

Characteristic cultural and Intelligent constructions of A-level tourist attractions

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Abstract: *This paper analyzes the characteristics of the development of A-level tourist attractions in China, then in detail, discusses the constructions on the characteristic culture and Intelligence of tourist attractions, which are the two important aspects to develop the tourist attractions in China nowadays. How to improve the characteristic cultural development and the intelligence development of A-level tourist attractions? This is the key problem the author wants to solve in Shaanxi province. The author cites many cases in other provinces in China to analyze and make some conclusions and suggestions on this key problem. On the first aspect, get rid of the shallow cultural symbols and carry out the deep cultural construction, refining cultural themes in connotation and express them innovatively, integrate cultural elements organically into tourism products to enable the secondary consumption in scenic spots; On the second aspect, The intelligent construction of scenic spots focuses on the technical level, while the intelligent construction of museum scenic spots in our province needs to open up ideas to make national treasures "alive".*

Keywords: *A-level tourist attractions; Characteristic cultural construction; Intelligent constructions*

1. Introduction

As the imperial capital of Zhou, Qin, Han and Tang dynasties, Shaanxi province has a unique natural scenery with historical relics, cultural heritage and folk customs, which attract tourists from all over the world. How should Shaanxi tourist attractions develop in connotation? The author tries to analyze the roads and methods of the development of scenic spots from two aspects of characteristic culture construction and intelligent construction.

2. The status quo of the development of A-level scenic spots in China

In China, there are 5 levels of A-level tourist spots, that is, A, AA, AAA, AAAA, AAAAAA. By the end of 2022, there were 14,917 A-level tourist attractions in China, an increase of 721 over the previous year, an increase of 5.08%. In terms of different grades, the most 3A scenic spots in China, with 8083, accounting for 54.19% of the total number of A-level tourist spots; the second 4A and 2A scenic spots, accounting for 30.76% and 12.40% respectively; the highest level 5A and the lowest level 1A, accounting for 2.13% and 0.52% respectively.

The development of A-level tourist attractions in China also presents the following characteristics:

2.1 The number and the connotation of scenic spots keeps growing

On the one hand, A-level scenic spots continue to grow, and tourism is still the main purpose and basic market of mass tourism. Especially for some tourists who are constrained by the first travel and time budget, scenic spots with national geographical and cultural symbol significance are still the first choice of tourists. For inbound tourists, the Great Wall, the Forbidden City, the Terracotta Warriors, Sanxingdui Ruins, the Mogao Grottoes of Dunhuang and other landmark scenic spots are all must-see for first-time visitors. During the holiday, the tourist attractions are still the focus of the news media and the focus of the work of the tourism authorities.

On the other hand, some tourists begin to pursue the in-depth experience of the travel places. They like to join in the leisure space and consumption scenes of the local residents to experience the "days" of the local people. Tourism has developed from "looking at the scenery" to "feeling the life", and the connotation of the scenic spot is constantly enriched. The scenic area has been expanded to urban

greenways, rural leisure paths, urban parks, etc., and can also be a cross-business hotel, a home stay... situationalization trend of scenic spots is more and more significant.

2.2 The cultural characteristics of tourist attractions are becoming increasingly prominent

With the deepening of the integration of cultural and tourism activities, the experience activities of the integration of intangible cultural heritage, natural heritage and tourism have become popular, and cultural performances, museums and tourist attractions with typical cultural IP (IP directly translated as intellectual property rights) have won more and more love from tourists. For example, during the "National Day" Golden Week in 2022, tourists visiting cultural tourist attractions accounted for 66.40%, 59.45% of tourists went to the historical and cultural blocks, museums attracted 41.26% of tourists, 6.36% of tourists participated in more than two cultural characteristic activities.^[1]

During the National Day period, large museums, science and technology museums, theme parks, ancient streets and other popular cultural tourism attractions, the number of consumers year-on-year growth of 22.9%, cultural tourism consumption growth.

2.3 The proportion of tourist sources and individual tourists of A-level scenic spots is unbalanced

From the perspective of tourist source, the 2022 reception of tourists from mainland tourists, foreign tourists and Hong Kong, Macao and Taiwan regions of China tourists was 2.626 billion, 0.002 billion and 0.005 billion respectively, with a structure ratio of 99.73:0.08:0.19. The proportion of inbound tourists (including foreign tourists and tourists from Hong Kong, Macao and Taiwan regions of China) is very low, and the proportion of tourist source is seriously unbalanced.

From the perspective of the tourist group, the reception volume of group visitors and individual visitors was 0.364 billion and 2.269 billion person-times respectively, with a structure ratio of 13.82: 86.18. There is a large gap in the proportion of individual tourists, reflecting the enhancement of tourists' independent awareness and tourism experience, and the change of consumption patterns.

3. Research on A level scenic spots construction guidance on the perspective of the standard revision

To appraise all the scenic spots, there is a strict and scientific standard, which guides constructions of all the scenic spots. The national standard was issued in 2003, and after that, in 2015 and 2021, there were separately a version of Zhejiang province and then Jiangsu province. From the changes of these three different revisions we can research A-level scenic spot construction guidance.

From the 2003 edition of the national standard promulgated to today, more than 20 years have passed. In the new era of the rapid development of the tourism industry, facing the new situation of scientific and technological progress, the tourist attractions are eagerly looking forward to the official launch of the new official "evaluation standard". Obviously, some contents of the 2003 edition of the national standards can not be applied to the current people's demand for scenic spots. "Standard" needs to develop with the times, coordinate with the industry, and have a certain forward-looking to the future development trend.

The versions of Zhejiang province and Jiangsu province conform to the needs of the current tourism market and the development of tourist attractions, so better reflects the people-oriented approach. There are mainly two following changes to summarize:

3.1 The content of the characteristic culture, intelligent constructions of scenic spots are raised

Zhejiang version added "characteristic culture", Jiangsu version called "cultural characteristics", which do not happen to coincide, but the inner spiritual needs of people for tourism activities in the new era, is the source of cultural integration and cultural confidence as well. Tourists are eager to get a deep communication and interaction with the traditional culture of various ethnic groups in China from tourism, which is no longer a superficial glance.

The "informatization" item was proposed by Zhejiang version in 2015, which the Jiangsu version named "intelligent scenic spot", the content is actually the application of digital means in scenic spots, its function is to facilitate the whole process of the tourist scenic spot, but also improve the ability of the scenic spots to serve tourists and the management ability of the scenic spots.

From the perspective of the current overall development of scenic spots and cultural tourism, the characteristic culture and the intelligence of scenic spots are indeed two important indicators to measure the quality of scenic spots, and the evaluation standards of Zhejiang version and Jiangsu versions are indeed at the forefront of the construction of scenic spots in the new era.

3.2 The understanding of "scenic spots" is corrected and the extension of scenic spots is expanded

Today, when the depth and breadth of tourism activities have been greatly developed and personalized tourism has been carried forward, "scenic spots" are no longer narrowly limited to sightseeing scenic spots. The tourism has developed from "looking at the scenery" to "feeling life", and the connotation of the scenic spots is constantly enriched. A street, a theater, a corner of a community, can become a scenic spot. Therefore, the evaluation criteria should also be adjusted to keep up with the times. Zhejiang version began to change the name of "landscape quality" to "resource quality or resource value", which obviously greatly expanded the scope of scenic spots, covering all kinds of new scenic spots, more scientific and rigorous, and more realistic.

Since the concept or function of the scenic spot is not only sightseeing, the standard of evaluating the scenic spot should consider the "comprehensive consumption function" of the scenic spot, which is conducive to the acceleration of the transformation and upgrading of the scenic spot, rather than restricting the commercial value and commercial ability of the scenic spot.

Then, how to guide the development and improvement of A-level scenic spots with the evaluation standard?

4. Develop the A-level scenic spots from the aspects of characteristic cultural construction and Intelligent construction

4.1 Countermeasures to enhance cultural characteristics

Tourism has provided more possibilities for the creative inheritance and innovative development of China's excellent traditional culture, while culture has enriched the connotation of tourism and created more scenes for tourism. "Cultural strong tourism" has become a common trend. According to a special survey by the China Tourism Academy, 72.53 percent of tourists traveling during the Dragon Boat Festival in 2023 participated in more than two cultural activities, up 6.63 percentage points compared with 2022. According to the monitoring data of the passenger flow of national science and technology major projects during holidays led by the China Tourism Academy (Data Center of the Ministry of Culture and Tourism), more than 20% of tourists choose cultural and cultural venues and historical and cultural blocks^[2].

In 2022, among the A-level tourist attractions in China, the number of historical and cultural scenic spots increased the most to 326; the number of industrial integration scenic spots increased the most by 17.18%. Historical and cultural scenic spots include ancient villages and towns, cultural relics, cultural museums, red tourism, religious culture, etc., while industrial integration scenic spots include industrial tourism, science and technology education, sports, cultural creativity, etc^[3].

In terms of the average tourist reception of scenic spots, the average tourist reception of modern amusement and historical and cultural A-level tourist attractions is relatively high, with 215,200 and 204,200 respectively, 23,400 and 12,400 higher than the average level of national A-level tourist attractions^[1].

Compared with the previous year, the number of direct employment in historical and cultural tourist attractions and modern amusement attractions increased, among which the number of direct employment in historical and cultural tourist attractions increased the most, by 3,544, and the number of direct employment in 5A tourist attractions increased the most, with an increase of 21.75%^[1].

In a word, in terms of the increase of the number of scenic spots, in terms of tourist reception, and even the number of direct employment, cultural characteristic scenic spots always lead in all kinds of scenic spots, driving the prosperity of the scenic spots.

Shaanxi scenic spots have made a lot of great efforts in scenic spots' cultural characteristics, which have been sought after by tourists from all over the country. "the Little Sister Tumbler" gives you Tang Dynasty charm, Fang Xuanling's scheme and Du Ruhui's conclusion "Tang secret box" combines culture and interaction closely together, "Qujiang Flower Banquet" with national style interpretation of

fashion and eternal..... No wonder Shaanxi tourist attractions have been evaluated as a "rapid momentum" to create a popular IP. The reason for its success is that the scenic spot has rich cultural characteristics and innovative inheritance of Chinese traditional culture.

The Plan of Improving Domestic Tourism (2023-2025) of the Ministry of Culture and Tourism of China has put forward clear requirements for the construction of cultural characteristics of scenic spots, and taken "rich cultural deposits" as the conditions for the construction of tourist attractions and resorts. Whether it is the construction of world-class tourist attractions or the construction of contemporary tourist scenic spots, tourists should see the evolution of history and cultural inheritance, and see the future of economic and social development.

What are the countermeasures to improve the cultural characteristics of the scenic spots?

4.1.1 Get rid of the shallow cultural symbols and carry out the deep cultural construction

We often see statues of celebrities leaving footprints in the scenic spot, poems written by famous poets for the scenic spot, cemeteries of famous figures, pyramids and other copycat landscapes. There is no denying that these shallow cultural symbols may still have some attraction to some tourists, but they have been abandoned by most tourists. In the past, miniature landscape theme parks such as Shenzhen Window of the World and Chinese National Park met the needs of people to "see the world at home". However, today, they are still obsessed with watching the miniature overseas landscape or visiting the hometown of celebrities, which is a manifestation of lack of cultural confidence and creativity. The cultural elements developed by the scenic spot should be able to mobilize the inner national feelings and deep national character of contemporary people, and let history step into reality.

For example, the 5A level scenic spot Forest of Steles Museum (Xi'an City Wall Forest of Steles Historical and Cultural Scenic Spot) held a Confucius memorial ceremony and adult ceremony — Capping Ceremony on Teachers' Day. On the dignified and solemn ruins of the temple, the young people dressed in Hanfu and followed the tedious process to experience the ancient Chinese traditional culture. They will feel more solemnly their responsibility to respect the elderly and love their relatives, and to revitalize the motherland.

Through such cultural characteristic activities, the scenic spot has realized its social value and social responsibility with the effect of "moistening things silently". And tourists like such activities, to come to think, go to still aftertaste. This is to reflect history into reality and carry forward the core values of the new socialist era.

4.1.2 Refining cultural themes in connotation and express them innovatively

The mausoleum of Emperor Qin Shihuang, the Terracotta Warriors and Horses, Huaqing Pool, Qianling Mausoleum, Hukou Waterfall of the Yellow River and other scenic spots with national name card attributes, both natural scenery and cultural value, and large tourist reception, should aim to build a world-class tourist attraction. For these scenic spots, the main task at present is to sort out, summarize and refine the cultural deposits of the tourist attractions, tell the excellent culture in the language of the tourism market, and implement the "cultural tourism, cultural culture, deep integration of cultural tourism" and let the society see it.

The process of combing, summarizing and refining must grasp the word "local", deeply dig into the local culture, condense the theme, and form the attraction core. Ethnic minority areas can create ethnic theme culture, scenic spots with intangible cultural heritage skills can open intangible cultural heritage experience, red tourism, filial piety culture, Shaanxi business culture... can become local cultural characteristics.

Take the tang box as an example. Fang Xuanling, Du Ruhui, in more than one thousand years later in the old Datang was the second creation combination, their live question and answer program, knowledge, talent, chat, games, you and me on the stage, a group photo photo, there are ten thousand people live..... This classic case of cultural and tourism integration closely combines culture, entertainment and interaction together, innovatively inherits the excellent culture, and integrates it into the spring breeze of the sleepless City of the Tang Dynasty.

4.1.3 Integrate cultural elements organically into tourism products to enable the secondary consumption in scenic spots

When it comes to creative products in scenic spots, we always think of ice cream, refrigerator stickers, small ornaments, bookmarks, etc., for the antiques, jewelry, clothing, shoes and bags, should strictly control the quality, genuine, durable, leave a long memory and good impression of the tourist

city^[3].

In addition, scenic spots need to extensively develop cultural and creative products and services. In many scenic spots in Xi'an and Luoyang, Tang costume photos have become the favorite of tourists. Henan Museum, located in Zhengzhou, has introduced ancient costume shooting into the museum, which is higher than outside the museum, but with the exquisite clothing and makeup design and the diverse shooting scenes in the museum, the museum has attracted a large number of consumer groups. In addition, the featured art performance is also cultural and creative products. Henan Museum has an annual restoration performance of Chinese ancient music and cultural relics (ticket price is 40 yuan), and different festivals have featured art activities. For example, the three-day Qingming Festival in 2024 is "Chunsheng(that is,born in spring) —— Huaxia Ancient Music Qingming Poetry and Music Festival".

On WeChat public account and small programs sometimes make the activity notice and appointment entrance, at any time to interact with tourists. Spring outing poetry, summer cool night, autumn Hanfu offering Confucius, winter guqin music, to form a long-term mutual attention with tourists, which is a benign museum ecology.

4.2 Scenic spots intelligent promotion countermeasures

The intelligence of scenic spots, and the cultural characteristics of scenic spots, are the 2003 version of the national A-level scenic spot evaluation standards without but necessary evaluation conditions, Zhejiang version and Jiangsu version of the evaluation standards all pay great attention to, any current scenic spot declaration A-level scenic spot must examine its intelligent construction.

4.2.1 The intelligent construction of scenic spots focuses on the technical level

In 2020, China's wireless network coverage of 3A level and above tourist attractions. The basic content of smart scenic spots refers to the realization of voice navigation, wireless positioning, electronic ticket, and big data marketing through the full coverage of wireless WiFi in scenic spots. With the support of the wisdom of the scenic spot, not only can tourists enjoy a more convenient and comfortable tour experience, but also the scenic spot can collect tourist data, visitor portrait, online behavior analysis, formulate coping strategies, and improve the overall service level and operation and management ability.

The intelligent construction of scenic spots has been relatively mature at the technical level. Professional companies all provide package solutions. The scenic spots need to invest relevant funds and have relevant data operation ability^[3].

4.2.2 The intelligent construction of museum scenic spots in our province needs to open up ideas to make national treasures "alive"

The intelligent construction of museum scenic spots needs to add more creativity and ingenuity to the intelligent construction of landscape scenic spots, and then present these ideas to tourists by digital means. In the museum construction, our province can learn from Henan Province^[4].

During the investigation, the author deeply felt the great power of digital development to empower museums. In traditional museums, where visitors watch and listen to the explanations, we can only face the static cultural relics, but also can not see everything; the explanations are limited to experience the historical scenes behind the cultural relics. This kind of display, for the first time to contact the cultural exhibits visitors, it is easy to be tired and lack of interest. After the intelligent digital empowerment, the museum can be said to mobilize all the senses of the human body, giving people a magnificent experience through the ancient and the present.

On stepping into the Kaifeng Museum "Riverside Scene at Qingming Festival" pavilion,the visitors feel like immediately setting foot on a wooden boat, which is slowly floating on the river, visitors looked at other boat building on the river, see the subtle expression of the ancients, Kaifeng bustling market flourishing... actually moving is not the ship, is the exhibition hall wall LED screen in the dynamic "Riverside Scene at Qingming Festival".(Riverside Scene at Qingming Festival is a famous painting by Zhang Zeduan in Song Dynasty.)

Another good example, is the Erlitou Xia Capital Relic Museum in Yanshi, Henan.Here people can experience digital cultural relics games. The floating pictures of cultural relics on the large screen, especially make the children interested, the children quickly click on one of the pictures, there will be a high definition 3D dynamic picture of the cultural relics, detailed introduction, and the audience thumb

up. At the end of each day, you can see which relics visitors are most interested in today. This simple operation of the game makes adults and children happy, so that the visit has a strong sense of participation. Children can also participate in the archaeological treasure digging game, ancient building tree planting games and other projects. Since the relics unearthed in Erlitou are prehistoric relics, visitors cannot guess the purpose. The museum also plays videos of ancient people using these tools on a large screen to give viewers a clear understanding of the relics^[5].

The author deeply felt that the careful design and ingenious conception of the scenic spot, coupled with digital means to realize these clever thinking, so that tourists can harvest easily and happily, and endless aftertaste.

In order to build the smart scenic spot rich, interesting and with a connotation, it is necessary to refine and analyze according to the characteristics of the scenic spot and the composition of tourists, and not thousands of pavilions without innovation.

The development and promotion of A-level scenic spots in Shaanxi province cannot be separated from the efficient external administrative management mechanism. The above points draw on the excellent practices of Shandong, Zhejiang and other provinces for the reference of the competent departments of our province. It is very gratifying that the recent attention to the provincial Department of Culture and Tourism to promote the development of culture and tourism, encouraging. On February 27, 2024, the culture and tourism promotion meeting of Shaanxi Province was held in New York; On March 5, at Berlin International Tourism Fair (ITB), Shaanxi Provincial Department of Culture and Tourism and many organizations and enterprises in Shaanxi Province participated to show the cultural charm and tourism resources of Shaanxi to the world; On March 26, the "Cultural Shaanxi" tourism promotion meeting sponsored by the People's Government of Shaanxi Province and was successfully held in Kuala Lumpur, capital of Malaysia.

At the beginning of the New Year of 2024, the leaders of Shaanxi cultural tourism went out with great strides, showing the name card of Shaanxi cultural tourism to the world. Indeed, it has inspired every Shaanxi cultural traveler. A level scenic spot in shaanxi province, as the most powerful kernel of shaanxi tourism, attracting attention to the development of shaanxi experts constantly explore and research, believe that these research will promote the development of shaanxi and the national A level tourist scenic spots to provide more theoretical support and practical experience, promote the steady, healthy and sustainable development of tourist scenic spots.

5. Conclusions

The content of the construction of scenic spots is rich . The characteristic cultural construction and the intelligent construction are the two aspects that most meet the needs of the Times and cater to the wishes of the people. Of course, the improvement of the scenic spots is a cause that requires multiple cooperation to complete the construction. Shaanxi Province has already walked out of an independent road with its own characteristics in the construction of scenic spots.

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