

Exploring the Value and Realization Path of Tourism Culture Construction in Hubei Province from the Perspective of Jingchu Culture

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Abstract

Jingchu culture is profound and has a long history. In ancient and contemporary landscape, we have found a large number of Jingchu cultural symbols. Jingchu garden culture develops with the times. Cultural tourism is also becoming a popular and vibrant form of tourism. How to enhance the dissemination of Jingchu garden tourism culture, activate the inheritance of Jingchu culture gene, enhance the influence and appeal of Jingchu culture is of great value; it is of great significance to comprehensively promote the upgrading and development of Jingchu cultural tourism industry, boost the high-quality development of Hubei, and accelerate the construction of a socialist cultural power.

Keywords

Tourism culture; Jingchu garden culture; Landscape.

1. Introduction

The Jingchu culture is dominated by Hubei and Hunan in the middle reaches of the Yangtze River. The Yangshao culture enters the northwest of Hubei to the south, and the Jialing culture converges to the north and the Longshan culture converges to the south. They interact with each other and give birth to the Chu culture. Hubei as the center of Jingchu culture, 'only Chu, 'nine provinces Tongheng, 'the hometown of fish and rice, 'Huguangshu, Tianxiazu' and other famous Shenzhou [1]. Jingchu culture has a long history. As an important carrier of tourism development, cultural heritage has become fundamental research of great significance under the background of fierce competition in tourism. How to thicken new advantages, extend new space, expand new perspectives, and actively explore new paths for the development of Jingchu cultural tourism with regional characteristics and high quality from various fields has become fundamental research. Therefore, fully exploiting, inheriting, innovating and carrying forward the landscape and cultural tourism resources in Jingchu area, grasping the characteristics of high permeability, strong integration and transmissibility of the cultural tourism industry, taking culture as the soul, shaping tourism with culture and commending culture with tourism, building Jingchu tourism culture and exploring its value and realization path will surely be able to check the strategic measures of high-quality development in Hubei Province.

2. Development of Jingchu Garden Tourism Culture in Hubei Province

The object of tourism culture in Jingchu region is missing and its development lags behind. There is such a description about Chu garden in 'Chu Ci · Da Zhao ': 'Xiawu is vast, Shatangxiu only. Nanfang small altar, watch only. Curvature room pace, suitable to disturb the animals, take a walk, hunting spring confined [2]. A colorful landscape painting. Chu garden is rooted in the Chu culture. It first exists in the form of confinement and platform, such as Zhang Huatai, Jiu Chongtai, Jingtai, Lantai Palace, etc. However, due to the country 's lack of attention to the protection of Jingchu garden culture, as well as the widespread phenomenon of heavy

declaration and light protection, the garden buildings containing Chu cultural symbols are seriously threatened, resulting in the lack of monuments and tourism objects. In addition to ' Zhang Hua Temple ' in Sha City, which is the ancient Chu Garden ' Yu Zhang Tai ' and ' Huarong Zhang Hua ' in Qianjiang City, Hubei Province, there are few existing ancient Chu gardens. Tourism culture consists of three parts: tourism subject, tourism object and tourism media. The lack of tourism culture object will inevitably lead to the lag of tourism culture development in Jingchu area. It is difficult to talk about Jingchu culture directly related to Hubei and other places as it is natural to talk about the connection between Tang culture and Xi ' an, which reflects the lack of influence of Jingchu culture and the inadequate publicity of tourism culture.

Jingchu culture and tourism integration way is single, lack of cultural innovation. Jingchu cultural symbol represents a highly concentrated image of Chu culture. The cultural concept of Chu people 's vanguard, sentimental emotion, endless imagination and profound ideological connotation are reflected in their unpredictable and romantic aesthetic taste [3]. The tourism background with a strong atmosphere formed by the integration of cultural symbols and landscapes is the main way of cultural and tourism integration in Jingzhou and Chuzhou. For example, the repair and protection of ancient city walls in Jingzhou City have enriched the local cultural atmosphere to a certain extent and promoted the increase in the number of tourists. In addition, we should pay attention to building cultural IP, activating cultural relics and buildings, digital processing of Jingchu culture and other different ways, multi-angle, multi-dimensional, multi-innovation to create a new situation of cultural tourism integration in Jingchu area.

3. Value of Jingchu Tourism Culture Construction

3.1. It Is Conducive to Inheriting and Carrying Forward Jingchu Culture

The integration of culture and tourism is conducive to promoting the protection and innovative development of existing Jingchu culture. The brilliant achievements of Jingchu in the pre-Qin period were gradually blocked by history over time, but the cultural traditions precipitated from them were enduring. In addition to the well-known bronze culture and Chuci culture, many cultural traditions were inherited and carried forward by future generations. In the Tang Dynasty, the traditional characteristics of Jingchu culture in the pre-Qin period had some changes, some continued, some weakened and disappeared, but the core part remained [4]. By promoting the development of tourism culture in Hubei, the cultural center of Jingchu, at the same time, pay attention to the construction of cultural and tourism talents and cultural relics team, increase the protection and utilization of cultural heritage, promote Jingchu culture into modern life [5]. To enhance residents ' cultural identity and sense of belonging, enhance the influence of Jingchu culture.

3.2. Promoting A New Pattern of High-quality Development in the Central Region

From 26 to 28 November 2021, the first China (Wuhan) Cultural Tourism Fair was successfully held in Wuhan, Hubei. At the meeting, Guo Yiqiang proposed to give full play to the advantages of rich resources and profound cultural heritage in the central region and accelerate the rise of the central region. As a culture with a long history and the most far-reaching influence in the central region, Jingchu Culture is located in the center of Jingchu Culture' s birthplace. Hubei has the beauty of landscape and the charm of humanity. It has four natural and cultural heritages in the world and 13 AAAAA national tourist attractions. It is of great significance to fully tap and utilize the cultural connotation of Jingchu, expand the development of tourism in Hubei, and take Hubei as the starting point to promote the development of other regions in central China, in response to the national call, and promote the economic recovery of the central region in the post-epidemic period.

4. Realization Path of Jingchu Tourism Culture Construction

4.1. Deepen Cultural Connotation and Improve Cultural Protection Measures

The source of culture in Hubei Province is complicated, and the interaction effect is not very clear. It seems that there is no sub-culture that can represent Hubei, and it has been fully recognized and recognized by the public, domestic and international society. Hubei has become a city without a name in the cultural sense. The cultural face of Hubei is increasingly blurred, and this cultural chaos has caused people ' s criticism [6]. Heimer believes that "urban culture lacks its own distinctive features, he is neither vulgar nor elegant, nor avant-garde nor simple... It is incredible that a city with a long history is difficult to tell what its characteristics are... Hubei people who have always been special ' tasting ' in the construction and shaping their urban cultural personality, it is indeed a poor ' fire '[7].

By integrating its cultural symbols into all walks of life, deepen the cultural connotation of Jingchu and highlight the urban personality. The elements that can be effectively used and extracted in Jingchu culture are mostly patterns, colors and forms on products. As the Jingchu area is close to the water source, the ancestors will draw wave stripes on handicrafts to praise the gift of nature. They will also draw people' s singing, dancing and farming scenes on some vessels, and draw some repeated geometric patterns around the main scenes to help the composition, which reflects that the ancestors have certain artistic appreciation and conception ability. As for the form, ancestors have used some molds to make interesting handicraft products. Apart from some basic shapes, there are also some special and beautiful forms. These often bring unique creative inspiration to designers of different majors. For example, the construction of hubei airport has taken advantage of the most important image of jingchu culture - ' tripod phoenix ', runway shape like wings, shocking.

4.2. Pay Attention to Resource Coupling and Establish Long-term Development Mechanism

Since 2020, the General Office of Hubei Provincial Government has issued ' Several Measures to Support the Recovery and Revitalization of Cultural Tourism Industry ', a total of 18 articles covering enterprise rescue, industrial integration, project construction, market expansion and quality improvement and policy services ; the General Office of Wuhan Municipal Government issued ' Several Measures to Support the Restoration and Development of Cultural Tourism Industry in Wuhan ', which clearly issued 80 million cultural and tourism consumption vouchers to guide and drive cultural and tourism consumption in Wuhan. According to statistics, in 2020, Wuhan ' s financial support for cultural and tourism industry development special funds reached 240 million yuan. There are only more than 3000 papers on Jingchu culture from 2000 to 2014, including 18 doctoral dissertations and 128 master ' s dissertations. We need to strengthen top-level design and break down barriers to cultural and tourism integration. According to the principle of "multi-planning integration," the "14th Five-Year " cultural and tourism integration development plan of Hubei Province with top-level, holistic, coordinated and systematic features is prepared to ensure the benign interaction and resonance of the same frequency between various departments. To straighten out the division of functions of cultural tourism departments at all levels in the province in the shortest time, and to remove the management drawbacks and institutional obstacles accumulated in the process of cultural tourism integration. Increase the reform of decentralization and service, thoroughly relieve the pressure on the government, loosen the ties for enterprises, and bring real benefits to the people.

By strengthening regional synergy, promoting resource cooperation, establishing resource sharing platform and expanding overseas market channels, Hubei Jingchu tourism culture construction is promoted. First, strengthen regional coordination linkage. According to the

development characteristics of different provinces and cities, Hubei prefecture-level cities take the initiative to dock each province and city according to local conditions, establish and improve the multi-subject collaborative construction system dominated by regional government, market and social participation, establish appropriate compensation mechanism to make up for the differences between Hubei prefecture-level cities, and ensure the orderly cross-regional cooperation of Jingchu tourism culture. Through planning and policy cohesion, Hubei prefecture-level cities break administrative barriers, carry out the pilot work of Jingchu Tourism and Culture Demonstration Zone, establish a collaborative supervision platform for Jingchu Tourism and Culture, release relevant information about Jingchu Tourism and Culture construction in time, accumulate and form experience that can be replicated and promoted in cross-regional construction, and promote the coordinated development of Hubei. Second, promote resource cooperation linkage. The prefecture-level cities in Hubei Province should strengthen coordination and linkage, build a mechanism for the development of Jingchu tourism culture with unified goals, coordinated actions and standardized order, scientifically plan and integrate Jingchu tourism culture resources, implement differentiated positioning and collaborative development, build blocks for the development of Jingchu tourism culture with distinct themes in Hubei Province, coordinate the dislocation development of Jingchu tourism culture, promote the optimal allocation of Jingchu tourism culture resources, and comprehensively enhance the creativity, competitiveness and influence of Jingchu tourism culture in Hubei Province. Third, establish resource sharing platform. Hubei prefecture-level cities through the establishment of Jingchu cultural tourism promotion alliance, integration docking Jingchu tourism culture, encourage the improvement of distinctive multi-level, multi-form sharing platform, promote the deep integration of Jingchu tourism culture development. For example, the establishment of Hubei Jingchu tourism culture information website, media, tourism consulting center and other sharing platform, to provide a sharing platform for tourists and scenic spots, promote the prosperity and development of Hubei tourism economy market. Fourth, expand overseas market channels. Hubei prefecture-level cities systematically plan the communication strategy of Jingchu tourism culture, strengthen the integration of Jingchu tourism culture, comprehensively display the real, three-dimensional and developing Jingchu tourism culture to the international community, and enhance the comprehensive influence of Jingchu tourism culture. With the help of embassy and overseas media, Hubei provincial cities develop the potential consumption market of overseas cultural tourism industry, foreign exchanges and cooperation in folk culture, tourist attractions and other fields, strengthen overseas market publicity, and expand the market vitality of Hubei Jingchu tourism culture.

4.3. To Highlight the Characteristics of Landmarks and Create Regional Brand Image

By highlighting the characteristics of landmarks, shaping the national traditional cultural tourism brand, creating the 'scenic area + intangible cultural heritage' model and paying attention to regional brand marketing, the tourism culture construction of Hubei Jingchu is promoted. First, highlight the landmark features. With the advantages of cultural connection, the new landmarks of Jingchu cultural tourism belt with prominent characteristics, complementary and efficient order are constructed in important cities in Hubei, such as Xi'an in Shaanxi, Jinan in Shandong and Lanzhou in Gansu. The landmark features such as Yellow River ecological sports park, Yellow River sports museum and Yellow River intelligent sports application scene experience area are constructed. Through the establishment of the cooperative propaganda committee of Jingchu cultural tourism belt, the historical relics and historical stories of Jingchu culture in the Yellow River are publicized, and the knowledge of Jingchu culture in Hubei is popularized for tourists. The systematic protection of Jingchu cultural tourism belt is promoted as a whole, and the landmark features of Jingchu cultural

tourism belt in Hubei are highlighted. Second, shaping the national traditional cultural tourism brand. The regional Jingchu culture determines the development direction and characteristic taste of Hubei Jingchu cultural tourism belt. According to the ethnic and regional characteristics, Hubei has created the national traditional sports tourism museum, the national traditional Jingchu Culture Museum and the national traditional sports performance museum, and gradually established the sports and cultural tourism brand with distinctive ethnic characteristics, reasonable structure and layout, and rich products and services. Hubei has strengthened and promoted the dissemination and promotion of ethnic traditional sports and cultural tourism, expanded the popularity of Jingchu cultural tourism belt, established brand awareness, created more excellent projects and brand activities of ethnic traditional sports and cultural tourism, expanded the tourism market, and made Hubei Jingchu cultural tourism belt more attractive.

Third, create ' scenic + intangible cultural heritage ' mode. The introduction of intangible cultural heritage into scenic spots makes the excellent traditional culture fully penetrate the scenic spots, making the scenic spots and even the whole tourism more cultural and civilized. Hubei should make full use of modern science and technology, multimedia deduction, situational experience and other methods, Wushu, games, athletics, entertainment and acrobatics and other sports intangible cultural heritage and folk customs, folk customs, folk beliefs and other cultural intangible cultural heritage, fully integrated into the 5 A level scenic spots in Hubei, explore the intangible experience as the core driving force, innovate the deep integration of intangible cultural heritage, natural scenic spots and humanistic scenic spots, continuously meet the needs of tourists ' tourism experience, and create a new mode of scenic industry. Fourth, focus on regional brand marketing. The brand of Hubei Jingchu Cultural Tourism Belt is composed of traditional sports, cultural accumulation, economic pillar and other elements. It is the key to enhance Hubei awareness and competitiveness and has a strong brand image with Hubei characteristics. Hubei should pay attention to innovation, strengthen technological innovation and reform, and adapt to the continuous development of market demand to build the brand of Jingchu cultural tourism belt. It should also establish and improve the brand service guarantee system of Jingchu cultural tourism belt, implement the brand service work of Jingchu cultural tourism belt, establish a good reputation, and build the brand image of Jingchu cultural tourism belt in Hubei.

4.4. Improve Infrastructure and Build A Multi-service System

By improving infrastructure, paying attention to the construction of talent team and building a diversified service system, the construction of Hubei Jingchu cultural tourism belt is promoted. First, improving infrastructure. Hubei vigorously promotes the construction of new infrastructure, improves the transportation, energy and other infrastructure systems in Jingchu Cultural Tourism Belt, and improves the interconnection level between the upper, middle and lower reaches, urban agglomerations and different regions. At the same time, convenient transportation is a prerequisite for the development of Jingchu cultural tourism belt. Hubei should adapt to the needs of tourists and the development trend of Jingchu cultural tourism belt, form the traffic network of Hubei Jingchu cultural tourism belt with ' one-shaped ', ' several-shaped ' and ' cross-shaped ' as the main skeleton, fill the missing lines and unimpeded bottleneck sections, and provide convenient travel experience for tourists. Second, pay attention to the construction of talent team. The construction of talent team is the key to realize the development of Jingchu cultural tourism belt. It is the need of the development of Jingchu cultural tourism belt to emphasize the talent team to adhere to the road of high penetration and integration. Hubei should cultivate high-level think tank talents with rich theoretical and professional knowledge to provide intellectual support for the promotion of policies, the development and integration of sports and cultural tourism industry, and the implementation

of foreign affairs in Jingchu Cultural Tourism Belt. At the same time, Hubei actively launched the strategy of “ cultural tourism + talents ” to promote the construction of Hubei Jingchu cultural tourism belt in the knowledge system and cultural state.

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