

# The Manchu Native Culture and Development in the South of Liaoning Province Based on the Rural Revitalization Strategy

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**Abstract:** The Manchu native culture is an important guarantee for the rural economic revitalization. It plays an important role in tourism development. It can provide people with rich tourism resources and promote the development of local tourism. The local economy presents a new development situation. On this basis, the article is hoped to provide some helpful suggestions for the Manchu native culture and development in the south of Liaoning Province under the rural revitalization strategy, so that scientific heritage tourism development goals can be formulated in the area and there is strong development momentum and prospect of sustainable development for local tourism.

## 1. Introduction

Cultural relics tourism and other tourism have mutually reinforcing effects. When cultural relics tourism creates huge economic benefits, it will promote the development of other tourism industries. The local culture and development of Manchu in the south of Liaoning Province under the rural revitalization strategy can make cultural relics tourism have new development opportunities. The people are freed from the traditional ideas and concepts, and various cultural relics resources fully play their role with the regional economy rapidly emerging. The development trends will affect the development of local cultural relics.

## 2. The Development of Manchu Native Culture under the Rural Revitalization Strategy

With the rapid development of the economy and the gradual progress of science and technology, people's living standards have been significantly improved. People are eager for the satisfaction of spiritual life when their material needs are met, and tourism has become an important way for people to get rid of life stress. With the tourism market changing, cultural relics tourism has been loved by people. Cultural relics tourism has a broad market development space, and its development is based on resources. When the comprehensive national strength is significantly enhanced, the state attaches more importance to tourism and invests more funds to support the development of tourism<sup>[1]</sup>. In addition, the state has set up more tourism funds to ensure the stable development of cultural relics tourism and promote the improvement of national economic benefits. In the process of encouraging the development of cultural relics tourism in different regions, cultural relics tourism will have a new development path.

The local culture and development of Manchu in the south of Liaoning Province under the rural revitalization strategy can make the country have a new economic growth trend and promote the balanced development of the regional economy. Cultural relics tourism and other tourism have mutually reinforcing effects. When cultural relics tourism creates huge economic benefits, it will promote the development of other tourism industries, and the government's decision-making has a new development basis. At the same time, cultural relics tourism has a new type of development opportunities, the people are freed from the traditional ideas and concepts, and various cultural relics tourism resources fully play their own role, the regional economy presents a rapid development trend, affecting the development of local cultural relics. It also promotes the formation of people's awareness of cultural relics protection, makes cultural relics resources dependent, and plays an important role in the cultural relics tourism of community residents, enabling people to

deeply interpret the current situation of cultural relics tourism development, and make cultural relics tourism more beneficial to the people.

## **2. Strategies for the development of Manchu native culture in southern Liaoning under the rural revitalization strategy**

### **2.1 More support from the government**

The government should build a diversified investment mechanism to make it able to have greater capital investment and enrich the local tourism development model on the basis of gradually increasing capital investment. For some projects without sufficient funds, it should provide reasonable protection and maintenance, reasonably consider the economic value, cultural value, social value, etc. In the construction of the fund management method, different fund management methods will be innovated, and a new policy development platform will be constructed. In the process of constructing the government, different investment mechanisms will be rationally improved to achieve the synchronous development of funds and resources<sup>[2]</sup>. At the same time, the government should encourage citizens and individuals to establish tourism resource protection funds. On the basis of the development of cultural relics resources, the funds in different regions will be rationally constructed. On the basis of knowing the offshore funds, a donation of tourism funds should be made. On the basis of maintenance, different fees are charged, so that the situation of shortage of funds can be advantageously alleviated, and the phenomenon of environmental loss can be reduced. On the basis of maintenance, cultural resources wasted can be advantageously reduced, which presents a new pattern of development.

In the process of developing cultural relics tourism, the Manchu area will promote the development of the local economy. There are many local cultural relics and resources. On the basis of many cultural relics, the local tourism industry will have the driving force for sustainable development. On the basis of sightseeing tours, cultural relics tourism will become an important pillar in the local economic development. As the National Day is upcoming, there is a tendency for revenue from cultural relics tourism to increase according to the news, which reveals that the cultural relics-tourism revenue from 2016 to 2018 are 13.02 billion RMB, 14.06 billion RMB, 15.08 billion RMB respectively. Under the influence of variety of factors, cultural-relics tourism is making more and more contribution to economic prosperity, and now becomes the new growing point in the development of National Economy, which boosts the development of Socialist Modernization, expedites the transition of economic-development patterns, makes the patterns of regional development more balance, has the advantage of being as an emerging business and promotes the rural economic growth greatly.

Manchu has many cultural tourist destinations, and the great deal of cultural heritages has become the new growing point in economic development, not only due to the huge amount but also because of the variety and popularity of the cultural heritages, which has a significant impact on the economic development and will improve the business of cultural relics tourism in depth.

### **2.2 Multiple Investments**

The local government should gradually extend the variety of funds to be invested, on the basis of which significant progresses will be made on the development of multiple tourism resources, especially under the condition of lack of funds, the issue of waste of resources should be prohibited timely. When extending the basis of revolution, the situation of resources being wasted in multiple ways will be relieved positively through the control of individual activities in many aspects of tourism-related resources, especially in commercial institutions like restaurants, which is disastrous and consuming to the environment and we cannot make use of it in a positive way. However, with reasonable measures, the issue of lack of funding can be alleviated in a proper way, and the situation of resources waste also can be avoided. When we are trying to get to know what is most needed for the development of cultural relics, the different ways of investing will be reformed reasonably, funds will be set up for specialized study research, workers from different areas will

make reasonable research on the problems, the balance of development of main subjects will be kept balance, and when researches are made on different main subjects, it will have a positive prospect of development and make Manchu cultural relics tourism boom by a brand new way of development.

On the basis that the business of cultural relics tourism has made a great achievement, tourist industry tend to progress in a way with hierarchy, and gradually becomes the new growing point in the development of regional economy. The revitalization of rural economy will be more prospective and positive with the advantage as an emerging business under the condition of huge amount of economic growth. Through inspections of types of cultural relics, the cultural relics tourism will gradually develop into a tourism like ancient-village tourism. The diversity of cultural relics will reflect the local culture specialty, which makes it tourist city with specialty in culture. Integrated with cultural specialty, it will develop into a new way of tourism business with a sense of humanity through the reformation. Travelers will have a new experience of emotion. The application of red slogans signify the revolutionary spirit and has a practical and educational meaning. And as the majority of local resources change, the local tourist resources will come out in a new way of development. When diversity of tourism types vary with rich layer, it will lead to deep hierarchical culture idea and Abstract cultural style, and on the basis of using the deep cultural experience, it will gradually enhance the local culture emotional advantage.

### **3. Conclusion**

In the future, under the strategy of rural revitalization, the manchu native culture and development in southern Liaoning will present a new development mode. Based on the coordination of all parties, different cultural relic modes will be optimized reasonably, which will improve the rural economy and put them in an orderly operational mode. Finally, tourism presents a regional development model, and the rural economic development mode in southern Liaoning province is transforming, which promotes the significant adjustment of economic structure

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