

# Value Exploration of Developing Culture-Integrated Tourism Resources in Shaanxi Province

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**ABSTRACT.** Owing to the abundant tourism resources of Shaanxi province, with millions of cultural relics, ancient temples and pagodas, a number of imperial mausoleums as well as rich red tourism resources in particular, it is high time to develop its cultural tourism to popularize traditional Chinese culture among citizens and bring the educational function of tourism to the full. This paper explores the intrinsic value of developing culture-integrated tourism resources in Shaanxi province, with the hope of inheriting valuable cultural heritage, helping to shape the national image, cultivating patriotism as well as building up national confidence.

**KEYWORDS:** Culture-integrated tourism, Red tourism, Cultural connotation

## 1. Introduction

Tourism is an important component of modern society, for it plays a far more important role in developing economy, improving people's livelihood and promoting people's sense of happiness. In terms of personal level, tourism is also a process of broadening one's horizon, experiencing cultural exchange, deepening one's perception of the world and further unwittingly promoting people's qualities of the nation. As a major category of cultural industry with its distinctive economic characteristics, tourism industry used to be rapidly developed in terms of its economic profits. Nowadays, more and more tourists pay more attention to cultural atmosphere and cultural experience while traveling, so that the educational function of tourism has been attached more importance. Traditional traveling mode of taking photos of gorgeous landscape with local specialties brought back no longer satisfy tourists' needs. What attracts tourists most are vivid and lifelike micro-videos, which endows tourism industry with a novel cultural IP. More and more tourists would like to visit museums, ancient cities or ancient towns to experience high-quality tourism resources with rich cultural connotations.

## 2. The Advantages of Developing Culture-Integrated Tourism Resources of Shaanxi Province

Shaanxi province is famous for its abundant and distinctive tourism resources, for it boasts of millions of cultural relics, ancient temples and pagodas, a number of imperial mausoleums as well as rich red tourism resources. Tourism industry has become its pillar industry. Nowadays, people's perception of tourism has dramatically changed. An increasing number of people no longer seek for its pure physical pleasure through travelling, but they are more aware of enriching one's knowledge and widening one's horizon, largely focusing on its educational function.

Travelling can largely enable visitors to realize one's physical and spiritual relaxation, further enriching one's spiritual life. Some people even regard travelling as a sacred journey, transporting oneself to a totally different and richer spiritual world. To satisfy people's needs, it is more popular to integrate cultural industry with tourism industry, exploring for the cultural value of rich tourism resources. When integrating culture with tourism industry, its intrinsic value can be largely reflected through gaining more economic profits. Moreover, such integration industry is also advantageous for the protection of cultural heritage and developing innovative products. More importantly, it also plays a key role in shaping national image and building up cultural confidence.

## 3. Enhancing the Value of Cultural Relics in Museums

In the past decade, Chinese President Xi visited a great many well-known museums at home and abroad. When he visited the City Museum of Xi'an, he emphasized that a museum is a university. What people should do is to well protect those cultural relics, through which people can know more about history, so that they can build up national

confidence and gain more enlightenment. As an ancient capital of thirteen dynasties in Chinese history, Xi'an, the provincial capital of Shaanxi province, boasts of rich varieties of cultural resources, especially millions of cultural relics housed and exhibited in a great many museums scattered in Shaanxi province. In recent years, a TV program entitled National Treasure has been so popularized in common people's life that millions of people all over China begin to show an increasing interest in the cultural value hidden behind those cultural relics.

Quite different from the past, people have become more aware of learning the intrinsic value of cultural relics and desire to know more about its historical information and cultural connotation. In this way, the educational function of tourism can be largely realized through the exploration of cultural elements of relics housed in museums. In a sense, the museum should be encouraged to bring its educational function to the full. Besides, the diverse modern technology, such as the AR, VR technologies, should be largely applied in museums, with the purpose of providing visitors with a fresh and exciting experience[1]. Visiting museums, tourists can involve themselves in appreciating the historical value of those cultural relics in a dynamic way, impressing visitors with its entertaining and vivid features.

#### **4. Inheriting Historical Heritage through Developing Ancient Imperial Mausoleums**

As the common saying goes, Southern China is famous for scholars and Northern China is well-known for generals, while Shaanxi province is the resting place of ancient emperors. There are a number of imperial mausoleums in different eras, among which the Mausoleum of Yellow Emperor, the Mausoleum of the first Qin emperor, Maoling Mausoleum, Zhaoling Mausoleum and Qianling Mausoleum are renowned ones. Traveling around these tourist attractions, what impresses visitors most are the legendary life of ancient Chinese emperors and the glory created in that particular era. For instance, Yellow Emperor is revered as the ancestor of Chinese people, who also initiated the Chinese civilization. A great many inventions were achieved during that time, such as building of houses, silkworm raising, making of clothes, boats and arrows, creating of earliest characters, as well as standardizing social norms and regulating social rituals. The marvelous accomplishments made in that era lay a solid foundation for the 5000-year history of Chinese civilization. Tour of visiting the Mausoleum of Yellow Emperor can be regarded as a root-seeking journey, reminding people of cherishing and inheriting valuable Chinese cultural and historical heritage.

In the same way, the tour of visiting the Mausoleum of the first Qin emperor reminds people of the unification in the Warring States period and the major achievements in the Qin dynasty. Maoling Mausoleum is a reflection of the lavish burial system so that visitors can't help associating with the peace and prosperity enjoyed in the Han Dynasty. Zhaoling Mausoleum and Qianling Mausoleum remind people of the glorious period of the Tang dynasty, making people imagine a metropolitan city and an international trade center of Chang'an with thriving economic development. Therefore, it is not a journey of appreciating the design of mausoleums. Instead, visitors can enjoy a spiritual tour to learn more about the glorious achievements, the distinctive political systems and different customs of different dynasties. Once all these cultural factors are ignored and omitted, it will be a boring and meaningless tour for visitors. When integrating the cultural elements in these tourist attractions, people's cultural awareness of inheriting valuable historical heritage are sure to be greatly raised.

#### **5. Cultivating Patriotism through Developing Red Tourism Resources**

The value of red tourism lies in cultivating the sense of patriotism and deepening the perception of CPC and its leadership. In northern Shaanxi province, especially in Yan'an, the cradle of Chinese revolution, its rich red tourism resources are worth further exploring. While visiting, visitors should be encouraged to get involved in that very revolutionary site, listening to the inspiring and touching stories of national heroes and victories of Chinese revolution, so that their memories of red revolution can be aroused [2]. What's more, people's sense of national pride and a sense of belonging can also be well established. According to a report conducted by a tourism institute, young people have developed a strong sense of cultural identification on red tourism, just because of the integration and innovation of cultural elements and modern technology with local tourism resources. Post-80s, post-90s as well as post-00s are predominantly the main force of red tourism. According to Chinese President Xi, people should integrate the genes of red tourism into the blood, and develop its spirit to the full.

#### **6. Exploring Cultural Connotations of Ancient Architecture in Xi'an**

As an ancient capital both in China and in the world, Xi'an has well protected and well preserved a number of ancient architecture such as the Daming Palace, Dayan Pagoda, Famen Temple, City Wall, Bell Tower and Drum Tower. All of these architecture have profound historical and cultural significance. When integrating cultural connotations with the ancient architecture, the tour will be quite impressive. For instance, as the imperial palace and the cultural and political center of the Tang dynasty, the Daming Palace reminds visitors of the past glory and arouses people's desire to learn more about the Tang dynasty, in which the capital Chang'an used to be a metropolitan city

where thousands of merchants and envoys at home and abroad gathered. Dayan Pagoda and Femen Temple are typically architectural representation of the development of Buddhism in China. By exploring the historical information hidden behind, the profound value can be realized to the larger extent and it can also help citizens to promote cultural awareness and cultivate national confidence. City Wall, Bell Tower and Drum Tower belong to the category of ancient military defense system, which remind tourists of warfare in ancient China. So it is far from enough for visitors to travel for fun. Instead, people believe traveling can be a good way to learn Chinese history. When involving all these architecture with the profound historical and cultural elements, the whole city will be full of charm and full of ancient flavor. It is quite necessary for people to develop cultural tourism integration industry [3].

## **7. Extending a Wider Range of Cultural Tourism Integration Industry**

To seek for further integration of cultural industry and tourism industry, a wider range of new modes and a variety of tourism-integrated industries need to be cultivated. To meet the need of the aged, the recovery-oriented tourism programs are encouraged to develop; to satisfy the need of students, study-oriented tourism programs and exercise-oriented tourism programs are encouraged to develop. Besides, to cultivate novel modes in tourism industry, new technology and intelligent service system should be well developed through such means as online consultation, online ticket-booking, electronic navigation, electronic tour guide and shared comments, so on and so forth. In order to innovate cultural tourism industry, modern technologies such as AR, VR, AI should be fully applied [4]. With the modern technological elements and traditional cultural elements involved, the design of tourism products is also diverse and the cultural connotations of tourism products are sure to be greatly enriched.

## **8. Conclusion**

Therefore, tourism industry needs to be rapidly developed with the integration of culture industry. The unique tourism resources in Shaanxi province such as museums, imperial mausoleums, red tourism and ancient architecture integrated with cultural factors impress the tourists most and make the tour extraordinarily impressive. Nowadays, in such a new era of shared economy, varieties of online platforms including wechat, microblog, douyin and kuaishou become increasingly popular, playing the function of widening citizens' horizon, updating their knowledge as well as transforming their traditional means of communication. Such popular online platforms also enable visitors to widely spread distinctive cultural phenomena in Shaanxi province. Through these new ways of communication, tourists are more enthusiastic towards experiencing and sharing cultural value while traveling. As long as integrating cultural elements with tourism industry, tourists' cultural awareness and national identification can be largely promoted.

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