

Application Value of Traditional Culture in the Development of Regional Tourism Economy

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ABSTRACT. *In the context of global tourism, all regions actively develop tourism, and tourism economy has become an important part of local economic development. The revival of traditional culture has become one of the important connotations for the development of tourism economy. The revival of traditional culture is not only the pillar of economic development, but also an important feature of tourism economic development. The combination of integrated regional culture and eco-tourism is the best development trend of tourism. The rise of local traditional culture adds luster to local tourism and fully reflects the important value of traditional culture in the development of tourism economy.*

KEYWORDS: *Traditional culture; Economic development; Regional tourism, Cultural revival*

1. Introduction

During the 13th Five Year Plan period, China issued the overall strategy of tourism development in the whole region, which greatly promoted the development of regional tourism. The development of regional tourism reflects not only the natural resources with local characteristics, but also the culture with local characteristics, which combines tourism with cultural revival. Xi Jinping said: “the prosperity of a country or a nation is always supported by cultural prosperity. The great rejuvenation of the Chinese nation requires the development and prosperity of Chinese culture.” Chinese civilization has a long history, leaving cultural traces everywhere. Now that tourism economy is fully developed, we should give full play to the advantages of regional historical and cultural elements and take culture as an important symbol of local tourism characteristics and economic development.

2. The Revival of Traditional Culture and the Parallel Development of Economy

The great rejuvenation of the Chinese nation, first of all, is the return and

rejuvenation of traditional culture, based on traditional culture, carrying forward the past and opening up, realizing economic prosperity and prosperity, and ultimately realizing the Chinese dream. Among them, economy is the foundation and culture is the connotation. Developing economy and carrying out connotation construction are the major goals of local construction. The great rejuvenation of Chinese culture is based on the high development of modern economy, which complements each other indispensably. Under the background of global tourism, many places are actively developing tourism, and put forward their own strategic objectives. There is a trend of rapid development of regional tourism in China[1].

In the process of economic construction, many places have put forward the slogan “cultural platform, economic singing”. This slogan is not suitable for all regions at least. The relationship between economic construction and cultural construction in most regions should be “economic platform, cultural singing”. From the perspective of Marxist philosophy, the economic foundation determines the superstructure, which serves the economic foundation. Economy is the foundation, culture is a kind of superstructure. Economy provides the basis for cultural development, and culture in turn serves the rapid development of economy. In terms of the actual economic and social development, each region has its own cultural characteristics. All these cultural characteristics are linked together to form the cultural characteristics of the Chinese nation, which is also an important connotation of Chinese culture. Therefore, in-depth excavation of cultural monuments, literary martial arts, poetry and lyrics everywhere, so that people can understand, understand, yearn for, so as to personally explore, promote the prosperity and development of tourism, so that traditional culture contributes to the development of the economy, economic take-off for cultural revival consolidation foundation, this is the charm of culture[2].

In the process of modernization around the world, many problems have arisen, such as environmental problems, population problems and resources problems. China has learned a lesson and tried to avoid negative problems in the process of development. What is unavoidable is to mitigate the harm. Nevertheless, we have paid a painful price for the rapid development of productivity and the leaping economy. Among them, the biggest cost of China's economic development is China's traditional culture. We destroyed the civilization that our ancestors created to make us extremely proud in the past. Now we need to make simultaneous efforts for the economic boom and the return of traditional culture.

No matter how brilliant it has been, what kind of political and economic prosperity it has achieved, history has left us with written records. The culture that celebrates glory, describes sorrow and records people's livelihood and society is something that has been passed down for centuries. For most people, they must know Liu Bei, Guan Yu, Zhang Fei, Zhuge Liang, Cao Cao and Sima Yi, as well as many historical relics and biographies. Said, can accurately recite classical poems and songs; but can not clearly remember the GDP of the three Han Dynasty, nor know the gross national product of Qin Huang, Han, Wu Tang, Zong and Song Zu, but all the culture we know needs GDP to support. So what we need to do is “economic platform, cultural singing and drama”, to truly achieve the purpose of

culture serving economic development, economic development dissemination and consolidation of culture, so that culture and economic development complement each other, harmonize, truly realize the “innovation, coordination, green, open, sharing” tourism atmosphere^[3].

3. Connection of Traditional Culture and Nature-the Greatest Spotlight of Regional Tourism

Culture: Highlighting regional cultural characteristics, respecting history, returning to tradition and sharing elegance and vulgarity. Ecological environment: it shows the natural landscape of the region, the beauty of mountains and rivers, the complexity of vegetation, and the prosperity of products. From the perspective of domestic history and culture, Chinese culture has a long history. Every region has contributed to the brilliance of Chinese culture, thus constituting a brilliant chapter of Chinese culture. The Yellow River Basin has bred the Chinese civilization, but not all the cultures in the Yellow River Basin are unified, but each has its own characteristics and legends, which together constitute the whole traditional culture. The development and change of ancient and modern grassland culture in Hetao Plain, the cultural context of the middle and lower reaches of the Yellow River since Emperor Xuanyuan, myths, history, poetry, heroes, gifted men and beautiful women, fairy stories, personal legends and national legends are all staged here. Classics have been circulating for thousands of years, which has inspired people to hang on to the ancient times and seek for knowledge.

Today, with the development of tourism economy, all regions need to do is integrate history and culture, respect history and return to tradition. It can not only embody the characteristics of traditional culture, but also indicate the characteristics of regional culture and strengthen the sense of existence. Nadamu on the grassland, the big drum in the Yellow River Valley and the silk and bamboo songs and dances in the Qin opera and the south of the Yangtze River are all regional cultures marked with strong local characteristic symbols. The most distinctive connotations that can arouse people's curiosity and nostalgia are to excavate the local culture with distinctive features everywhere. Of course, cultural return does not mean unchanged. Chinese culture has developed for thousands of years and gone through vicissitudes of life. Many contents need to be properly explained and modernly deduced, which has a process of turnip removal and turnip preservation[4].

Good ecological environment is the purpose of people's aerobic tourism, ecological tourism and green travel. And if the landscape combines traditional cultural elements and ecological beauty is the first choice for people to travel, because such scenic spots can not only broaden their horizons but also increase their knowledge. Therefore, in the construction of scenic spots, we should make full use of the natural landscape of the region and combine it with history and culture to provide people with the enjoyment of natural beauty and the connotation of humanistic beauty. For example, the world-famous scenic spot of Huashan, Taoist cultural holy place, Xuanyuan Huangdi Huimeng highlighted the sacredness of “the source of Huaxia”, Xiyue Shaohao's Phoenix totem showed the long history of

ancient civilization, Yuquan Courtyard displayed the traditional cultural connotation of Taoism, and the romantic love of the three Virgin Ladies of Huashan was full of ladies' feelings... Countless cultural complex and fairy tales, coupled with lofty mountains, steep pavements and modern cable cars, make all people yearn for.

In terms of products, unique natural environment breeds extremely rich resources, so in addition to natural landscapes and cultural landscapes, there are also special products accompanied by natural management, such as Longjing in Hangzhou, various original medicinal materials in Qinling Mountains, Jades in Hetian, most of which await further processing and development in the locality. Its economic value. The most abundant products are the unique handicraft and delicacies accompanied by local culture. Tourism and shopping are naturally linked together. Cultural exchange and material exchange coexist[5].

4. Integration and Utilization of Regional Culture: Analysis of Problems in Regional Tourism

4.1 In Most Areas of Tourism, There is an Embarrassment That the Sightseeing is Not as Good as the Listening

Most of the reasons for this phenomenon are due to the improper preservation of cultural monuments or the inadequate use and development of cultural tourism resources. Furthermore, they are rough imitation and various inadequate planning and design. Xi'an, for example, is an ancient city famous for its small alleys, but the integration, development and utilization of cultural relics are confused. It makes people feel that there are many historic cities everywhere in Ming Dynasty. After the first visit to Xi'an, the next time I don't know where I should go to look for the Han Dynasty and the flourishing Tang Dynasty. Qujiang should be the place that attracts tourists, but the brilliant "cold kiln" near Qujiang is a failure, especially the statues expressing the so-called love theme, which are crude in workmanship, vulgar in form and without aesthetic feeling. It is simply not to express romantic love, but to publicize vulgarly[6].

4.2 The Propaganda and Maintenance of History and Culture Are Inconsistent

Many tourists come to appreciate or like the history and culture. After that, they find that things go against their wishes. For example, Zhang Qian, a famous world cultural heritage, can be visited in 30 minutes. For example, the empty tomb of Cai Lun can be visited in 10 minutes. This is really difficult to match a world-class figure. These world-famous cultures are dry and shriveled in Han Dynasty. Hollow, unable to attract tourists. From this we can see that enriching content and respecting tradition are the best countermeasures[7].

4.3 Regional Tourism Complex Facilities and Management Planning Need to Be Strengthened

First of all, environmental health is worrying, especially the human landscape and natural landscape far from the city center. Infrastructure is quite criticized. Secondly, as a necessary condition of tourism, regional tourism often sets up special catering services in scenic spots, but the management is not standardized enough. Tourists all the way hard, full of joy to find delicious food, but somebody inexplicably directed the parking, and then was told that the parking lot designated special, parking to whose parking lot must go to whose family meals, tourists are very helpless, eating delicious food has a feeling of being kidnapped, damaging the scenery. Secondly, the route of many tourist attractions is not easy to find, and there is no clear guide brand. Especially for self-driving travel, it is difficult to find a route. In order to travel smoothly, a local person has to be hired as a guide, and the language is difficult to communicate, which makes it very uncomfortable. Finally, many scenic spots are sparsely crowded because of the small area, incomplete peripheral facilities and a few minutes of watching, which can not attract tourists to spend a few hours or even more time here in order to see those minutes, always feel deceived[8].

5. Conclusion

In short, in the context of global tourism, regional tourism economic development needs to be accompanied by the rise of traditional culture, which is also the theme goal of building regional economy and distinctive culture. Economic development can not pay the price of the environment. It is meaningless to destroy the ecological balance and exhaust the water while fishing. Therefore, the most important feature of regional tourism economic development is to combine ecology and culture and develop economy rationally and benignly, which is the greatest bright spot of green tourism and cultural tourism. But after passing through some scenic spots, we can always find the problems and defects in regional tourism, so we feel that we owe a debt to history and culture, and fail to live up to the good natural landscape that God has given us. The shortcomings in this regard need to be gradually remedied step by step. Orderly planning and rapid realization of the great goal of economic growth and cultural prosperity.

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