



Research on the Integration Development Path of Cultural Tourism Industry in Shuimo Town, Wenchuan County

Pianpian Chen

Faculty of Economics, Southwest Minzu University, Chengdu, China

Email: 645167863@qq.com

How to cite this paper: Chen, P.P. (2023) Research on the Integration Development Path of Cultural Tourism Industry in Shuimo Town, Wenchuan County. *Open Access Library Journal*, 10: e10400. <https://doi.org/10.4236/oalib.1110400>

Received: June 18, 2023

Accepted: July 16, 2023

Published: July 19, 2023

Copyright © 2023 by author(s) and Open Access Library Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

The cultural and tourism industries, as important carriers of rural revitalization, have become important ways for ethnic minority areas to achieve sustainable and high-quality development. Regional tourism planning involves the spatial layout and structural organization of regional tourism. It refers to the systematic and strategic decision-making of people in a certain region based on tourism resources and their own development needs, promoting the sharing of resources among the tourism industry of capital, technology, and labor in the region, and sorting out the interaction relationships and mechanisms between tourism and its related industries.

Subject Areas

Culture, Tourism Economy

Keywords

Cultural and Tourism Industry, Industrial Integration, Shuimo Ancient Town

1. Introduction

1.1. Research Background

With the continuous development of society, culture has given new meanings to tourism, which drives the development and inheritance of culture. Culture is the content and soul of tourism development, the core competitiveness of tourism products, and enriches the connotation and added value of tourism products; tourism is the carrier and medium of culture, and it is an important way for culture to continuously develop and inherit; by integrating cultural and tourism industries into new industries, more new tourism products will inevitably emerge,

endowing the tourism industry with more cultural connotations.

The cultural industry in ethnic regions is closely related to the development of the tourism industry [1]. The better the cultural development, the more prosperous the tourism industry. In the context of rural revitalization, the cultural industry and tourism industry should be integrated and developed to effectively promote their mutual integration, jointly promote the coordinated development of the cultural industry and tourism industry in ethnic areas, enhance national cohesion and Cultural identity to drive the vigorous development of the local economy, contribute to the improvement of residents' living standards and quality, and promote the further development of the rural revitalization strategy.

1.2. Research Significance

Shuimo Ancient Town is located in the south of Wenchuan County, Ngawa Tibetan and Qiang Autonomous Prefecture, Chengdu City, Sichuan Province. It is the main object of this project to study the development path of cultural and tourism integration. It uses the Systems science method to carry out a special study on the development path of cultural industry and tourism industry in ethnic minority areas under the background of rural revitalization, and reveals the problems faced in exploring the integrated development path of cultural industry and tourism industry in ethnic minority areas, the use of specific problem specific analysis methods to provide reasonable suggestions has positive significance for the innovative development of cultural and tourism, ecological environment protection, and livelihood issues of residents in ethnic areas.

1) Theoretical significance

Firstly, provide a model path for the integrated development of cultural and tourism industries in ethnic regions. The integration of cultural and tourism industries in ethnic regions can achieve both tourism and cultural development [2]. Using the system analysis method to study the development of the cultural and tourism industries in Shuimo Town from a holistic perspective, exploring new opportunities and seeking new nodes, has important guiding significance for establishing a path for the integration of cultural and tourism development in Shuimo Town and achieving sustainable development of the cultural and tourism industry. At the same time, it is expected to have good reference basis and significance for the common development of culture and tourism in other ethnic minority areas in China.

Secondly, improve the path practice system for cultural and tourism integration in ethnic regions. This project will combine the development status of the cultural and tourism industry from multiple perspectives of society, life, economy, and culture, with rural revitalization as the starting point, explore new directions for the development path of the cultural and tourism industry, further expand and improve the path system of China's cultural and tourism industry integration development, improve the applicability of the path of cultural and

tourism industry integration, and have important support significance for promoting China's rural revitalization strategy.

Thirdly, enrich the theoretical system of the integrated development path of the cultural and tourism industry [3]. Under the interdisciplinary guidance of systems science, ethnology, industrial economics and other disciplines, this topic will expand the research perspective of the tourism industry, make them integrate with each other, create a win-win situation, apply the supporting force of theory, enrich the application of system research theory in the promotion path of the tourism industry, and lick bricks and tiles to achieve the strategic goal of rural revitalization [4].

2) Practical significance

Firstly, it is conducive to the protection and inheritance of multi-ethnic cultures. Shuimo Ancient Town, as the first town reconstructed after Wenchuan Earthquake and a famous town of Western Qiang culture, has rich national Cultural resource management. The deep excavation and integration of the national cultural industry and tourism industry in Shuimo Ancient Town will promote the national culture in the process of development and utilization, make more people understand the national culture, understand the colorful traditional culture of China, which is conducive to the inheritance and protection of cultural industry, promote the vigorous development of cultural industry in ethnic areas, maintain the diversity of Chinese culture, and also conducive to the transformation of Cultural resource management advantages to capital industry advantages in ethnic areas.

Secondly, it is conducive to handling the relationships between stakeholders. The integration and development of the cultural and tourism industries cannot be separated from the participation of human activities [5]. Nowadays, the cultural and tourism industry is thriving, with the pursuit of maximizing economic benefits, making the relationships between stakeholders particularly delicate [6]. From the benefits of tourism product providers to the experience of tourists, to the performance evaluation of government departments, it plays an irreplaceable role in the integration and development of the cultural and tourism industry. Managing their relationship well is conducive to the healthy and sustainable development of the cultural and tourism industry, and enhances their participation enthusiasm [7].

Thirdly, it is conducive to guiding villagers to establish a sense of ownership. Rural revitalization requires adhering to the main position of villagers and effectively playing their role in rural revitalization. This topic will enrich the added value of local residents' activities from various aspects such as participation in tourism activities, pursuit of villagers' life values, and protection of traditional villages, improve the competitiveness of cultural and tourism integration, enhance the driving force of sustainable tourism development, expand the width and length of the tourism industry, and achieve talent influx, residents' happiness, and tourist return The healthy development of cultural inheritance.

1.3. Research on Shuimo Ancient Town

The relevant research of Shuimo Town is mainly reflected in three aspects: post-disaster reconstruction, sustainable development and Tibetan and Qiang culture.

1) Urban design for post-disaster reconstruction

In terms of post-disaster transformation, Shuimo Town has been upgraded from an industrial town before the earthquake to a tourist town with lakes and mountains in the reconstruction process, and from a factory haunted by dust and sewage to a “new-born elderly village” surrounded by green mountains and rivers. However, from the perspective of the overall regional architectural construction and spatial layout, there is a lack of research on the infrastructure perfection of the sustainable development of Shuimo [8]. It is not conducive to the sustainable development of a town with heavy commercialization, which can be passed over time and rebuilt after disasters.

2) In the area of sustainable development

With the ancient town style rebuilt after the disaster from the “town of longevity” in the Shang Dynasty, and because it is located in the core of the nature reserve, the tourism of its “earthquake site” has been developed and revived. In ancient times, it has the title of “town of longevity” and “the most beautiful town of reconstruction after disaster”. However, in the tourism prospect market where culture and tourism are highly integrated, the research on the sustainable development and improvement of cultural and tourism integration still needs to be strengthened.

3) In the inheritance and protection of culture

The phenomenon of “homogenization” of folk culture products mainly in tourism economy has brought serious challenges to the inheritance and development of national culture in Shuimo Ancient Town. The process of inheriting Qiang culture without written language is becoming more and more difficult. People are the key factor of cultural inheritance. How to combine tangible culture and intangible culture is not only the creation of architectural facilities or national handicrafts, but more importantly, the material and spiritual support for encouraging and helping people as inheriting and continuing.

1.4. Research Review

To sum up, in terms of cultural and tourism industry integration in ethnic areas, both foreign and domestic scholars have many opinions on sustainable development of tourism development, mainly reflected in ecological environment, cultural utilization, scientific and technological application, economic status and other aspects of in-depth research and achieved rich results [9]. The influence of cultural and tourism industry integration in the academic circle is gradually strengthening. Although the conceptual system of “integration”, “industrial integration” and “cultural and tourism industry integration” is still in a certain vague state, the mutual influence and promoting factors of “cultural industry”

and “tourism industry” are discussed in various opinions, but the relationship and extension of the two need to be more clear. In the exploration of the surface and essence of cultural industry and tourism industry, the scope of research is relatively limited. In the period of time when the voice of cultural and tourism industry integration is increasing, clear and clear integration path, concept and product are still in an important field [10]. However, there are few in-depth explanations and explanations on the spatial pattern of the integrated development of cultural and tourism in ethnic areas, and there are also few studies on the integration of cultural and tourism in Shuimo Town [11].

2. Related Concepts

2.1. Culture Industry

Over the past half century, the Internet has been widely used in various aspects of cultural production, consumption, dissemination, and creation, promoting the vigorous development of the cultural industry. According to incomplete statistics, there are more than 200 definitions of the broad concept of “culture” in the academic community, among which the more widely used cultural definition includes “the spiritual wealth created by ideology, the spiritual wealth and material carriers created in the process of human historical development, as well as the daily behavior habits and institutional formats related to it”; the revised “Classification of Cultural and Related Industries (2018)” in 2018 continues the definition and classification of cultural and related industries by the National Bureau of Statistics in 2004: cultural and related industries refer to the collection of production activities of cultural and related products provided by the public. The scope of cultural industry in this article is defined as cultural tourism products and related industry combinations in ethnic regions that include both spiritual and material aspects.

2.2. Tourism Industry

“Travel” refers to the process of going out and traveling spatially from one place to another; “tour” refers to a journey that involves going out for sightseeing and sightseeing; tourism “refers to the travel and sightseeing of people from one place to another.

2.3. Industry Convergence

Industrial integration is mainly an important means of integrating the primary and tertiary industries in the development of rural economy. Based on agriculture, it improves the quality and growth value of agricultural products, forms a complete industrial chain in the process of planting, harvesting, processing and marketing of agricultural products, so that the amount of rural economic capital can be increased, thus promoting the employment and income of farmers, shortening the gap between urban and rural areas and embarking on the road to achieve Common prosperity.

3. Cultural and Tourism Industry Resources in Shuimo Town

3.1. Basic Information of Shuimo Town

Shuimo Town is located in the south of Wenchuan County, Ngawa Tibetan and Qiang Autonomous Prefecture, Sichuan Province, and in the mountainous area in the west of Chengdu Plain Basin. It was formerly called Qingcheng Houshan Elderly Village. During the Qing Dynasty and the Republic of China, it was called Xingren Township (Market) of Guanxian County (Dujiangyan City). In 1957, Guanxian County in Wenjiang Prefecture of Sichuan Province was incorporated into Wenchuan County of Ngawa Tibetan and Qiang Autonomous Prefecture, and Shuimo Town in Wenchuan County has been built since 1992. The terrain here is gentle, the climate is mild, and the products are abundant. There is no scorching heat in summer and no severe winter in winter. It is known as the “Elderly Village” in history and is a famous hometown of longevity.

The annual average temperature is 13.8°C, and Hao Zhiyuan, the Party Secretary of Aba Prefecture, referred to it as the “Little Jiangnan” of Aba Prefecture. With an area of 88.44 km, the old people’s village where the government is located is located at 103°25' east longitude and 30°56' north latitude, with an Height above mean sea level of 920 M, the lowest place is the Heba of Lianfengyan Village, 870 M, and the highest peak in the northwest is the Baoding Mountain of Panlong Mountain, 1970.2 M above sea level. Because the terrain is connected with the mainland border, the regional terrain is superior, and it was historically called a post station on the Tea Horse Road in Dajinchuan and Xiaojinchuan of Aba Prefecture, and called a bustling trade market town.

3.2. Cultural Resource Management of Shuimo Ancient Town

1) Da Fudi

In ancient times, Da Fudi mostly referred to the private residences of civilian officials during the Ming and Qing dynasties, while “Da Fudi” referred to civilian officials of middle and lower levels of government during the Ming and Qing dynasties. Dafudi, located in the street of Xingrenchang in Shuimo Ancient Town, is the private residence of Jinshi Wu Youqing. Wu Youqing, born in the reign of Emperor Qianlong of the Qing Dynasty, was founded in the reign of Emperor Jiaqing of the Qing Dynasty. He was the only Jinshi in the history of Shuimo. In his early years, he served as the prefect of Chaozhou City, Guangdong Province, and retired to Shuimo in his later years. Due to being a celebrity and receiving the respect of the locals, the Yao family in Shuimo was chosen by him to build their own houses, which the locals referred to as the “mansion”.

2) Wannian Taiwan

Wannian Terrace is now located in Xingrenchang Middle Street, Shuimo Ancient Town, which is known locally as Xitaizi. It was renamed Wanshou Terrace in the 1980s when the Annals were revised. It was built in the fourth year of Guangxu (1878) of the Qing Dynasty. It was completed and started to celebrate

in the fifth year of Guangxu (1979). It was destroyed in the “Cultural Revolution” and was called a dilapidated house in 2006. After the 2008 Sichuan earthquake on May 12, 2008, the Shuimo Ancient Town was restored and rebuilt when the counterpart of Foshan City, Guangdong Province helped build it. The platform is 8.27 meters high, 10 meters long, and 7.2 meters wide. There is a watch board on the tabletop, with an empty height of 3.2 meters. The height from the watch board to the spine is 3.07 meters, and the height from the tabletop to the ground is 2 meters. There are reliefs on the top and bottom of the architrave, and the ridge of the clay plastic roof is raised, with the four corners facing the sky.

3) Huanglong Taoist Temple

Huanglong Taoist Temple is located in Laolao Village, Shuimo Town, 1.5 kilometers away from the government of Shuimo Town. It is not only a Taoist temple on the back mountain of Qingcheng on Chengdu West Road, but also a historical and cultural heritage of Shuimo Ancient Town. Its historical value lies in being an inseparable part of the cultural history of Shuimo Ancient Town. According to the existing ancient stone tablets, it was first built in the Shang Dynasty and has a history of more than 4000 years. It is an important temple for Taoist gatherings in history and enjoys one of the eight hundred mile Qingcheng Mountain scenic spots. In the late Qing Dynasty, the temple was destroyed by a big fire, and the Taoists were unable to build it. Many Taoists left Huanglong Taoist Temple from then on, but only Lei Heming and Zhou Daocheng’s disciples survived.

During the Republic of China period, military and political officials in Sichuan made significant donations of materials and with the support of local people from all walks of life, Huanglong Temple was built in the western part of Chengdu, making it a necessary place for military and political officials in Chengdu, Sichuan to discuss important matters during the summer. In the late 1950s, the “Great Leap Forward” and the early 1960s, the temple was once again destroyed. In the early 1980s, Fu Yuantian, president of the National Taoist Association, and more than ten other tutors jointly applied for restoration and reconstruction, which took ten years to complete and was listed as a cultural relic protection unit in Wenchuan County. In 2008, the Wenchuan earthquake destroyed it again. At present, it is still under reconstruction, and the peaceful recuperation of Huanglong Temple has produced many outstanding figures.

4. The Mode of Integrated Development of Cultural and Tourism Industries in Shuimo Ancient Town

With the continuous development of the economy and society, regional spatial relationships undergo changes at different stages of economic development. Marginal regions will also form secondary core regions under the influence of core regions, forming a spatial strategic model that complements and coordinates with core regions [12]. By developing core scenic areas, forming a tourism in-

novation activity base, and gradually promoting the diffusion and linkage of edge areas, promoting the quality upgrading of core scenic areas, driving the development of edge areas, and strengthening the tourism competitiveness of the entire region.

4.1. The Investment of VR Holographic Mode

With the development of science and technology, VR has been applied in many fields. By using the core edge theory of regional linkage, Shuimo Town is combined with surrounding scenic areas, and the VR scene mode is presented to attract tourists to experience and understand the surrounding scenic areas of Shuimo Town in a touch and click mode, creating a town that integrates science and technology with ethnic culture [13].

4.2. Humanization of Scenic Area Software Services

The government, local residents, and tourism developers should start from the physical and mental experiences of tourists, and become a tourist area where tourists feel at ease, comfortable, and at ease. Attracting crowds to extend their stay and effectively integrating cultural tourism into tourism culture with the professional knowledge of tour guides. Professional tour guides can not only refresh tourists' knowledge construction, but also effectively promote and convey the cultural image of the local area. Real time presentation of the historical culture, spatial layout, architectural culture, ethnic customs, etc. of the building with the help of network functions.

4.3. Scientific Positioning of the Tourism Market

Build an ethnic style experience area where tourists can experience the life of the "others" as "themselves". Personalize settings based on different ages, professions, and identities, or provide cultural output on a family basis; in addition, it is possible to set up various themed styles suitable for the current public mode, such as self driving tours and ecological cultural tours.

4.4. Strengthen Infrastructure Construction

Good infrastructure is one of the important factors for the economic development of a region. The parking and accommodation conditions of self driving vehicles, transportation conditions between urban and scenic areas, construction of passenger dedicated lines, and cross regional transportation must meet the needs of tourists, in order to extend the service chain and product chain, and achieve a win-win situation for tourists and tourism developers.

5. Development Path and Future Outlook

5.1. Development Path

In cultural tourism activities, the relationship between the government, enterprises and local residents can be more conducive to the sustainable development

of regional economy (Figure 1).

1) The relationship between government departments, local residents and tourism enterprises is not only between management and management, but also between service and service. Governments also need to balance the interests of different stakeholders.

2) The relationship between local residents and tourism enterprises is not only cooperation and competition, but also the relationship between use and being used. Excessive tourism development may harm the interests of local residents.

3) There is a relationship between product supply and demand between tourism enterprises and tourists. Tourism enterprises need to constantly meet and innovate tourism products to meet the needs of tourists.

5.2. Future Outlook

With the rapid development of China’s tourism industry and cultural industry, people from all walks of life attach great importance to it, and signs of integration of new formats continue to emerge in cross-border integration [14]. From the relevant research and discussion on the integration of cultural and tourism industries in China, it can be seen that the research is mainly qualitative, and the tourists who take culture as the rendezvous point as the motivation of tourism, such as film and television tourism, fine arts tourism, leisure and tourism, religious tourism and ancient culture tourism, are increasingly clear.

Since the development of the tourism market, the role of the government in

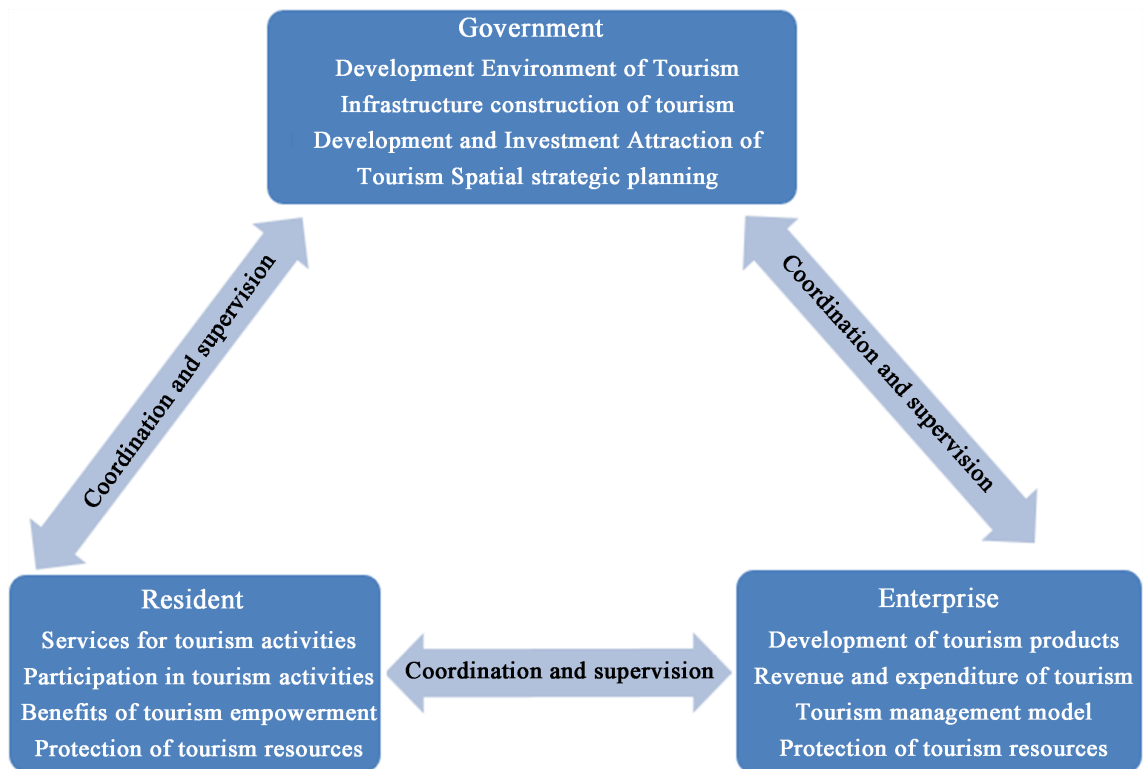


Figure 1. Research path at the level of government, enterprise, and individual interests.

the location of tourism products cannot be ignored, which can build a solid foundation for the integration of cultural and tourism industries, and the cultural and tourism industry can bring financial revenue to the government. Since the development of the tourism market, the role of the government in the location of tourism products cannot be ignored, which can build a solid foundation for the integration of cultural and tourism industries, and the cultural and tourism industry can bring financial revenue to the government.

The local government should take the initiative to guide and make good use of the social influence to make a good spatial strategic layout, implement the infrastructure construction and tourism business development environment at the macro and micro levels, and rationally introduce tourism development resources. At the same time, it should pay attention to macro interest regulation and control, and grasp the overall development and utilization of tourism products. Standing at the height of the national sustainable development of rural revitalization strategy, we should take into account the local people-oriented economic and social interests, do enough, do practical, and do a good job of cultural tourism development strategy requirements, and ensure the coordinated development of development and protection.

The development of the characteristic culture of Shuimo Ancient Town should guarantee the priority of local residents' participation process, tourism employment priority and only tourism assets' equity priority, and pay attention to the social and economic benefits brought by tourism activities to local residents, as well as the quality of life and psychological satisfaction.

Fund Program

This research is supported by the "Innovative Research Project" for graduate students in 2023 of Southwest University for Nationalities (YB2023415).

Conflicts of Interest

The author declares no conflicts of interest.

References

- [1] Yang, Y. (2008) Industrial Integration: A New Perspective on the Development Trends of the Tourism Industry. *Tourism Science*, No. 4, 6-10.
- [2] Ma, X.F., Zhang, S.B. and Long, M.X. (2010) Analysis of the Integration Path of the Tourism Industry. *Economic Geography*, **30**, 678-681.
- [3] Xu, R.L. (2012) Reflections on the Integrated Development of Tourism and Cultural Industries. *Macroeconomic Management*, No. 1, 61-62+65.
- [4] Zhu, H.Y. (2014) Research on the Integration Model of Tourism Industry. Ph.D. Thesis, Northwest University, Xi'an.
- [5] Zhang, H.Y. and Wang, Z.Y. (2013) Research on the Integration Operation Mode of Tourism Industry and Cultural Industry. *Shandong Social Sciences*, No. 1, 169-172.
- [6] Wang, K. (2011) Literature Review on Regional Economic Development Differences. *Jiangsu Social Sciences*, No. 5, 76-82.

-
- [7] Tian, Z.F. and Yu, Y.J. (2016) Research on the Integration of Cultural Industry and Tourism Industry under the Internet Background. *Journal of Inner Mongolia University of Finance and Economics*, **14**, 45-48.
- [8] Yong, C.X. (2013) From the Perspective of the Architectural Style of Shuimo Qiang City, the Inheritance and Protection of Qiang Culture through Post Disaster Restoration and Reconstruction. *Sichuan Drama*, No. 7, 120-123.
- [9] Li, L. and Xu, J. (2020) Measurement of the Integration Development Level of China's Cultural and Tourism Industry and Analysis of Its Driving Factors. *Statistics and Decision Making*, **36**, 49-52.
- [10] Xu, C.R., Zhao, Y.Z. and Gao, J. (2020) Research Progress and Inspiration on Cultural Tourism Integration at Home and Abroad: A Literature Review. *Journal of Tourism*, **35**, 94-104.
- [11] Zhang, G.H. and Sun, C.L. (2012) Cultural Tourism Industry Integration and Industrial Chain Construction. *Economic Research Guide*, No. 12, 152-154.
- [12] Hu, R.T. (2019) Analysis of Building a New Mechanism for Coordinated Development of Regional Economy in the Context of the New Era. *Reform and Strategy*, **35**, 23-36.
- [13] Hu, R.T. (2019) Analysis of Building a New Mechanism for Coordinated Development of Regional Economy in the Context of the New Era. *Reform and Strategy*, **35**, 23-36.
- [14] Zhan, S. and Jin, Y.R. (2014) Summary of Research on the Integration of Domestic Tourism Industry and Cultural Industry. *Journal of Leshan Normal University*, **29**, 60-64.