

A Study on the Promotion of Rural Cultural Value from the Perspective of Integration of Culture and Tourism: A Case Study of Xufu Cultural Village

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Abstract: The integration of culture and tourism is a major trend in the development of culture and tourism. The development and utilization of cultural products is the key and important support to extend the tourism industry chain and enhance tourists' sense of experience and satisfaction. From the perspective of integration of culture and tourism and promotion of cultural value, this paper aims at the current situation of insufficient cultural connotation, inadequate display and low recognition of Xufu, and reconstructs and reproduces the culture from four dimensions: cultural experience, function, industry and symbol.

1 Introduction

At the nineteenth National Congress of the Communist Party of China, general secretary Xi Jinping proposed to "strengthen the in-depth development of the rural areas and the primary, secondary and tertiary industries", "promote the development of cultural undertakings and cultural industries", and integrate the development of the future culture and tourism to the strategic level, emphasizing the important role and influence of cultural development on improving the cultural soft power. The establishment of the Ministry of culture and tourism and the completion of the reform of local cultural tourism institutions in 2018 provide a better platform and carrier for the integrated development of culture and tourism.

Nowadays, the trend of culture and tourism development is the integration of culture and tourism. At the present stage, what tourists pursue is a different kind of tourism experience and enjoyment. Only by providing higher-level tourism products can they meet the personalized, deep and characteristic tourism needs of tourists. Cultural tourism integration development is actually an organic combination of cultural value creation and tourism experience sharing value (Ba, 2018)^[1].

Cultural connotation is the soul of tourism products, and tourism products are "important carriers" to realize cultural value. From the perspective of tourism development, it has become the only way out for tourism development to pay attention to the excavation and utilization of connotation culture, local characteristic culture and folk culture. The development and utilization of cultural products is the key and important support to extend the tourism industry chain and enhance tourists' sense of experience and satisfaction. At present, in the

process of the integration and development of cultural tourism industry, various integration problems occur frequently, such as the lack of deep-seated cultural product connotation, the weak perception of cultural atmosphere, and the lack of in-depth cultural experience. In April 2018, the comprehensive implementation of the Rural Revitalization Strategy (2018-2022) pointed out the direction and specific work content for the Rural Revitalization of Zhejiang Province. The diversified characteristic culture of different places enriches the cultural connotation of rural tourism products and provides an important foundation and powerful guarantee for the vigorous development of rural tourism., the quality of rural cultural tourism has been significantly improved by increasing rural cultural experience and interactive projects.

How does culture enrich the connotation of rural tourism? How to deepen the cultural experience of rural tourism? How to use culture to increase tourism added value to meet people's new expectations of rural tourism products? Based on the above analysis, this paper takes Xufu Cultural Village as an example to explore how to improve the cultural value of rural tourism from the perspective of cultural tourism integration and cultural value promotion, in order to provide experience for the local government and residents.

2 A theoretical overview of cultural tourism integration and value promotion

2.1 Integration of culture and Tourism

The concept of industrial convergence first appeared in the field of Technology Research (Cheng, Lu, & Zhu, 2011)^[3]. Industrial integration is an important part of industrial

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organization theory. In the process of integration, it can make the related industries complement each other, promote each other and achieve win-win results.

Specific to the integration of cultural industry and tourism industry, the integration of the two industries has natural advantages, which reflects the relationship of mutual penetration and mutual promotion in the integrated development, forming a good development relationship (Lan, & Chen, 2014) ^[6]. The key to the integration of tourism and culture lies in innovation. Lin (2019) put forward the "six new" concept of dynamic integration of culture and tourism industry from six aspects of format innovation, product innovation, technology innovation and mode innovation, which can tap new consumption momentum, promote supply side reform, realize intelligent transformation, lead operation and management innovation, enhance brand value and create precision marketing mode^[7].

Domestic research on cultural tourism integration has the following characteristics: 1. Most of them are case studies, focusing on the current situation of cultural tourism industry integration development in a certain place, analyzing the ideas, mechanisms and operation modes of cultural tourism integration development in that place. Lan and Chen (2014) ^[6] studied the integration path of cultural industry and tourism industry in Shaanxi Province. Wu (2012)^[8] proposed the development mode of cultural tourism industry integration in Guizhou, and established the spatial pattern of "one center, three fulcrums and six radiation belts". 2. The analysis of the operation mode of cultural tourism integration mainly focuses on "cultural tourism resource optimization / integration", "market and project development", "technology integration", "product innovation", "industrial chain", etc. (Lan, & Chen, 2014; Yuan, & Liu, 2011; Zhang, & Wang, 2010) ^[6,12]. Huang Xijia and Zhou (2012)^[5] put forward four tourism integration modes: reappearance, development, experience and creation. Xiong (2017) ^[9] proposed three fusion modes of "cross, embedded and infiltration" for the development of cultural tourism integration from three aspects of "cultural industry", "cultural products" and "cultural symbols". 3. The research focuses on the mechanism, effectiveness, motivation and path of cultural tourism integration, while less on how to enhance the cultural value of tourism industry from the perspective of value. Industrial integration is a dynamic development process, and the final result of integration will achieve a win-win situation for the two industries. Lin (2019)^[7] believes that "creating value" is the ultimate goal of the integration of culture and tourism. In the process of integration, we should be good at absorbing and transforming characteristic culture into higher-level cultural tourism products, so as to enhance the economic value and industrial value of tourism.

2.2 Cultural value

Culture enriches the cultural connotation of tourism products, externalizes the value, improves the added value of products, produces spiritual value and social value, meets the spiritual needs of tourists, and increases the

sense of experience of tourists; on the other hand, with the help of tourism as a communication carrier, tourism can in turn promote the protection and inheritance of culture, produce economic value, and further enhance the national cultural soft power strength. Lin (2019)^[7] believes that the integration of culture and tourism is to create greater value. Bi (2008) ^[2] put forward that the value function of culture is mainly reflected in the following three aspects: ① enhance the grade of cultural tourism resources, such as: popularity, added value, sustainable development ability; ② discover the behavior rules of tourists, such as: tourists' consumption concept and behavior rules; ③ enrich the tourism image positioning and develop characteristic cultural tourism resources through reshaping the local tourism image. Xu (2005) ^[10] concluded that the value of B & B tourism products in tourism development can be divided into three levels: the economic value brought by B & B culture and market, the realization of villagers' self-cultural value, and the value given by the national government. Tourism activates the traditional culture, through the value of traditional culture, can activate and inherit the folk cultural heritage.

The development of cultural tourism village is not only a process of excavating local characteristic culture and displaying unique culture, but also a process of constantly being valued, so as to realize the value of characteristic culture. Based on the above analysis, this paper discusses how to enhance the cultural value of rural tourism products from the perspective of cultural tourism integration. Develop and excavate more cultural resources with local characteristics, enrich the cultural connotation of tourism products, increase the sense of experience of tourism projects, and promote the development of tourism characteristics and quality.

3 The development status and problems of Xufu Cultural Village

3.1 The development status of Xufu Cultural Village

At the present stage, Xufu cultural village has become a good sample for the surrounding towns to learn from the beautiful rural construction, and also a good place for urban residents to travel. Ordinary tourists are deeply impressed by the overall environment of Xufu cultural village. They think it is very quiet, the environment is decorated with local characteristics, and has the environmental temperament of the resort. Specifically, it has the following characteristics:

1. Rural B & B is unique. It has formed the high-end boutique B & B represented by the blooming flowers on the sea, and the characteristic B & B dominated by villagers' house reconstruction, which has promoted the level of rural B & B.

2. Mass leisure has begun to take shape. Formed a wetland park, barbecue, cave bar, Four Seasons flower sea, Xiancao tea bar as the representative of the combination of rural leisure formats. Leisure and entertainment activities with core attraction are still insufficient.

3. Cultural life is unique. It has formed such rural cultural carriers as cultural auditorium, citizen's workshop and rural library, greatly enriched the content of rural cultural life and improved the quality of rural culture.

3.2 Problems in the process of cultural tourism integration in Xufu Cultural Village

Xufu Cultural Village has formed a certain cultural excavation and activation utilization based on Xufu culture and Daishan local culture. Through HTML5 word cloud software to analyze the data of tourists' comments, the overall cognition of Xufu Cultural Village in the current market is obtained

1. Lack of cultural dynamic experience. The cultural carrier is mainly static display such as wall painting and sculpture, but the dynamic experience is insufficient.

2. Low level of cultural expression. Most of the cultural expression techniques stay at the level of landscaping, the further derivation of culture and the development of its peripheral products are insufficient, and the awareness of scene consumption and industrial chain is insufficient.

3. Low cultural awareness. The lack of active publicity and academic exchange activities around Xufu culture leads to the low recognition of Xufu culture. From the word cloud analysis of tourists' comment data, tourists have a certain understanding of the name of the boat jump, but they have a weak understanding of the image of Xufu culture.

4. The cultural facilities are not perfect. The key performance is eating inconveniently, many tourists can not solve the catering problem. Some tourists think that there is little difference between the catering and farmhouse entertainment in the project site.

4 The countermeasures to enhance the cultural value of Xufu Cultural Village

As an important local cultural resource in Daishan, Xufu culture not only represents the historical confirmation of the maritime Silk Road, but also represents the internationalization of Chinese culture and the cultural resonance of East Asian people such as China, Japan and South Korea. By revitalizing Xufu culture and releasing "Xufu effect", it will become a new highland for Daishan's maritime trade, cultural exchange, tourism development and economic development.

4.1 Reconstruction and reappearance of Xu Fu's culture

In view of the current situation of insufficient connotation, insufficient display and low recognition of Xufu culture, we can inject new connotation into Xufu culture on the basis of respecting historical facts, and reconstruct and reproduce the culture from four dimensions of experience, function, industry and symbol.

1. Reconstruction of cultural experience. Static cultural display is deeper, dynamic cultural experience is brighter, and Xu Fu's cultural elements are refined;

2. The reconstruction of functional blocks. Following the cultural context of Xu Fu, we should construct the functional spatial pattern;

3. Reconstruction of cultural industry. Develop Xufu's cultural and creative industries and extend Xufu's cultural industry chain;

4. Reconstruction of cultural symbols. Create an eye-catching cultural landmark of Xufu.

We should enrich business forms with rural leisure, improve the overall livable quality with health resort, enhance the market influence and popularity with Xufu cultural exchange, and extend the industrial chain with cultural and creative experience to enrich and benefit the people.

4.2 Planning brand cultural tourism festival activities

Cultural festival activities as an important part of cultural tourism, so that tourists participate in festival activities experience to understand the culture of tourism destination, produce more cultural resonance. Around the "Xufu" ID, we can plan and hold three brand cultural tourism festival activities, build momentum with the festival, operate the city with the festival, expand the brand publicity influence, and enlarge the collective intangible assets of Xufu cultural village.

4.2.1 Xufu International Academic Forum

Planning and holding the Xufu international academic forum with the theme of "Xufu culture" and "Xufu spirit", focusing on "Xufu culture and value promotion". Topics such as "the contemporary value of Xufu culture" and "Xufu culture and the construction of Daishan marine culture" will promote the exchange, research and cooperation of China's international Xufu culture in the form of international academic exchanges, regular large-scale conferences and small-scale seminars.

4.2.2 Xufu Cultural Village Flower Festival

The blooming season is not only the outing season, but also the wedding season, with overlapping themes and strong consumption driving. Because of the beauty of flowers, take flowers as the medium. Relying on the early achievements of the beautiful rural renovation of Xufu cultural village, we continue to strengthen the design of flower landscape sketches in public spaces such as intersections, windows and village entrances, and consciously create romantic space elements. Around the theme of "blooming flowers", we will take advantage of the blooming season to create a grand ceremony of flowers and wedding dresses for lovers, newlyweds and golden weddings.

4.3 Building Xufu Dongdu holographic Theater

Based on the stories of "Xu Fu's landing on the island", "Xu Fu's fighting against the big mackerel", "dialogue with the sea god" and "Xu Fu's eastward journey", this

paper interprets Xu Fu's legendary experience by combining holographic actors with real actors and inviting the audience to participate in the play scenes, so as to make "the distant Xu Fu's eastward journey" return to the modern era through the tunnel of time and space.

As a new highlight and tipping point of Zhoushan tourism, holographic theater has become a punch in place for immersive experience of "surprise children" and "let adults enjoy themselves".

4.4 Local cultural and creative zone in Haiyuan rural area

Xu Fu's eastward journey to Penglai Fairy Island left many traditional cultures, such as farming culture, medicine culture, navigation culture, silk culture and so on.

Based on revealing the hidden Xufu culture in the land of Xufu cultural village, through the development and experience of cultural and creative products, Xufu culture is situational and project-based, which has become a model and market highlight of Daishan cultural tourism integration. Cultural and creative products can not only be made and purchased on site, but also be purchased and delivered by scanning the QR code, and purchased through the third-party e-commerce platform in the future, forming a complete industrial chain.

There is temperature in the countryside. Cultural creation is the floating soul of the countryside, which can stimulate the unique local vitality of the countryside. Through the development of cultural and creative industries, we strive to get through the simple personal feelings of every tourist: "when you leave, take some of our local characteristic products and share them with others. Every time you see these things in the future, you will think back to us."

In addition, it will provide a carrier for local cultural creation and intangible cultural heritage exhibition, and gradually transform the existing residential buildings into cultural creation rooms with sufficient cultural connotation and strong sense of learning and experience, so as to enhance the "Stickiness" between Xufu culture and tourists.

5 Conclusion

Tourism is the carrier of culture, and culture is the soul of tourism. Culture and tourism are integrated and complement each other. Culture endows tourism with charm and tourism endows cultural development with vitality. Taking Xufu cultural village as a case, taking Xufu culture as the soul and the integration of culture and tourism as the starting point, this paper aims to promote the cultural tourism integration development of Xufu cultural village through the reconstruction and reproduction of Xufu culture, the planning of brand cultural tourism festival activities, the construction of Xufu Dongdu holographic theater, the construction of Local Cultural Innovation Zone in the pastoral area on the sea, and the construction of four famous buildings.

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