

# The Development Status and Optimized Path of Jin Shang Cultural Tourism from the Perspective of Global Tourism

## ——A Case Study of Qiao Family Courtyard

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**Abstract.** In order to understand the development of Jin Shang culture in the context of global tourism, this research takes the Qiao Family Courtyard as the object of investigation. Through field investigations and consulting a large amount of data, it is found from its development status that it has over-commercialized and propagated in the development of scenic spots Insufficient infrastructure, inadequate tour guide services, etc. and put forward the optimization path of Jin Shang cultural tourism for the corresponding problems, with a view to providing theoretical support for the spread and promotion of Jin Shang culture.

**Keywords:** Global Tourism, Jin Shang Culture, Qiao Family Courtyard, Commercialization.

### 1. Introduction

Global tourism refers to the tourism industry as a dominant industry in a certain area. It provides comprehensive, economic and social resources in the region, especially tourism resources, related industries, ecological environment, public services, institutional mechanisms, policies and regulations, and civilized qualities. Systematic optimization and promotion. At the Provincial Tourism Development Conference in 2018, it was proposed that “Shanxi has initially completed the National Global Tourism Demonstration Zone by 2020”. As the first group of national global tourism demonstration zones to create units, the development of global tourism is the new trend of Jinzhong City in line with the development of mass tourism The strategic choice of tourism transformation and upgrading is an important starting point for improving people's quality of life, realizing rural rejuvenation, and building a well-off society in an all-round way.

The Qiao Family Courtyard is located in Qiaojiabao Village, Qi County, Shanxi Province. It is the home of Qiao Zhiyong, a businessman in the Qing Dynasty. Founded in 1756, the entire courtyard has a double "hi" shape, facing the street on three sides, and surrounded by a fully enclosed green brick wall. The building area is 4175 square meters, which is a magnificent building group. The design is exquisite and the craftsmanship is fine. It is called "a pearl of northern residential architecture". It is known as "the royal palace has a palace, and the houses look at Qiao's house." The so-called "five thousand years of civilization see Shanxi, five hundred years of vicissitudes and Shanxi businessmen", Shanxi businessmen have played a significant role in the history of Chinese business development. Jin Shang culture with Jin Shang compound as a carrier has become a bright pearl among many characteristic cultures in Sanjin. The existing Jin Shang Courtyards are mainly distributed in Jinzhong City, and each courtyard maintains its own form, showing its unique culture in terms of building scale, back wall, and sculpture. Analysis of the reasons for tax reduction and fee reduction.

The policy of "cutting taxes and administrative fees" is the current trend of China's economic development at home and abroad. Externally, China is currently facing a complicated international environment. The United States is constantly deliberately provoking trade frictions. The aftermath of the financial crisis has not yet been exhausted, and the world economy is in turmoil. Promoting domestic demand has become a necessary choice to stimulate economic growth. Internally, with the weakening of the “demographic dividend”, China’s economic development has entered a new

normal. 2007 was the golden period of China's economic growth, setting a miracle of 14% GDP growth. In recent years, China's economic growth has remained generally stable, but it has also declined. GDP growth has remained between 6.5% and 7%. At present, China faces a period of transition from rapid economic development to high-quality development. The long-standing problem of overcapacity and deflation of production has led to insufficient vitality of market players. As a result, the central government has issued a series of positive fiscal policies, in conjunction with the "tax reduction and fee reduction" measures, reducing corporate costs, simplifying administration and decentralization, and enhancing corporate competitiveness; increasing disposable income of residents, stimulating consumption, and stimulating market vitality.

The policy of "cutting taxes and administrative fees" is based on the Supply-side Structural Reform. On the basis of absorbing and borrowing from the Western "Supply-side economics" theory, China's "New Supply-side Economic" believes that supply can automatically create demand, but capital itself will not spontaneously shift to new supply. Due to the time lag of resource allocation, the old industry is often oversupply, and the total demand is insufficient. At this time, the supply cannot automatically create demand. The tax reduction and fee reduction is in line with the "New Supply-side Economic".

## **2. Status of Development of Qiao Family Compound**

Government policy: The government report proposes to build a family home culture. Support Qiaolv Company to develop strategic cooperation with Shanxi Cultural Tourism Company to enrich the tourism industry and enhance the competitiveness of scenic spots. With the main line of carrying forward the pioneering spirit of the Jin merchants and the family feelings of the Qiao family, accelerate the construction of the Qiao family courtyard cultural tourism town project, and complete the construction of parking lots, spokes markets, artisans, Confucianism and Zen trails, and theme hotels. Simultaneously standardize and implement the market construction of the Qiao Family Courtyard. Start the development and construction of the surrounding area of the Qiao Family Courtyard, and arrange the industries related to Jin Shang culture and Shanxi characteristics. The implementation opinion of the General Office of the People's Government of Jinzhong City on the implementation of the spirit of the 2018 Shanxi Tourism Development Conference to promote the creation of a global tourism demonstration zone also pointed out that the Qiao Family Courtyard should increase tourism formats, launch "living lifestyle" experience products, and create large The living experience demonstration area of the institute and the Jin Shang cultural tourism destination; vigorously develop cultural tourism and create a Jin Shang cultural experience zone; make good use of the Qiao Family Courtyard Folk Museum research and practical education base and vigorously develop educational tourism. Fully excavate the profound historical and cultural heritage of Qixian County, with Qiao Family Courtyard, Zhaoyu Ancient City and China Animation City as the leader, continuously enrich the tourism elements, enhance the comprehensive competitiveness of the scenic spot, and build a number of influential cultures in the province and the country Tourism projects to create a global tourism pattern of "one hospital, two cities in joint development".

Qiao Family Courtyard Planning: Qiao Family Courtyard Thousand Mu Cultural Tourism Town Project, namely "Dreamland Ring" Project will build food, live, travel, travel, purchase, entertainment, business, raising, learning, leisure, love, wonder Multi-level, multi-angle business travel resort experience area. Combining the existing life memories of the Qiao Family Courtyard in the Middle Hall, Dexing Hall, Baoyuan Hall, and Ning Shoutang, the four lakes and one garden will create a central lake that surrounds the scenic area for a week, and "nine themes" and three supporting leisure Amusement node.

Cancellation of quality level: On August 1, the Ministry of Culture and Tourism announced that it organized third-party professional inspectors to inspect some 5A-level tourist attractions, in accordance with the national standards and relevant regulations of "Classification and Evaluation of Quality Levels in Tourist Attractions", The Ministry of Tourism decided to cancel the quality level for the Qiao Family Courtyard Scenic Spot in Jinzhong City, Shanxi Province. According to the

inspection report, there are the following six problems in the Qiaojia Grand Courtyard Scenic Area: single types of tourism products; over-commercialization; shortcomings in transportation and migration; insufficient safety and health investment; comprehensive management of the scenic area needs to be improved; and resource protection is defective.

### **3. Problems in the Development of Qiaojia Courtyard**

**Over-commercialization of scenic area development:** The commercialization of tourist attractions refers to the treatment of tourist attractions as a tourism economic industry during the process of tourism development, emphasizing the economic functions of tourism, pursuing the economic benefits of tourism, and adopting an open business model for development the behavior of. The over-commercialization of the development of the Qiao family compound is reflected in the following aspects. **Ticket price increase:** Since the Qiao family courtyard has been changed to be controlled by private enterprises, in the wave of universal ticket declines in well-known scenic spots in China in 2018, it is still questioned that ticket prices are rising every year. Local villagers said that the Qiao family courtyard used to cost 70 yuan, and the developer rose to 138 yuan, which is not worth the price. **Mandatory consumption:** Some tourists previously said that even if there were several door frames supported by red lanterns, people would be pulled to take pictures and asked to buy them for 20 yuan per piece. **There are many booths in the scenic spot:** A tourist left a message: "The yard has been expanded a lot, and it has been changed. It doesn't want to go around, want to go out, can't find the exit, there are booths selling things everywhere, making it like a maze." Too many sights have destroyed the original historical features, making tourists feel less cultural and experience poor.

**Insufficient publicity:** Insufficient publicity and tourism guidance for the whole region, insufficient publicity and education for the tourism service awareness of the whole people, and low hospitality for the whole people, has not yet created a social atmosphere that jointly promotes the development of tourism in the whole area.

**Incomplete infrastructure:** **Transportation:** The layout of the transportation network has begun to show results, accessibility is acceptable, and the landscaping on both sides of the road is graded. However, the traffic guide for the Qiao Family Courtyard is not very developed. If tourists want to go to other places after traveling, the first thing is that there are no traffic instructions, and the second is that direct public transport is not easy to find. **Toilets:** The number of toilets in the scenic area is not reasonable from the quantity to the quality, the location is not easy to find, and the hygiene is not up to standard, which has a certain negative impact on the tourists' perception of travel. **Tour signs:** There are not many signs that guide tourists inside the Qiao family courtyard. The maps of the scenic spots are mostly concentrated at the entrance of each courtyard, and there are few and inconspicuous signs in the courtyard. For tourists who do not invite tour guides, they may not be able to better explore the Qiao family courtyard.

**Tour guide service is not in place:** One tourist said that in order to better understand the Qiao family compound, he specially paid 120 yuan at the door to invite a commentator. As a result, the commentator hurriedly explained a very small part, and many rooms were not shown, but did not want to be In order to take the commercial street behind to sell goods. "The serious places in the front haven't been looked carefully, but the shops in the back are taken seriously one by one."

**The tour route is unreasonable:** Judging from the content, the Qiao family courtyard tour route is only a regular one, starting from the No. 1 courtyard with the theme of "Joe's development in the middle hall", to "Agricultural Customs" and "Folk Crafts" "Ended with the theme of the sixth house. The single viewing content makes tourists lack a personalized experience in travel. In terms of time, in normal times, there are very few tourists in tourist attractions, and the monk Luoque bird. In the golden week, the peak flow of people in the major scenic spots across the country. At this time, the Qiao Family Courtyard is no exception. The various exhibition halls in the scenic spots often appear in a rush and crowded, and the tourist capacity of the scenic spots often appears super saturated.

This not only reduces tourists' viewing, comfort and satisfaction, but also exacerbates the damage of tourist resources and the environment in the scenic spot.

Insufficient development of tourism resources: In the development of tourism, the Qiao Family Courtyard focused on the development of tourism resources represented by architectural features and family figures, but ignored the connotations of the integrity culture, etiquette culture, sculpture culture, and custom culture contained in itself Digging deeper, ignoring the deep integration of Jin Shang culture and Chinese traditional culture. The Jin Merchants Spirit is the essence of Jinzhong's human resources. At present, Jin Zhong is more about promoting the Jin Merchants 'spirit. Consumers visiting the Jin Merchants' Courtyard are more like walking horses and flowers. The impression is that the spirit of Jin Shang is just a verbal propaganda. Tourists cannot understand the true spirit of Jin Shang in detail.

The development of tourism souvenirs is limited: Of the revenue of Hollywood, the box office revenue of the theater accounts for only 20% to 30%, and 70% to 80% of the revenue is derived from post-film product development and value-added products. In the scenic area of the Qiao Family Courtyard, the guide will just tell you that this is the house where Gong Li lived when shooting "The Red Lantern Is High". Yes, but in addition to the film, there is no outstanding tourist souvenirs or other tourism products to continue the popularity of film and television dramas. The aspects of the reduction in fee reduction

#### **4. Optimization of Jin Shang Cultural Tourism**

Restraining over-commercialization: Professors of the National People's Congress have stated that it is necessary to further promote tourism in all regions and avoid over-commercial development of tourist attractions. The reason why there are serious problems in tourist attractions is that the focus of tourism is so serious that tourists have nowhere to go after they visit, which also makes the local tourism management department's income too singular. Promote the global tourism of the tourist attractions, so that the tourism-related industries can develop in a coordinated manner, which can not only retain tourists, but also increase local tourism-related income and reduce the local government's excessive use of tourist attractions. At the same time, streamlining the revenue sharing and management system of tourist attractions, increasing the return of revenue to the locations of tourist attractions, so that the local government has more funds to invest in the management and services of tourist attractions, and it is also conducive to alleviating the excessive commercial activities Propensity. A major change in global tourism is the change from the ticket economy to the industrial economy. Therefore, government functions must strengthen the management of ticket prices. Neither can the scenic spots increase their ticket prices at will, nor can they reduce the prices arbitrarily to attract tourists. Causes malicious competition and keeps prices fluctuating within a fixed range. In formulating the price of tickets, the opinions of tourists must be fully taken into account, and information such as the price of tickets should be publicly notified to the public in a timely manner. When the price changes, they must undergo strict review and examination. In the development of the scenic area, care must be taken not to damage the internal structure of the scenic area, and the sustainable development of the scenic area and the protection of the environment are given priority. Because any scenic area is an important part of our country, whether it has been developed or urgently planned, after thousands of years of historical changes, it plays a significant role in China's history, culture, and economy. The role is indestructible.

Strengthening publicity: building an external promotion platform: The People's Government of Jinzhong City stated: "Actively integrate the resources of government departments and related enterprises such as publicity, culture, tourism, foreign affairs, etc., and form a comprehensive tourism promotion force. Aim at Wusu Airport to reach cities and high-speed rail lines. The city and other key tourist areas will continue to dig tourist markets by continuously placing tourist advertisements, organizing marketing and promotion activities, and encouraging tourists to solicit rewards. Increase tourism promotion in areas with crowds such as stations, airports, and commercial blocks. " The Qiao Family Courtyard should set up global tourism public welfare advertisements at

appropriate locations, especially publicity boards at the entrances or prominent locations of the scenic spots, to focus on the overall tourism image centered on the Qiao Family Courtyard. Establishing a media promotion system: The People's Government of Jinzhong City stated: "While using traditional media resources such as radio, television, newspapers, and outdoor advertising, we will make better use of new media resources such as Weibo, WeChat, and mobile Internet to create a cross-regional , Cross-platform, cross-terminal three-dimensional publicity system. "The Qiao Family Courtyard should improve the scenic portal to enhance the interactive experience of tourists. People browse the official website of the scenic area to obtain relevant information about the scenic area, and choose whether to go in accordance with their hobbies. Therefore, the establishment of the scenic area portal website has an important role in the development of the scenic area. A global tourism progress module can be added to allow tourists to better understand the connotation and significance of global tourism, and the improvements made by the government and the scenic area to better attract tourists.

Improving infrastructure: In the context of global tourism development, the development of the three networks of tourism transportation, tourism public services, and smart tourism constitutes a layer of structure for the global development of scenic spots. Therefore, to promote the development of tourism in the whole region, the scenic spots should accelerate the development and construction of the auxiliary industries of the scenic spots, improve the infrastructure as soon as possible, and increase the satisfaction of tourists to the scenic spots. At the same time, it is also necessary to strengthen the management of the auxiliary industry, supervise and inspect the service quality, and ensure the reasonableness of the price and the quality of the service. The Qiao Family Courtyard should improve the construction of its surrounding transportation facilities, so that tourists can go to other places around the scenic spot or travel to other scenic spots; secondly, the reform and construction of toilets should be improved to improve its sanitary quality and service level; The construction of signage in the scenic area should be perfected so that tourists can follow the better route to visit the scenic area, and maximize the tourism value equal to the cultural value.

Improving the quality of services: Strengthen the training of staff who accept complaints from tour complaints, tour guides and other staff, and improve their business capabilities and overall quality. Implement an incentive mechanism for the management of staff to make them enthusiastic about their work; an evaluation mechanism for the service of staff, so that superiors know the service level at any time and even improve it. Plan two or three different tour routes according to the distribution of attractions, and allow tourists to enter the area at different times during the peak season to avoid congestion during peak hours and prevent tourists from being able to see important attractions due to the large number of people.

Avoiding the development of tourism homogeneity: the theme epitomizes and enhances the value: combining the Jin Shang cultural theme with a specific function of tourism facilities to form mutually beneficial effects, such as cultural theme restaurants, cultural theme hotels, and folk tourism commercial activity blocks Wait. The current development of the Qiao Family Courtyard has included the construction of the "spoke bazaar" theme block, and it mainly displays stories and cultures related to Jin merchants such as business names, time-honored brands, dart boards, and ticket numbers. After the bazaar is completed, you will see lively neighborhoods where all kinds of shops and old merchants of Jin merchants are concentrated. Some interactive experience projects will be set up to experience the leisurely lifestyle of their predecessors. Cohesion of physical objects and retention of memories: In cultural tourism, tourist souvenirs play the role of experience markers, which can satisfy the psychology of tourists showing off, seeking recognition and respect. Therefore, tourism souvenirs are an integral part of cultural tourism development. Jinzhong's folk culture and tourism resources are gorgeous and colorful, and there is a lot of space for developing cultural tourism products. With the development of the tourism industry, most tourists are more and more fond of buying some exquisite, practical, and convenient to carry travel commodities, which is a new trend in developing tourism commodities. The design of cultural tourism souvenirs should adopt a unique and differentiated design, the design elements should be based on local tourism resources, and their performance symbols should reflect the local history and culture. Linked

development and enhanced experience: The Qiao Family Courtyard Scenic Spot should be based on the deep historical and cultural resources of Shanxi businessmen, and realize linkage with various cultural industry elements such as publishing, film and television, festivals and exhibitions, performance services, and media. This not only allows tourists to travel The Qiao Family Courtyard was quickly identified among the numerous Jin Shang Courtyards, and tourists felt a potential "benefits". In addition to the pure Jin Shang culture, they can also interact with masterpieces and famous names. Dramas and celebrities have closer contact, which has enhanced the sustainability of consumption.

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