

Analysis of Xi'an Cultural Tourism Resources under the Background of Silk Road Economic Belt

Xiaoyan Chen

Department of History Culture and Journey, Shaanxi Xueqian Normal University, Xi'an, China,
710100

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Abstract: The "Silk Road Economic Belt" is rich in cultural tourism resources and has a high quality. Xi'an, as the starting point of the ancient Silk Road, must play its starting role in the construction and promotion of the Silk Road Economic Belt. Therefore, this article discusses the development of cultural tourism resources in Xi'an, analyzes the potential and advantages of developing cultural tourism resources, and the current situation of the development and utilization of cultural tourism resources in Xi'an. At last, the paper explores and designs the cultural tourism resources of Xi'an, with a view to promoting the development of cultural tourism in Xi'an.

1. Overview of the Silk Road Economic Belt

The Silk Road Economic Belt is a new economic development area based on the ancient Silk Road. Including Shaanxi, Gansu, Qinghai, Ningxia, and Xinjiang in the five northwestern provinces. The four provinces, autonomous regions, and municipalities in the southwest are Chongqing, Sichuan, Yunnan, and Guangxi. The Silk Road Economic Belt is led by the Asia-Pacific Economic Circle to the east and the developed European Economic Circle to the west. The "Silk Road Economic Belt" has a long span of natural geography from east to west. The provinces and cities along the line have deep historical heritage, gorgeous natural scenery, brilliant cultural heritage, rich ethnic customs, and countless cultural tourism resources. The integration of different economic and social forms and religious beliefs of various nationalities and regions, these unique cultural tourism resources provide a solid material guarantee for the development of cultural tourism in these provinces and cities. With the development of the Silk Road Economic Belt, academia and industry have continuously reexamined their strategic value.

2. Development Basis of Xi'an Cultural Tourism Resources

Cultural tourism resources refer to those created by the human society in the process of development that condense human civilization and can attract tourists to visit, and can obtain spiritual level improvement in the process of tourism, which can be developed and utilized by the tourism industry. Tourism resources that can produce economic, social and environmental benefits. Cultural tourism resources are the material basis for the development of cultural tourism products. Cultural tourism resources have been developed and designed to meet the needs of tourists to experience foreign (regional) style, increase knowledge, cultivate sentiment, participate in experience, and understand the cultural connotation of tourist destinations. The experience and experience of spiritual enjoyment, this high-quality tourism product is a cultural tourism product. Tourism and culture complement each other. Tourism is the carrier and culture is the soul. As a new type of tourism product under the new normal, cultural tourism has become a new business card for tourism development. Under the guidance of the concept of sustainable development, vigorously promote the development of cultural tourism and Construction will surely make it a new bright spot in the tourism industry during the period of global economic development.

As the starting city of the ancient Silk Road, the proposal of the "Silk Road Economic Belt" created unprecedented opportunities for tourism development in Xi'an. At the same time, Xi'an

comprehensively promotes the improvement of the transportation system, the implementation of visas for tourists from multiple countries, the construction of Silk Road main museums and industrial parks, the holding of Silk Road cultural festivals and the Silk Road Global Development Promotion Conference and other activities. The development of tourism along the economic belt. As the ancient capital, historical and cultural city of the 13th Dynasty, Xi'an, there are many types of cultural tourism resources. In today's highly competitive tourism market, Xi'an is also facing how to transform diverse cultural tourism resources into high-quality culture. Problems with tourism products. As a city that developed cultural tourism earlier, Xi'an already has a large number of world-renowned cultural tourism products, such as the large-scale cultural performances "Shengshi Chang'an", "Song of Everlasting Sorrow", the Tang Dynasty Hibiscus Garden Scenic Area, and Daming Palace Ruins Park. Datang culture reflects the unique charm of Xi'an's cultural tourism ; Terracotta Warriors and Horses of Qin Shihuang, the eighth wonder of the world, shows the strong national strength of Qin Dynasty and the exquisite craftsmanship of Qin people, and it is the cultural tourism brand that Xi'an enjoys worldwide reputation; The cultural relics of the Chang'an City in the Han Dynasty, the Great Tang West City, the Bell and Drum Tower, and the Big Wild Goose Pagoda have also become exquisite business cards for cultural tourism in Xi'an.

3. The Potential of Cultural Tourism Resources Development in Xi'an Section of Silk Road Economic Belt

3.1 Huge number of cultural tourism resources and high grade taste

As the birthplace of Chinese civilization, Shaanxi has unique advantages in cultural tourism resources. As the capital of Shaanxi Province, Xi'an, the ancient capital of the 13th Dynasty, and the eastern starting point of the ancient Silk Road, Xi'an has an uninterrupted history of 5,000 years of civilization. According to the 3rd National Cultural Relics Survey, Xi'an currently has 15,351 cultural relic sites registered, and 3,246 immovable cultural relic sites. Among the various cultural relic sites, there are 1,557 ancient sites, 1,888 ancient tombs, 1,394 ancient buildings, grottoes and stone carvings There are 8831 places, 474 important historical sites and representative buildings in modern times, 583 new cultural categories, 28 industrial heritage sites, and 596 others. In addition, there are 60 museums in Xi'an, including 19 private museums.

Xi'an's cultural tourism resources have higher grades and tastes. As of 2016, there are two terracotta warriors and horses, the Great Wild Goose Pagoda, the Little Wild Goose Pagoda, the Chang'an City Daming Palace Site, the Han Chang'an City Weiyang Palace Site, and the Xingjiao Temple Pagoda. Six items of items are listed in the "World Heritage List"; there are three national 5A-level scenic spots in the Terracotta Warriors and Horses Museum of the Qin Dynasty, Xi'an Huaqingchi Scenic Area, Dayan Pagoda-Datang Furong Garden Scenic Area; 52 national key cultural relics protection units, etc. These data are sufficient to explain the number and variety of cultural tourism resources in Xi'an, as well as their high grade and taste. Compared with other cities in China, Xi'an cultural tourism resources have obvious uniqueness and resource advantages, and have great potential for development.

3.2 Complete variety of cultural tourism resources and profound cultural heritage

Xi'an is one of the sites of the development of Chinese civilization. It has experienced profound cultural connotations after experiencing the old and new stone ages, the prosperity of the Han and Tang Dynasties, and now the international metropolis. Long history has made Xi'an "Natural History Museum". The development of modern economy has created Xi'an's rich cultural tourism resources with modern characteristics, and Xi'an's tourism resources are widely distributed.

As the first batch of outstanding tourist cities in China, Xi'an is known as "China's Underground Museum". It has the highest density of cultural relics, complete types and high grades, ranking first in the country. In the census of China's tourism resources, cultural tourism resources in Xi'an cover almost all the basic types of humane tourism resources: sites of human activities with sites and relics, primitive settlements, places of historical events, military sites and ancient battlefields, etc .;

buildings And facilities in the category of stupas, stele forests, former residences of celebrities and historical monuments, cemeteries in cemeteries, characteristic streets and alleys, city squares, etc .; local customs and folk etiquette, folk performing arts, religious activities, cultural festivals, etc. in cultural activities. There are rich historical relics and modern humanistic attractions with high participation; there are live folk cultural life scenes and fascinating legendary historical allusions; there are stage plays showing historical scenes, and emperors who have been sleeping for thousands of years underground The mausoleum and other tombs are colorful and distinctive.

4. Development and Utilization of Cultural Tourism Resources in Xi'an Section of Silk Road Economic Belt

At the 38th World Heritage Conference, UNESCO approved the application of the Silk Road in China, Kazakhstan, and Kyrgyzstan. The Silk Road spans Eurasia. The 22 heritage sites in the application are in China. Shaanxi shares Seven tourist attractions were selected, including the five cultural relics protection units of Xi'an Han Chang'an City Weiyang Palace Site, Tang Chang'an City Daming Palace Site, Dayan Pagoda, Xiaoyan Pagoda, and Xingjiao Temple Pagoda. In addition, the Terracotta Warriors and Horses of the First Emperor Qin Dynasty in Xi'an, the ruins of the Great Tang Dynasty, the Bell and Drum Tower, the Ming City Wall, and the Hanyang Mausoleum also witnessed the development and rise and fall of the Silk Road. These are the representative cultural tourism products of the Silk Road Xi'an. Xi'an is rich in cultural heritage resources, so only representative resource development is analyzed.

4.1 Rich cultural tourism resources and insufficient integrated development

Xi'an's cultural tourism resources cover almost all types of humanistic tourism resources. These cultural tourism resources not only reflect the Silk Road civilization, but also show the rich history of the ancient capital of the 13th dynasty of Xi'an, such as the Silk Road Route of Tourism Products: Da Ci'en Temple's Dayan Pagoda Scenic Area, Xiaoyan Pagoda, Daming Palace Ruins Park, etc. However, the current Silk Road tourism products in Xi'an have not integrated the routes, and lack an authoritative organization to coordinate and plan the culture on the overall level With the development of tourism, Silk Road cultural tourism has “dot” but no “road”, and there is no overall and long-term planning integration, so Xi'an currently does not have a boutique tourism route around the main body of the Silk Road.

4.2 Insufficient development depth, low product quality, and lack of quality

The types of cultural tourism resources in Xi'an are rich and diverse, and they are fully capable of developing and designing basic tourism products, which are upgraded to leisure vacations, cultural entertainment; from conferences to business tourism; from educational studies to study tourism, etc. Make Xi'an's cultural tourism products richer in layers and more reasonable in structure to meet the diverse needs of different tourists [4]. From the current tourism market survey in Xi'an, it can be seen that the cultural tourism level in Xi'an is still at the most basic display tourism, lacking high-level participation in experiential tourism products; lack of innovation, the main cultural tourism products are still the nineties of the last century Developed in the mid-1950s, the impression left on tourists for many years is still the world's eighth wonder terracotta warrior. Although the Xi'an Municipal Government has issued a lot of relevant policies and regulations to support the development of the tourism industry, and attaches great importance to the development of the tourism industry, due to the constraints of the management mechanism and the lack of planning for resource development, the overall tourism cultural product system with clear and focused points has not been formed. To make a large number of high-quality tourism resources can not be effectively developed for a long time, poor innovation ability, lack of quality cultural tourism products, can not fully display its deep cultural connotation, it is difficult to adapt to the current development of domestic and foreign tourism needs.

4.3 Shortage of funds and insufficient publicity

If cultural tourism resources are to be developed into high-grade, high-level cultural tourism products, a large amount of capital must be invested; if they are to become the top-quality tourism products of the Xi'an Silk Road, they must also be vigorously marketed. As a non-profit organization, the government is the main investment body in the development of cultural tourism products in Xi'an, and its capital investment is very limited. In terms of product promotion and marketing, compared with cities with developed cultural tourism, Xi'an's promotional efforts and marketing methods in the cultural tourism product market are very inadequate. It does not pay much attention to the use of mainstream media and online platforms and fails to establish a culture. The vivid image of tourism, and Xi'an does not have a sound self-service tourism travel service platform, and the display and update of cultural tourism products are very slow.

Conclusion

As a necessary channel and important carrier for the display of historical relics and cultural exchanges between the East and West, the Silk Road retains a large amount of cultural heritage of human activities. As the starting point city of the Silk Road, Xi'an has rich and diverse types of cultural tourism resources, countless numbers, excellent grade taste, and great development potential. It plays an important role in promoting the development and design of the Silk Road international tourism routes. effect. Under the guidance of the concept of sustainable development, comprehensively develop and protect the cultural heritage of the Xi'an section of the Silk Road, update the development concept, deeply explore the spiritual and cultural connotations of the Silk Road, enhance the recreational and educational functions of the Silk Road cultural heritage, and combine them Modern cultural and creative industries, enhance their cultural creativity, strengthen cooperation with important provinces and cities near the Silk Road, and finally carry out the protection and development of cultural heritage tourism, and jointly promote the development of all parties.

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