

## **Study on the Protection of Rural Industrial Heritage and Tourism Utilization under the New Urbanization**

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**Abstract:** The rural industrial heritage not only contains the excellent industrial civilization of the Chinese nation, but also the witness of the history of industrial development in China. Therefore, the inheritance of rural industrial genetic protection and tourism utilization is of great significance to the inheritance of China's industrial civilization and the construction of new urbanization. At present, China's rural industrial heritage protection and tourism utilization issues are still prominent, affecting the protection of China's industrial heritage, leading to the blockage of rural economic development. Therefore, through the strengthening of rural industrial heritage protection under the new towns, integration of rural industrial heritage tourism resources, enrichment of rural industrial heritage and tourism utilization types, the protection and integration and development of rich rural industrial heritage.

### **1. Introduction**

Under the new urbanization, the genetic protection and utilization of rural industry in China has received attention from all aspects, and has gradually become a new impetus to promote the development of rural economy [1]. Judging from the overall protection and reuse of rural industrial heritage, although China's industrial heritage protection has obtained some results, it has not yet been perfectly integrated with the tourism industry. Most of the rural industrial heritage is still in the stage of extensive protection and reuse. Li Wei, Mo Chuang and Pan Jinlong (2015) believe that the current domestic industrial heritage protection and tourism utilization work has great deficiencies, and the rational use of valuable industrial heritage is of great significance for the construction of new and economical cities [2]. Liu Yinghuan (2018) pointed out that industrial heritage is a special cultural heritage, and its tourism utilization development can promote the diversification of China's tourism industry and protect urban culture [3]. Comprehensive research, the current research on industrial heritage protection and tourism utilization is concentrated in cities. There are few studies on rural industrial heritage protection and tourism utilization. This paper focuses on excavating the social value and cultural values of rural industrial heritage tourism resources and their own. The economic value of the company has its important value.

### **2. The status of rural industrial heritage protection and tourism utilization under the new urbanization**

With the advancement of new urbanization, China's rural economy has developed rapidly, and rural industrial heritage protection and tourism utilization are also constantly improving. Since 2001, China's rural industrial heritage protection and tourism utilization have begun to be on the right track. The first oil well in Daqing has successfully entered the national industrial heritage list. After that, the Middle East Railway Complex, the early construction of Tsingtao Brewery, Shilongba Hydropower Station, Industrial sites such as the Qiantang River Bridge and the Jiuquan Satellite Launch Center missile satellite launch site have also become the target of industrial heritage protection [4].

In recent years, under the propaganda of the state and the government, people have gradually realized the importance of the protection of rural industrial heritage, and also recognized that rural

heritage is also part of China's precious cultural heritage. The government has used census means such as data collection to strengthen the management of rural industrial heritage and achieved good results. The rural industrial heritage has also got rid of the fate of demolition and relocation, showing the industrial civilization of our country with new face. However, due to the late start of China's rural industrial heritage protection and the lack of government management experience, there are still problems in rural industrial heritage protection and tourism opening. On the one hand, due to insufficient census and wide scope, some rural industrial heritages have not been protected as they are, and they are still in a state of ruin; on the other hand, the management system of rural industrial heritage by the government and management departments is not reasonable enough. A good grasp of its distribution and preservation status, coupled with the lack of in-depth study of rural industrial heritage in China, is a lack of theoretical support for rural industrial heritage protection and tourism utilization reform [5].

### **3. Existing rural industrial heritage protection and tourism utilization problems under the new urbanization**

#### **3.1 Rural industrial heritage protection is not enough**

China's rural industrial heritage has a large number and a wide distribution, and the industrial heritage of each region has different characteristics. Compared with foreign countries, the development of near-and modern industrialization in China started late, but the handicraft industry and engineering technology started earlier. Therefore, the porcelain industry, mining and metallurgy industry, and the wine industry, which are mainly hand-made and have strong farming characteristics, have been formed. Features ancient industrial production models and industrial buildings. However, most of the tourism value of these precious rural industrial heritage has not been deeply explored, and the government's protection, development and utilization of these rural industrial heritage is weak. This led to the destruction and ruin of such rural industrial heritage. The modern industrial heritage of the countryside has not received the protection and attention it deserves, resulting in the demolition and reconstruction of most of the rural industrial heritage, which has lost its original cultural value and tourism development value. At the same time, the government's evaluation and protection mechanism for rural industrial heritage is imperfect, resulting in the inability of rural industrial heritage to be better protected.

#### **3.2 Rural industrial heritage and tourism utilization are too scattered**

At present, in China's rural industrial heritage tourism, waste industrial plants and related industrial facilities are generally used for industrial tourism resources for tourism development. These rural industrial heritage buildings lack systematic utilization, and the relevant departments lack long-term development plans for rural industrial tourism.

First, the overaged rural industrial heritage facilities cannot attract tourists in large numbers. The protection of rural industrial heritage and tourism utilization reforms are based on the protection of the authenticity of heritage and create visually interesting industrial tourism resources. The old facilities of today's rural industrial heritage can be retrofitted to enhance visual effects, while other landscapes in the countryside can be combined with tourism resources for development.

Second, the protection of rural industrial heritage and tourism services are out of touch. The rural industrial heritage tourism resources should focus on the development of providing thoughtful services for tourists, by letting visitors personally participate in the experience of industrial technology and technology in the industrial heritage, while sending professionals to explain the production process of the products to the tourists, to improve the rural industrial heritage. Attractive. Moreover, some areas use a single industrial heritage as a tourism resource to develop tourism activities, which is difficult to drive industrial heritage tourism throughout the region. From this point of view, China's rural industrial heritage tourism, whether it is from the use of industrial heritage tourism alone, or the overall utilization of industrial heritage, is in a state of dispersion and needs to be integrated.

### **3.3 Rural industrial heritage and tourism utilization type**

The protection and tourism utilization of rural industrial heritage currently implemented in China is relatively simple and lacks regional characteristics [6]. The content and form of tourism mainly visits industrial plants, industrial facilities and equipment, and displays photographs. These simple visits lack vitality and cannot achieve close contact between tourists and industrial heritage. It is also difficult for tourists to understand the implications of rural industrial heritage. Cultural history price and technical value. The lack of holistic protection of rural industrial heritage and the diversification of tourism utilization patterns make the industrial heritage lack the original authenticity in the tourism industry, and lack the memory of the industry and workers associated with it.

China's industrial development after the reform and opening up is very rapid, so the rural industrial heritage is wide in both types and industries, including transportation, textiles, and porcelain manufacturing. However, due to the singularity of the use of these rich and valuable rural industrial heritage resources by local governments and management departments, the lack of type integrity makes it impossible to exert its cultural and economic value.

## **4. China's rural industrial heritage protection and tourism utilization reform strategy under the new urbanization**

### **4.1 Strengthening the protection of rural industrial heritage**

Local governments should pay attention to strengthening the protection of rural industrial heritage and provide basic guarantee for the utilization of industrial heritage tourism. The government can transform rural industrial sites into museums, using exhibitions to showcase local industrial civilization and at the same time achieve tourism services. The rural industry will be genetically transformed into a museum, and its labor spirit and industrial technology will be displayed in the form of exhibits. At the same time, professional staff will be arranged to explain industrial technology, so that visitors can have a deeper understanding of the technical value of rural industrial heritage. Modern 3D technology can also be used to reproduce industrial genetic traditions, allowing visitors to more specifically understand and touch the cultural and historical charm of rural industrial heritage. At the same time, it is also possible to join the craft experience tourism project, and let the tourists experience the traditional industrial technology by making the items by hand, which not only enables the tourists to achieve the purpose of tourism, but also enhances the economic value of the rural industrial heritage.

Industrial-based villages can also combine rural industrial heritage with local history by establishing a rural history gallery, allowing visitors to learn about local industrial culture through local history. The museum can use the existing physical, image and written records of the local industrial heritage as a tool to provide visitors with local industrial culture and brilliant achievements. It can also use the model workers associated with industrial heritage to promote excellent industrial ideas and culture. Visitors show the labor spirit of hard work and hardship, not afraid of difficulties, and hope to go forward. Through the display of the spirit of rural industry, they can maximize their social value and value of tourism resources.

### **4.2 Integrating rural industrial heritage tourism resources**

Integrating rural industrial heritage tourism resources is an effective way to realize rural industrial heritage protection and tourism utilization reform strategies. In the process of reform, the government and relevant departments should pay special attention to the ecological environmental protection of rural industrial sites, realize the restoration and reconstruction of ecological protection and industrial heritage, combine natural resources with industrial heritage resources, and realize environmentally friendly villages. Industrial heritage tourism project. At the same time, we can also learn from the successful examples of the combination of rural industrial sites and surrounding environmental resources, and strive to achieve the overall protection of the ecological environment and rural industrial heritage.

Aiming at the characteristics of the scattered use of rural industrial heritage in China, it is possible to develop the tourism cooperation mechanism of neighboring villages to realize the integration of rural industrial heritage tourism resources, and to carry out industrial heritage protection and tourism development in a cooperative manner. After entering the 21st century, the state has introduced a series of strategies to revitalize the Northeast industrial base and develop the Pearl River Delta. This not only provides support for the rural industrial genetic protection, but also opens up space for the development of rural industrial heritage protection and tourism utilization. Rural industrial heritage tourism resources have large geographical differences and unique characteristics. Local governments can take advantage of this characteristic of rural industrial inheritance. Rural governments can integrate industrial heritage through cooperation among various enterprises and inter-regional resources. Tourism resources, the introduction of special tourism routes, thereby promoting industrial civilization, achieving industrial heritage protection goals, creating brand tourism projects, thereby promoting the development of rural tertiary industry and improving local rural economic returns. At the same time, it is necessary to combine the domestic and international industrial heritage tourism utilization and protection experience to formulate a reform strategy in line with the new urbanization development, and maximize the economic value of rural industrial heritage.

#### **4.3 Enrich rural industrial heritage and tourism utilization types**

Enriching rural industrial heritage and tourism utilization types is the driving force behind the reform of rural industrial genetics and tourism utilization. Fully tap the potential of rural industrial heritage tourism resources, and improve the effective combination of rural industrial heritage and tourism through rich types of tourism projects. First of all, we must pay attention to the development of characteristic industrial heritage tourism products, understand the psychology of tourists, and focus on the experience of rural industrial heritage tourism, science and education, and entertainment. At the same time, different types of industrial genetics and tourism use should be developed for different needs of different groups of people. It is necessary to pay attention to the individual characteristics of the individual, but also pay attention to the combination of development to achieve economic win-win in all regions.

Second, each village can try to conduct business tourism when promoting industrial heritage tourism projects. Business travel can not only expand the visibility of companies in various regions, but also strengthen regional joint tourism. The developed steel industry in the steel industry can start a steel journey. For example, Dalian Iron and Steel Co., Ltd., Anshan Iron and Steel Group, a Benxi Iron and Steel Company and other steel industry enterprises will carry out regional cooperation and launch corresponding business tourism, which not only realizes the combination of industrial heritage and tourism, but also opens up the steel trade. A convenient way to communicate and cooperate.

Finally, combined with the history of the region, the rural industrial heritage is combined with the local culture to develop tourism projects with local cultural characteristics and local industrial ideas. Taking history and culture as the background of the rural industrial heritage tourism project, visitors can not only experience the local culture during the tour, but also understand the development process of the industrial heritage, which can deepen the impression of tourists and resonate, thus better promoting the local industry. Civilization increases the economic value of rural industrial heritage.

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