two not only greatly expanded their respective development space, promoted the internal cultural value of the ancient village tourism industry, and promoted the development of the cultural tourism industry.

3. The Quality Improvement Strategy of Ancient Village Tourism Scenic Spots Under the Era of Cultural Integration

The protection and development of ancient villages is a long-term work with large investment and slow effect. At present, there are ancient village development models such as “Hongkeng Mode”, “Xiamei Mode” and “Xi Di Mode”. Based on the existing experience and actual conditions, it is possible to explore the establishment of a mixed-ownership company jointly by the ancient village company, the town tourism company, the village collective, and the villagers [6].

3.1 Innovative development mode of integration of ancient villages and cultural tourism

3.1.1 Establish a community participation mechanism

To protect the development of ancient villages, we must obtain the support of the villagers and give full play to the strength of the masses. It can refer to the rural land shareholding cooperation model. Before the development, the villagers' real estate will be evaluated as a price-shared company, the company will be operated, the income will be shared, and the villagers will become shareholders, forming a risk sharing and profit sharing mechanism with the company. The villagers have a sense of responsibility of the owners, and they will more consciously protect the style of the ancient villages.

3.1.2 Highlighting personality, misplaced development

Ancient villages must be differentiated and positioned to prevent monotony and homogenization. On the basis of existing residential houses, creating fine folk customs and improve basic services; Digging deep into filial piety culture, hold filial cultural activities, and promoting Chinese tradition; Using local colleges, book clubs, design study tours to attract cultural enthusiasts [7].

3.2 Creating a cultural and tourism integration brand with characteristic ancient villages

3.2.1 Culture and tourism are mutually symbiotic.

It is necessary to coordinate the water resources of ancient towns, ancient villages, historic sites and mountains in the whole district, and dig deep into historical values, tourism elements and cultural connotations, and carefully create ancient village cultural tourism products.

3.2.2 Light up the catalyst and activate the culture.

Introduce the pioneering concept of development planning, relying on the characteristics of the ancient village's own resources to create a “core attraction point.” Cultural connotation should be at the forefront, to highlight quality grades, improve visibility, and appropriately introduce more planning content. We can carry out cultural performances on a regular basis with reference to the “Yunnan Impression” model [8].

3.3 Change concepts, change development ideas, and promote a high degree of integration between culture and tourism

First of all, local government leaders at all levels should attach great importance to the important significance of “Integration cultural and travel, cultural and travel interaction.” We must fully realize that the integration of arts and tourism is not only conducive to the development of tourism,

the transformation and upgrading of tourism, but also conducive to the protection of traditional culture, local culture and national culture. Secondly, it is necessary to strengthen the protection and research of historical culture, local culture and national culture. Only on the basis of effective protection and research on historical culture, local culture and national culture can cultural resources be realized as cultural capital and thus culture. Development and tourism development are organically integrated.

3.4 Strengthen the promotion and dissemination of cultural tourism in ancient villages through various forms

Through the Internet +, innovative tourism marketing means, the integration of cultural tourism and smart tourism. We can make full use of new media such as the Internet, WeChat, Weibo, and electronic journals to quickly spread cultural tourism; At the same time, it is still necessary to strengthen traditional media, such as TV stations, radio stations, newspapers, magazines, magazines, albums, postcards and VCDs, and other publicity and marketing methods to promote tourism resources, tourism culture, tourism image and route promotion. Through the government-sponsored cultural tourism festivals, the cultural marketing influence and coverage of cultural tourism will be enhanced. National culture, regional culture and folk culture will be carefully explored as the theme of ancient village tourism. It is also possible to systematically publicize and communicate with the outside world, and build a good city to form a good tourism effect of ancient villages [9].

3.5 Organizing strength, in-depth study and development of tourism products with cultural characteristics of ancient villages

Aiming at the current situation in the ancient villages and scenic spots, there are few types of tourism products, such as low grades, low grades and low grades. We can increase the research and development of tourist souvenirs in different cities. It is necessary to integrate historical culture, local culture and national culture into tourism commodities and tourist souvenirs, so that it has distinctive characteristics of the cultural connotations. This will not only enable tourism products or tourist souvenirs to play a role in economic development, but also satisfy the tourists' shopping needs, and re-promote the ancient village cultural tourism through tourism goods or tourist souvenirs. At the same time, we can also open Cultural and creative coffee bar, art gallery, library, music hall, etc., infiltrate the ancient traditional culture with fashion culture, and inject fresh vitality into the ancient village [10].

3.6 Strengthening the construction of supporting facilities for the ancient villages and the brigade mode

Good tourism products, if there is no corresponding supporting facilities, will not produce good results. The creation of an excellent product is a comprehensive design process that requires all aspects to be in place. The construction of supporting facilities to strengthen the ancient village cultural brigade mode can be considered from the points shown in Figure 2.

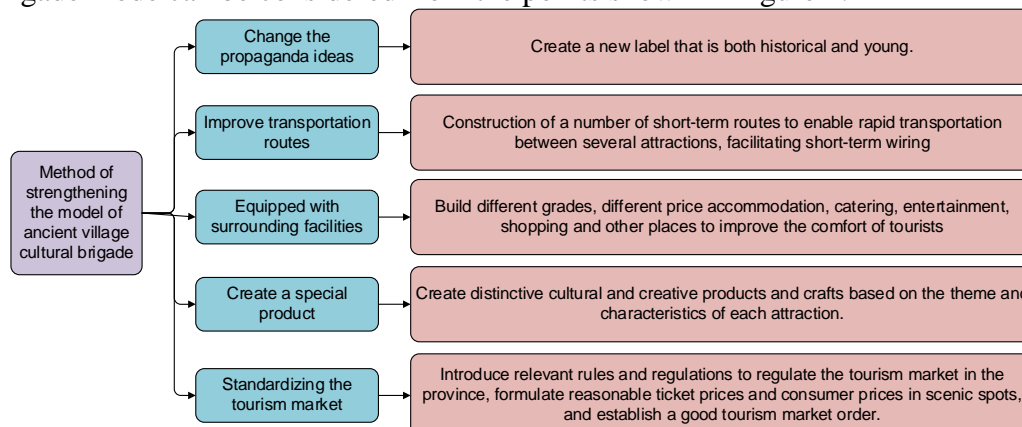


Fig.2. Strengthening the construction of supporting facilities for the ancient villages and the brigade mode

4. An Example Analysis of the Quality Improvement of Ancient Villages in Scenic Spots

This part takes the Miaozhai ancient village in Shiqian County of Guizhou Province as the research object. By analyzing the problems of several representative ancient villages, combined with the fusion mode of literature and travel, it explores a new strategy to improve the tourism quality of ancient villages.

Miao Village in Shiqian County is located in the mountains of the Cangwu Mountains. It is surrounded by many mountains, with lush vegetation and abundant water vapor. There are an average of more than 100 days of foggy days each year, which forms a spectacular climate like the mountains, the sea, the sunrise and so on. Miao Village in Shiqian County is surrounded by several rivers and is a tributary of the Nanchuan River. The rivers have large gaps and rapid currents, which are rich in water resources. The unique location of Miao Village in Shiqian County has created a rich variety of animal and plant resources, as well as national protected animals such as black bears, pythons and wild dolphins in the reserve. At present, the tourism development model of Miao Village in Shiqian County is mainly in the operational development level: the government leads the project support, the tourism company participates in the operation and development, and the village Yi people participate in the sharing model. However, this model did not really drive the overall development of the village. Therefore, combined with the previous analysis, this study believes that the improvement of the quality of tourist attractions in the Miao ancient villages in Shiqian County can be started from the points shown in Figure 3.



Fig. 3. Quality improvement strategies for tourist attractions in the miao ancient villages in shiqian county

According to the actual situation of Miao Village in Shiqian County, we adopted the art mode of creative planning and packaging. This is mainly reflected in the stage display of the culture, using the local advantage of tourism products tea and bamboo products for cultural and creative packaging. In terms of the expression of tourism culture and art, and drawing on the experience of Yang Liping's "Yunnan Image" stage play, we can create a cultural and artistic repertoire of native ecology in Miao Village. Use local Miao actors to innovate dance movements and use body language to convey Miao culture; In addition, you can plan some tourist experience projects to enhance the cultural experience. Visitors wear traditional Miao costumes, transplant rice fields, and pick tea from the tea gardens on the mountain. This kind of tourism experience that is in line with the interests of tourists is being widely accepted and recognized by more and more people.

5. Conclusion

The tourism bursts of ancient villages not only help to improve their own visibility and social recognition, but also help to attract financial support from the outside world, foreign companies and higher levels of government. This will further promote the development and upgrading of the tourism industry, thereby promoting the economic income of the ancient villages, providing a large number of jobs to local residents and increasing their income and living standards. At the same time, this can greatly enhance the enthusiasm of the local government and the masses for the protection and maintenance of ancient villages, and actively participate in the actual maintenance of the protection of ancient villages, to promote and enhance the vitality and vitality of the sustainable development of ancient villages. The cultural tourism tourism model of ancient villages reflects the goal of inheriting local culture and realizing economic development, and it is also in line with the development strategy of national rural revitalization. Therefore, the ancient villages explored the fusion of cultural and travel, and utilized the rich cultural resources of the locality to highlight the value of outstanding traditional culture and create a regional cultural tourism brand. This will enhance the soft power of rural culture and promote the construction of new countryside and beautiful villages.

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