

# Development of cultural tourism resources of the Yellow River under the background of cultural tourism integration

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**Abstract:** *The Yellow River is the mother river of China and the origin of Chinese civilization. Therefore, the development of cultural tourism of the Yellow River under the background of cultural tourism integration is very important. Through the overview of the development of tourism resources of the Yellow River, it is found that there are some problems in the development of cultural tourism resources of the Yellow River, such as insufficient in-depth excavation of the Yellow River culture, low recognition of cultural tourism brand by tourists, unbalanced supply and demand of cultural tourism products, imperfect management system and so on. It is given that the combination of traditional culture and tourism development, the excavation of the civilization connotation and significance value of the Yellow River Increase the creativity of cultural tourism integration and other suggestions to boost the tourism development of the Yellow River Basin, so that the cultural tourism resources of the Yellow River can be fully developed.*

**Keywords:** *cultural tourism integration; Yellow River; Travel Resource development*

## 1. Introduction

Cultural tourism integration is not only an inevitable method for the high-quality development of China's tourism industry, but also an important key to the sustainable development of China's tourism industry. In this context, the protection, dissemination and promotion of the social development project of the Yellow River Basin have also been highly valued by the government departments along the Yellow River. As we all know in China, the myth of "Dayu flood control" is said to have happened in the area of the Yellow River Basin. As the saying goes, "the Yellow River Basin is peaceful and the world is flat", and the comprehensive management of the Yellow River flood is also inseparable from the fate of China's previous dynasties. The construction of flood control civilization is also an important part of the rapid economic and social development plan of the Yellow River Basin. Therefore, the development of cultural tourism resources of the Yellow River under the background of culture and tourism is very important.

## 2. Overview of the development of tourism resources of the Yellow River

Due to its superior geographical location and unique natural ecological types, the Yellow River Basin is an important wet original ecological system with the most perfect protection scope and the most extensive impact of China's warm temperate monsoon climate<sup>[1]</sup>. With high natural quality, the Yellow River Delta reserve is dominated by the entrance of the Yellow River to the sea, with obvious natural original ecological characteristics. "Huanglong enters the sea", "the mouth of the long river", natural reed marsh, natural reed marsh area, wet natural original ecosystem and coastal tidal flat. It has unique natural attraction and high degree of foreign recognition in China and at home and abroad<sup>[2]</sup>. It is an ideal place for developing agricultural sightseeing tourism with natural ecological environment. However, due to the great changes of nature, the Yellow River Delta is becoming more and more mysterious. Therefore, the Yellow River Delta National Geopark is not only a national geopark with unique rivers and geomorphic landscapes in China, but also a key natural museum to carry out natural science popularization and education activities in China.

### **3. Problems in the Development of Cultural Tourism Resources of the Yellow River**

#### ***3.1. The deep excavation of the Yellow River culture is not enough***

The Yellow River Basin has produced a large number of cultural and historical resources in the Chinese nation, and the historical heritage is also very rich and colorful. The civilization of the Yellow River Basin has also fully integrated and carried forward the civilization of nomadic minorities and agricultural civilization<sup>[3]</sup>. From the analysis of tourism development, the colorful civilization in the Yellow River Basin is not only a wealth, but also a spiritual home that the Chinese people can't lose. At present, there are serious problems in the research, excavation, protection, application and dissemination of excellent historical and traditional cultural resources in the Yellow River Basin in China. The main reasons are that in the relatively primary stage of operation, managers and local residents do not pay enough attention to local fine traditional characteristics and folk culture, it is difficult to mine humanistic tourism information resources, and the benefit effect is not prominent.

#### ***3.2. Tourists' awareness of cultural tourism brand is not high***

In order to develop cultural tourism commodities, we need to build brands, highlight the characteristics of commodities, increase the attraction of resources, mobilize people's desire to visit and make people interested in tourism. For example, the song and dance duet and the Lantern Festival in Hequ are a very grand traditional folk social activity attended by the people along the Yellow River in Shanxi, Shaanxi and Mongolia. They all have a strong color of traditional folk customs in the Yellow River area and so on<sup>[4]</sup>. Although the cultural customs on the Bank of the Yellow River are strange and diverse, they are only the forms of self entertainment, traditional festival celebrations and social fire performances of local people. In terms of cultural tourism development and project design, they only emphasize the viewing function, without tourists' feelings and participation, lack of their own characteristics and low quality of cultural content, which leads to the dilemma of the long-term lack of cultural tourism charm in the Yellow River Basin.

#### ***3.3. Imbalance between supply and demand of cultural tourism products***

With the increase of human's discretionary power and income ability, coupled with the pressure in work, study and life, human beings need more leisure and relaxation, resulting in a huge demand for tourists. Therefore, cultural tourism has formed a popular trend. In China, the traditional cultural tourism industry in the Yellow River Basin mostly stays in the stage of "walking horse and watching flowers" ornamental tourism and primary leisure tourism, but can not develop the cultural tourism industry with in-depth service experience. In the process of value dissemination of traditional industries, due to the neglect of the characteristics of supply and demand in the mass market, there is leakage in the dissemination of content and brand value of traditional cultural industries, which will inevitably affect the balance of supply and demand of traditional cultural tourism industries<sup>[5]</sup>.

#### ***3.4. Imperfect management system***

Tourism is a comprehensive industry, which needs the cooperation of many government departments, and the development and management of cultural tourism also needs the coordination and cooperation of various departments. However, due to different development management concepts and benefit pursuit among various departments, there are some difficulties in cooperating with each other, which has caused trouble for the deep integration and development of culture and tourism. At the same time, it has also coexisted in different regions for a long time, whether it is the government's attention to economic interests, ecological and environmental protection, the authenticity protection of cultural heritage, etc. If neither of them can coordinate a reasonable method to better balance resource development and environmental protection, it will have a great impact on the development of tourism in the basin.

#### **4. Suggestions on Promoting Tourism Development in the Yellow River Basin by Cultural Tourism Integration**

##### ***4.1. Combine traditional culture with tourism development***

The relationship between carrying forward traditional culture and tourism development is not opposite to each other, but win-win. To properly handle the relationship between the environmental protection and development of the fine traditional national culture in China's development history, we should do the following: first, we should rebuild the old site to repair the old as it is. In order to maximize economic benefits, some Chinese historical and traditional cultural tourism developers blindly rebuilt Chinese historical, social and cultural monuments to meet the interests and needs of consumers. Chinese historical relics are too commercialized and their authenticity is lost. What's more, commercial activities have caused irreversible damage to cultural relics. (II) from individual preservation to overall preservation. The retention of China's historical and traditional culture in the main river basins of the Yellow River in China is often confined to the individual of China's historical and traditional culture, ignoring the integrated utilization of its surrounding resources, resulting in isolated islands of China's fine traditional national culture, which is extremely unfavorable to the development of China's social and historical fine traditional national culture tourism. Third, abandon the burden of China's historical and social development and improve the environmental protection of China's historical and traditional culture. Some developers feel that the legacy of old history and culture has become a stumbling block to development, which is incompatible with modern social history and traditional culture, and should be completely eliminated; Some people realize the importance of civilization and preserve it, but put it on the shelf after repair and inheritance. This must be done in order to solve the relationship between the preservation and development of civilization.

##### ***4.2. Excavate the civilization connotation and time significance value of the Yellow River***

The key point to promote the social, cultural and economic development of the Yellow River Basin and the efficient and vigorous development of tourism is to scientifically and reasonably find the modern economic and social value of the cultural development of the Yellow River Basin, and spread the excellent food culture through the integrated development of culture and tourism. At the same time, according to the geographical characteristics of Chinese civilization, excavate the essence of the history and culture of the Yellow River Basin, deconstruct and reconstruct its humanistic and artistic value, integrate its artistic value into the whole process of social, humanistic and historical tourism product experience, and publicize the social and economic development of the Yellow River Basin through the social, cultural and economic development tourism project. Based on the folk custom and traditional history and culture of the Yellow River Basin, through the construction of some cultural and tourism products and selected tourism routes with both symbolic and humanistic and historical themes, explore the connotation of Humanities and history in the Yellow River Basin, refine the local national characteristics and historical culture, and analyze the time value, such as Shaolin Temple, Longmen cave, Qingming Shanghe garden, Yellow Emperor's hometown scenic spot and other historical and cultural scenic spots in the Yellow River Basin, Carry out the enrichment of the connotation of humanities history and the visualization of humanities history, so as to fully reflect the connotation of the cultural heritage, history hometown and spiritual hometown in the Yellow River Basin, transform the humanities and history resources into excellent cultural and traditional travel products, and launch the travel card of humanities history in the Yellow River Basin.

##### ***4.3. Increase the creativity of cultural tourism integration***

To promote the high-quality economic development of the Yellow River Basin, we should use cultural innovation means to process the human resources of the Yellow River in the Yellow River Basin, and scientifically sort and utilize the resources, so as to improve the human added value of cultural tourism commodities. First, integrate the cultural resources of the Yellow River into the whole process of the development of cultural and creative design industry, and implement the concept of cultural innovation in the process of humanistic tourism design, R & D and publicity, so as to form tourism commodities rich in profound humanistic connotation and cultural innovation spirit. Second, in the integration path, we should creatively transform the traditional human resources, so that the traditional human resources can gradually integrate into the new cultural elements that are more in line with the economic development of contemporary China and the needs of the traditional human market on the basis of maintaining their authenticity and characteristics. Third, cultivate national key human

resources and cultural tourism projects, scientifically integrate traditional and modern, human resources and cultural tourism resources around national key projects, form a unique "cultural tourism" brand in the basin, and improve its reputation and popularity.

## 5. Conclusion

"Five thousand years China sees the Yellow River". Due to the rich historical, social and humanistic resources in the historical and cultural basin of the upper reaches of the Yellow River, there is great potential to develop China's historical and cultural sightseeing landscape in the future. Although there are some problems in the rise process, it is still improving. Today, the integrated and efficient rise of cultural and tourism products will become the main trend. It is particularly critical to tell the historical, social and cultural stories of the Yellow River Cultural basin, adhere to the integration of culture and tourism, and constantly explore the new situation of historical and cultural development and tourism in the Yellow River basin of China. Under the concept of win-win culture and tourism, national government departments should deeply tap the essence of excellent national traditional history and culture in the Yellow River Basin, take the market as the guide, constantly innovate working ideas, scientifically prosper excellent cultural and national traditional tourism products with modern value, and make efficient use of social, cultural and historical tourism resources in the Yellow River Basin through roof architectural design, Actively, healthily and rapidly develop the Yellow River Cultural and tourism line across regions, build an excellent national cultural brand of Tourism National Traditional Enterprises in the Yellow River Basin, improve the recognition and praise, and actively realize the inheritance and promotion of the excellent traditional culture of national traditional companies, so as to promote the efficient, rapid and healthy development of "cultural and tourism products" in the Yellow River Basin.

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