

Research on Development Strategy of Urban Cultural Heritage Tourism

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Abstract: At present, tourists' desire to experience tourism projects is becoming stronger and stronger, which makes a single tourism project unable to meet the deep-seated needs of tourists. Therefore, as a concentrated display of the wisdom of human civilization, cultural heritage has gradually become one of the most competitive resources in all kinds of tourism resources. Among them, cultural heritage cities play an important role in tourism resources because of their profound cultural connotation, rich material cultural heritage and intangible cultural heritage with high cultural value. This paper puts forward effective suggestions on the development of urban cultural heritage tourism from the aspects of urban tourism supporting service facilities, route design, management system and capital investment, in order to provide reference for the tourism development of various cultural heritage cities.

1. Introduction

Cultural heritage is one of the most popular tourist attractions in the world. Leisure industries such as cultural heritage tourism can promote the diversified development of local economy, while the development of urban economy can provide guarantee for the development of cultural heritage tourism and create a good development environment. Through the data analysis of cultural heritage cities, the core of developing urban tourism lies in "cultural self-confidence", "urban popularity" and "economic promotion"; The role of urban development in tourism projects lies in "comprehensive ability improvement", "support from all sectors of society" and "harmonious environment". According to the analysis results, this paper puts forward the strategies and suggestions of cultural heritage cities to provide power for the promotion of tourism projects.

2. The Relationship between Cultural Heritage and Urban Tourism

Practice shows that with the large-scale development of cultural heritage, when cultural heritage is provided to tourists as a commercial tourism product, its cultural value has been unprecedented damage. Because cultural heritage is not renewable, once destroyed, it cannot be duplicated. If not protected, cultural heritage will cease to exist[1]. The time difference caused the incompatibility between ancient cultural heritage and modern urban civilization. The two seem to be competing with each other, but in many cases they exhibit complementary interests. Although cultural heritage and urban tourism conflict in many ways, they also have much in common. The two sides can coexist through commonalities and changing media on that basis. Therefore, the development of urban tourism must find a balance between cultural heritage and urban tourism. Without destroying the historical and cultural heritage, we can make use of its intrinsic value to develop urban tourism.

3. Current Situation of Tourism Development in Cultural Heritage Cities

In the 5,000 years of historical development, the Chinese nation has created Chinese culture, which occupies an important position in the history of world civilization, and bred rich, colorful and splendid cultural heritage. These numerous and diverse material and intangible cultural heritages together constitute the Chinese national cultural heritage system and reflect the fruitful achievements of the Chinese nation's thousands of years of intellectual civilization[2]. Chinese cities have played different roles in their long history and development. Some cities played the role

of political, economic and cultural centers in ancient times, and some cities were witnesses of modern revolutionary movements and major historical events. These famous historical and cultural cities not only retain a large number of historical sites and revolutionary heritage, but also inherit the splendid culture of the Chinese nation.

In March 1943, Tsinghua University and China Architectural society jointly prepared a brief list of national important architectural sites, and proposed to protect a city as a historical and cultural heritage for the first time. From the late 1970s to the early 1980s, the contradiction between China's urban construction and urban traditional style has become increasingly prominent, and many ancient cities have been seriously damaged in the process of construction. To this end, the "request for instructions on protecting China's famous historical and cultural cities" was submitted to the State Council, and the list of the first batch of famous historical and cultural cities was formulated. The cities on the list are cities with rich cultural relics and historic sites, great historical value or commemorative significance, and are in continuous use. The following example:

Beijing was a cultural city formed in the early Yuan Dynasty. More than 3000 years of history has bred many scenic spots, such as the Forbidden City, the temple of heaven, the Badaling Great Wall, the summer palace and so on(As shown in Figure 1). Since 938 ad, Beijing has become the capital of Liao Dynasty, Jin Dynasty, Yuan Dynasty and Ming and Qing Dynasties. In the more than 2000 years since the founding of the state of Yan, many palace buildings have been built, making Beijing the city with the largest number of palaces, gardens, temples and tombs in China. With its magnificent architecture, the Forbidden City in Beijing perfectly embodies the traditional Chinese classical style and Oriental style. It is the largest existing palace in China and even the world. It is the precious cultural heritage of the Chinese nation.



Figure 1 The Temple of Heaven in Beijing.

Wuhan is located on the four banks of two rivers, three towns and is known as "river city". The atmosphere and massiness of Wuhan culture have always attracted the attention of the world. It includes Panlong culture, Jingchu culture, yellow crane culture, East Lake Culture, Taoist culture, Buddhist culture and other excellent cultures. Jingchu culture is a regional culture rising in the Jiangnan River Basin from the Zhou Dynasty to the spring and autumn and Warring States periods. It is an important part of Chinese national culture and plays an important role in the development history of Chinese civilization. Jingchu culture inherits many cultural characteristics of the Shang and Zhou dynasties, has a long history, is broad and profound, and has distinctive regional characteristics and great economic and cultural development value. Chu Ci is regarded as the source of Chinese Romantic Literature and has a far-reaching impact on later generations(As shown in Figure 2).



Figure 2 Wuhan opera performance.

4. Tourism Development Strategy

Improve tourism public facilities. Optimize the layout of tourism public facilities, improve the public service functions of tourism distribution centers, tourism service centers and consultation centers, improve tourism public service supporting facilities, and promote the construction of identification systems such as scenic spots, resorts, leisure blocks and tourism service centers. We will continue to deepen the revolution of tourist toilets and build a number of demonstration tourist toilets. Improve the accessibility of tourism facilities and tourist destinations. Strengthen the holiday traffic organization, traffic service guarantee and congestion early warning information release of tourism destination roads and main tourism roads. Improve the public service level of tourism information.

Establish a mutually beneficial cooperation mechanism to promote product integration. Promote the upgrading of tourism performances, cultural heritage tourism, cultural theme hotels, characteristic festivals and exhibitions, and support the construction of a cultural tourism complex integrating cultural creativity, tourism and leisure. Promote the cooperation between 5-10 backbone travel agencies and troupes and performance institutions to transform cultural performance projects into cultural tourism products.

Innovative ideas to promote policy integration. Promote the introduction of policy opinions to further activate the consumption potential of cultural tourism. Formulate and implement policies such as ticket reduction, free opening in off-season and discount of performance tickets, and hold activities such as cultural tourism consumption season, consumption month and digital cultural tourism consumption experience. Formulate and implement the consumption policy of mutual rewards and incentives between culture and tourism, and reward the citizens and tourists who meet the corresponding standards with tickets for large-scale cultural performances such as Qintai Music Festival in the main charging scenic spots; Citizens and tourists who meet the corresponding standards of theater cultural consumption will be rewarded with tickets to popular scenic spots.

Speed up information construction. Promote the digital, networked and intelligent development of cultural tourism, and promote the application of 5g, artificial intelligence, Internet of things, big data, cloud computing and Beidou navigation in the field of cultural tourism. Strengthen the construction of cultural tourism data resource system, build a comprehensive tourism service platform, and build Wuhan cultural tourism big data center. Strengthen the application of data mining, continuously improve the monitoring, risk prevention and emergency response capacity of the cultural tourism industry, and promote the modernization of industrial governance with informatization.

Encourage international cultural tourism business exchanges. Relying on the construction of

urban free trade zone, attract foreign investment, increase investment in the field of urban cultural tourism and carry out relevant businesses. Timely study and introduce policies and measures to promote inbound tourism, give full play to the city accounts of overseas platforms such as Facebook and Twitter and the role of the city's overseas cultural tourism promotion center, and ensure that the inbound tourism environment is significantly improved and the scale of inbound consumption continues to expand.

Build a strong talent team. We will implement the strategy of giving priority to the development of talents, optimize the talent training structure, training mode and evaluation mechanism, and make talents in various fields get what they need and do their best. Strengthen cooperation with industry associations, universities and professional teams, strengthen the training of basic talents in cultural tourism, vigorously develop vocational education in cultural tourism, and cultivate a number of scarce talents and highly skilled talents in the field of cultural tourism.

5. Conclusion

In short, the city is the distribution center of culture. The accumulation of cultural resources provides conditions for the flow of people, logistics and information. The flow of urban tourists drives the spread of cross regional cultural resources, and makes the urban tourism brand radiate around to a certain extent. Cultural resources are the starting point and destination of tourists, the source of attraction of tourism landscape and the soul of urban tourism development. It is an effective way for tourism, cultural integration, cultural integration, and sustainable development of the city. It is of practical significance to build their own rich cultural brands, build the core competitiveness of the city, enhance the development connotation of the city and develop urban tourism.

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