

# On the Development of Cultural Tourism Industry and the Protection and Utilization of Cultural Relics in the Post Epidemic Period

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**Abstract:** *This paper explains the relationship between the development of cultural tourism industry and the protection and utilization of cultural sites, and the significance of the two to the high-quality development of the region. This paper analyzes the existing problems such as the reduction of the number of tourists and the limited reception. Aiming at the coordinated development of cultural tourism industry and the protection and utilization of cultural sites, this paper puts forward some important suggestions and development countermeasures, such as promoting the organic integration of regional cultural sites and tourism, constructing the site characteristic cultural space, promoting the construction of information and emergency management system, and creating characteristic cultural tourism products.*

**Keywords:** *development of cultural tourism industry, protection and utilization of cultural relics*

## 1. Introduction

The development of cultural tourism industry is closely related to the protection and utilization of cultural sites. Especially in some areas with long history and rich historical relics, cultural tourism industry is the pillar of tourism industry and regional economy. The protection and utilization of cultural relics is the premise to realize the healthy and sustainable development of regional cultural tourism. It is an important guarantee for regional harmonious and sustainable development to realize the protection, utilization, inheritance and promotion of regional sites and the high-quality development of the site area. The outbreak of COVID-19 has had a major impact on the international and domestic situation. The global tourism industry has also been greatly impacted. There have been many problems, such as the sharp reduction of tourists, the limited reception capacity, and the downturn of the industrial economy. This has seriously affected the development of cultural tourism industry and the protection and utilization of cultural relics. It is of great significance to analyze the current situation and explore the current and post epidemic coping strategies for the future development of cultural tourism industry, the protection and utilization of cultural relics and the inheritance and promotion of excellent culture.

## 2. The significance of the protection and utilization of cultural relics to the development of cultural tourism industry

Cultural relics are the name card of the development of local tourism industry. Cultural tourism relies on cultural relics to improve its income, and also drives the development of other related industries. Cultural relics rely on tourism to enhance its cultural influence. There has always been a close relationship between cultural relics and cultural tourism industry.

### 2.1 *The development of tourism promotes the importance of cultural relics*

Cultural relics and sites are preserved in a long history, with strong uniqueness and irreducibility. Once destroyed, they will be destroyed, which will seriously affect the development and income of tourism. The development of local cultural tourism also represents the local government's attention to cultural relics. At the same time, with the development of cultural tourism industry and the promotion of the popularity of cultural relics and sites, the number of people who pay attention to the protection of cultural relics and sites will continue to increase, so as to enhance the attention of the whole society to the protection of cultural relics and sites.

## ***2.2 The development of tourism provides financial support for the protection of cultural relics***

In some areas with a long history, there are a large number of cultural relics and sites, so government funds can not carry out comprehensive protection. Through the development of cultural tourism industry, we can raise enough funds for the protection of cultural relics. So as to achieve the mutual promotion effect of the protection and utilization of cultural relics and sites, obtain enough protection funds through the display of cultural relics and sites, and then use the protection funds to further carry out the protection of cultural relics and sites, and protect the continuity and integrity of cultural relics and sites.

## ***2.3 The development of tourism has the risk of damaging cultural relics***

In the process of the development of cultural tourism industry, if we only pay attention to the short-term economic benefits, it may cause the loss of cultural relics. The number of tourists beyond the capacity of cultural relics will cause harm to the site itself. Large scale construction of parks and modern facilities around cultural relics will cause great damage to the original style of cultural relics. Therefore, it is necessary to coordinate the relationship between the development of cultural tourism industry and the protection of cultural relics and sites, formulate reasonable development plans, and effectively protect the integrity of cultural relics and sites.

## ***2.4 The protection of cultural relics and sites puts forward requirements for the development of urban land***

In some urban areas, there are large-scale ancient cultural sites with large scale, wide area and high value. This kind of cultural site covers a large area and is closely related to urban construction. With the expansion of the scale of urban land, some sites have gone deep into the urban construction area, which makes the site protection put forward requirements for the development of urban land. At the same time, the external changes also lead to changes in the internal space form, land function and lifestyle of the site.

## **3. The important value of the protection and utilization of cultural relics and the development of cultural tourism industry to regional development**

### ***3.1 Cultural tourism promotes local development***

The development of cultural tourism not only contributes directly to economic growth, but also plays an important role in improving the quality of economic development. According to the direct interdependence of various sectors of the tourism industry and the level of direct income from tourism, the tourism industry can be divided into three categories: the first category includes transportation, travel agencies, accommodation, catering and tourist attractions, which covers the travel mode, support system and travel motivation; the second category is the industries located in the destination and directly benefit from tourism consumption; the third category is the tourism industry. It refers to industries that benefit from consumption[1]. Therefore, the cultural tourism industry not only has the characteristics of low resource consumption, small environmental pollution and strong industry driving, but also can greatly promote the development of transportation, retail, manufacturing and so on, which is conducive to optimizing the economic structure and industrial structure.

The development of modern world economy shows that the higher the level of development, the more obvious the pillar role of cultural industry and the greater its contribution to economic growth. With the progress of science and technology and the rapid development of knowledge economy, cultural innovation such as creativity, design and conception around the cultural tourism industry and cultural relics has increasingly become a new point of value growth, and intangible assets such as brand, image and reputation have increasingly become the key to market competition. As a unique witness of urban development, cultural heritage resources have multiple resource effects. They have comprehensive value in the publicity of urban image, historical and cultural education, the maintenance of local complex, the identification of cultural identity, the construction of ecological environment and the construction of harmonious living environment. The future competition of world cities will be dominated by culture.



Figure. 1 Classification of tourism industry

### 3.2 Avoid cultural convergence in regional development

The report of the United Nations Environment Programme points out that "the process of globalization involves not only the fields of economy, finance and technology, but also the fields of human culture and spirit. They are interdependent.". With the continuous improvement of globalization, followed by the crisis of regional characteristics and convergence in regional construction, regional cultural crisis has aroused widespread concern. There are many cities in the world that have lost their long-standing personality and characteristics. These cities seem to be a model. Many countries and regions are making their own cultural development strategies to seek and create their own cultural characteristics. At the same time, for the cultural competition between countries and regions, this is a war without gunpowder. City characteristic is a kind of special resource, which is the vitality and productivity of a city[2]. In order to avoid the phenomenon of convergence in regional development, the development of cultural tourism industry and the protection and utilization of cultural relics undoubtedly have an irreplaceable position.

### 3.3 Cultural heritage is the source of regional cultural confidence

Cultural relics and sites are not only an important part of the culture in the region, but also a typical representative of the excellent culture in the region. Those areas with rich cultural relics are usually areas with active human activities and developed culture in history. The region is often the political, cultural and economic center of a region, representing the highest advanced cultural level at that time. The cultural relics accumulated and survived through successive dynasties have undoubtedly become outstanding representatives of the region, nation and even national history and culture. As Louis monford said, the reason why the world famous cities "successfully controlled the history of various countries is that these cities can always represent their nation and culture, and pass most of them on to future generations. [3]"And these excellent representatives of history and culture are also the source of cultural confidence of a country or region.

## 4. New problems and new situation in the development of cultural tourism industry and the protection and utilization of cultural relics in the post epidemic period

### 4.1 Decrease in the number of domestic and foreign tourists

Relevant data show that from January to may 2020, the number of international tourists in the world dropped 56% year-on-year, which has caused great losses. At that time, the number of people diagnosed in the world was 6 million. Recently, the number of confirmed cases has exceeded 100 million, and the number of tourists has been greatly affected. In the near future, the cultural tourism industry will still experience a long period of decline. Only after the epidemic is completely controlled can the cultural tourism industry gradually recover, especially the transnational tourism industry, which will take a longer time to recover.

#### ***4.2 The number of visitors and passenger flow are limited, and the management focus changes***

In the previous tourism development model, whether it is to promote tourism development by improving service level and urban development level[4], or to optimize tourism industry through industrial integration and promote tourism industry innovation[5], it is to achieve the goal of gathering tourists by improving service level and developing tourism products. However, in the current situation, the epidemic prevention requirements become the biggest restriction of tourist reception, which is far higher than the environmental carrying capacity and cultural relics protection requirements, and the reception quantity control has become a phenomenon that will occur from time to time in the future. The persistence and repetition of the epidemic impact on the regional tourism spatial structure and industrial system, and the decline of income will further affect the regional industrial spatial structure. At the same time, the management and service in the culture and tourism industry will also be carried out around the requirements of epidemic prevention, and the development of emergency measures and daily quarantine has become the focus of management.

### **5. Suggestions on the development of cultural tourism industry and the protection and utilization of cultural relics in the post epidemic period**

#### ***5.1 Carry out the spatial adjustment of cultural tourism industry***

Through top-level design and special research, the protection and utilization of cultural relics and sites will be integrated into the development of cultural tourism. In order to achieve the cluster development of regional cultural tourism, the identification system of the integration of site protection and cultural tourism, the public infrastructure guarantee system and the public policy support guarantee system should be constructed. Through the network spatial pattern of mutual connection and mutual assistance, we should develop the industrial spatial layout in the post epidemic period.

#### ***5.2 Promote the information construction of regional flow control, and improve the construction of emergency management system when the epidemic occurs***

Through the Internet, big data and other means to achieve the whole process management of the flow of people in a large area, realize the coverage of regional cultural and tourism resources by the information system, and realize the whole process control. This active defense can intervene and govern in all aspects of the problem. At the same time, it can also link external emergency resources to improve the regional emergency system. Through this measure, we can not only meet the current and future requirements of epidemic prevention, but also provide a guarantee for the ecological and heritage protection in the region after the end of the epidemic.

#### ***5.3 Excavation of anti epidemic elements in cultural sites***

Cultural tourism industry has the dual attributes of commodity and society. The cultural and creative industry with high added value provides the necessary support for people's growing cultural consumption demand. In addition, cultural development itself can create a good urban environment and feed back the development of cultural tourism industry. There are many anti epidemic events in the global history. We can explore the contents of ancient anti epidemic and anti epidemic in the historical relics of the region for development and display, so as to help people understand the anti epidemic history and experience wisdom of human ancestors, and enhance their courage to face the epidemic.

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