

# Study on the Landscape Characteristics and Space Construction of the Traditional Historical Towns in the Western Yunnan\*

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**Abstract**—With the implementation of the new urbanization and rural revitalization strategy under socialism with Chinese characteristics, exploring cultural tourism based on the unique historical and cultural resources of traditional ancient towns has become the protagonist of rural tourism development, the characteristics of cultural resources and the inheritance of protection and inheritance have also become the responsibility of the new era. Based on the perspective of cultural tourism, this paper analyzes the landscape characteristics and heritage value of Banqiao Historical Town, and builds a new type of cultural and travel space by integrating the Banqiao Historical Town cultural resources system to explore the ways of tourism development and traditional cultural protection in ancient towns.

**Keywords**—cultural tourism; cultural tourism resources; cultural tourism space; Banqiao Historical Town

## I. INTRODUCTION

Throughout the process of international cultural tourism theory research and practical exploration, the understanding and exploration of tourism and culture gradually surpass the tourism economy and enter the research level of tourism culture protection and development. Cultural tourism includes all aspects of tourism behavior, from which tourists can learn the history and heritage of others, as well as their contemporary life and thoughts [1]. In the process of cultural tourism development, through the synergy and integration, it can achieve the development of various space carriers for cultural tourism resources [2]. The term “cultural space” is derived from the “space production theory” of French urban theory researcher Henri Lefebvre. It is believed that the understanding of space should not be merely a physical space. It should be recognized that space is also produced by human conscious practice, thus affirming the cultural value attribute of space [3], [4]. The official use of the term “cultural space” in the world was proposed by UNESCO in

1998. The cultural space is considered as “the space of culture”. In 2001, the cultural space was defined as “a place where concentrated epidemic and traditional cultural activities can be held, or a time when a specific event is usually held regularly, which is due to the existence of traditional cultural expressions in space” [5]. The cultural attributes of tourism activities determine that tourism is essentially a cultural space for tourists. However, the definition of “cultural space” does not jump out of the descriptive definition of the type of intangible cultural heritage [6]. The “physical” cultural space of traditional cultural geography returns from the “space of culture” defined by anthropological research on intangible cultural heritage to the essential issue of “cultural space”: the cultural study of space should be the rational attitude of the geographer who studies the cultural space. From the perspective of new cultural geography and ontology, cultural space is the place where people and their culture depend on survival and development, emphasizing that there is still a meaningful space for human practice activities [7]. There are few literatures on the study of tourism culture space. International scholars pay more attention to the relationship between the artistic conception space and the perception of tourists [8], [9], [10], [11]. The research focus of the cultural space of tourism destinations is on the spatial evolution, spatial form, folk culture and distribution of tourism resources [12], [13], [14], and further research is needed in the construction of tourism resources and space. The cultural tourism space is that due to the involvement of tourism activities, the production and living space of the original inhabitants has evolved into a space for residents and tourists to carry out tourism activities. Tourism resources carry the main functional roles in the survival and development of living culture in space, and the scattered cultural resources need to conduct systematic research on the overall spatial perspective. The ancient town witnessed the historical evolution of the region, gathered the special regional cultural complex and the excellent folk culture tradition, which not only has historical value, but also an important cultural research base [15]. Against the background of China's implementation of rural revitalization strategy, tapping the traditional historical ancient town cultural resource

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composition system and exploring protection and development approaches is undoubtedly one of the ways to explore rural tourism resources development. Based on the perspective of cultural tourism, the paper analyzes the potential and value of the cultural resources system of Banqiao Historical Town, discusses the strategic integration and spatial optimization of the ancient town's cultural and tourism resources system, to guide the cultural resources of traditional historical towns to protect and update the cultural tourism image.

## II. CULTURAL TOURISM AND BANQIAO HISTORICAL TOWN

### A. Overview of the Development of the Historical Town

The formation and development of Banqiao Historical Town has a direct relationship with the opening of the Yongchang Ancient Road more than 2,000 years ago. It was the place where the king of Ailao ruled, and it has a long history of the history and culture. As early as Zhang Qian's departure to the Western Regions, the "Southwest Silk Road" (Shu: Shendu Road) from China mainland to India had set important stations in the imperative land of "Meihua Ancient Ferry". It is the oldest road in China heading to South Asia, West Asia and Europe. This ancient road crosses the Yongchang ancient land and is also known as the Yongchang Ancient Road. Banqiao Historical Town was developed with the opening of the ancient road. The history of Banqiao Town can be traced back to the Western Han Dynasty. During the Three Kingdoms period, the wood was used as the crane span structure and deck of the bridge in the Meihua Ancient Ferry, which made it be called "Banqiao". Banqiao Historical Town was formed in the Ming Dynasty, and it was greatly developed in the Qing Dynasty. The Republic of China period was its prosperous period. With the development of ancient road transportation trade, Banqiao Town has gradually formed a regional commodity processing and distribution center, built more than 200 shops, and formed a "front store backyard" pattern along Qinglong Street. The shops are row upon row and the exchange shops are everywhere. There are a large number of "hall", "shop", "brand" and "Ji" [16]. There are many historical sites in Banqiao Town: Qinglong Street, Beijin Street, Gudao Nail Palm Shop, Sanhe Brand, Jingchang Cloth Shop, Wan Family Ancestral Shrine, Majia Courtyard, Old Tea House, Old Horse Shop, Ancient Stage, Guixianglou, Zhilanxuan, Majia Silver, Gejia Chinese cake, Wanjia Kylin noodles, Linjia leather shoes and several hundreds of vernacular ancient dwellings. The traditional crafts of bamboo and rattan processing, glutinous rice stoves, silverware, and straw-making shops are everywhere. "On every 5th of the month, on the street, there are about 40,000 people entering the market, being the most prosperous of the county," which is called as "the first large bazaar in western Yunnan".

### B. The Cultural Carrier of Ancient Towns and the Opportunity for the Development of Cultural Tourism

Banqiao Town has been listed as a key construction town in China, a national-level ecological township, a national-

level traditional village, a provincial historical and cultural town, a provincial tourist town, and a special town in Baoshan. In 2015, it was listed in the nationally-developed comprehensive township pilot project. In 2017, Banqiao Town was approved by the State Council of China to be selected as a "Western Development" health-care town. Due to the limitation of the regional environment, the cultural resources of Banqiao Historical Town are mainly based on the factors such as the ancient road station, the landscape environment, the rural settlement garden and the infrastructure construction of Baoshan City. The characteristics of the whole city and the cultural and tourism elements have played a decisive role in the development of the town. From the perspective of the cultural tourism industry in Banqiao Historical Town, it mainly focuses on ecological forest fruit picking, Longwang Pond entertainment, Baimiao Lake ecological tour and ancient town market experience. Visitors can experience, stay and spend no more than one day. The entire ancient town of space serves the residents of Baoshan City and the town, and rarely involves foreign tourists. However, with the construction of the strategic positioning of Baoshan's "Shanshui Garden City, Historical and Cultural City, and Open and Innovative City", as the source of the Qinghuahai National Wetland Park, it is in the eco-tourism, traditional cultural tourism, rural tourism and ancient town tourism. The construction of a new type of cultural and travel space will open up a new pattern.

## III. LANDSCAPE CHARACTERISTICS AND HERITAGE VALUE OF BANQIAO HISTORICAL TOWN

### A. Banqiao Historical Town Core Cultural Resources

1) *Ancient town spatial pattern and texture:* Banqiao Historical Town is a north-south direction exhibition. The center of the town is Qinglong Ancient Street. It is 800 meters long and 7 meters wide. The well-preserved ancient buildings on both sides are the traditional houses of "front store backyard" style of outward-facing paving and cohesive homes. The Historical Town streets and alleys enter the town through a number of bridges on the river, forming the pattern of front street and back lane, free and flexible street and space structure, comfortable and friendly. It is an ancient town that still retains relatively complete characteristics and unique charm. The characterization of Banqiao Historical Town can be experienced from four aspects: the ancient town pattern, the landscape entity, the street map and the customs. The overall pattern of the ancient town began with the earliest "—" type ancient road station. With the expansion of the population and the expansion of the town space, it gradually evolved into the "人" type, the "十" type and the "井" type. The pattern is mainly the "井" type of street space structure and the "network" type of street flow chart [17]. The landscape entity is the accumulation and transmission of the historical and cultural evolution of the ancient town. There are mainly neighbors, roads, bridges, trees, flowers and plants that can

be seen and touched. The alley and street surface is the most direct cultural tourism factor for tourists' sensory experience. It consists of the color, height, façade, volume and mood displayed by the ancient town landscape entity. Customs and manners are intangible and sensible aspects of the three textures in the ancient town, such as people's living habits, customs, behavioral ethics, etiquette, culture and religion.

2) *Historical town humanity resources*: The material carrier of post road culture, religious culture, the War of Resistance culture, farming culture and folk culture is the core of humanity resources in the historical town. As an important station on the ancient southwestern Silk Road, Banqiao has the favorable conditions to satisfy people's nostalgia and search for secrets. It is the epitome of the historical evolution of the western Yunnan region and the readable space for traditional cultural heritage. Buddhism, Taoism and the simple natural beliefs of the ancestors in the region have been well preserved and developed. The existing ancient temples such as Guangzun Temple, Sanjiao Temple, Wofo Temple, Xizhuang Temple and Bilong Temple witness the continuation and evolution of Banqiao religious culture. The existing cultural heritage resources of the War of Resistance in Yunnan Province are not only Guangzun Temple, but also some cultural landscape carriers such as Jinji Ancient Town and Baoshan Ancient City. However, they are all scattered patterns. Similar cultural landscape resources should be systematically sorted out, and the protection and development of their systems should be systematically demonstrated to show the historical memory of urban development. Around the ancient town, along the edge of the dam area and the riverside corridor area, there are traditional farming settlements with different characteristics. They are the carrier of organic evolution of farming culture, and also a traditional livable cultural accumulation area with a large cultural tourism development value. Temple fairs, cave classics fairs, local diets and local products are the folk customs of the multicultural blend of the Post Road Ancient Town.

3) *Historical town building (group) resources*: The architectural resources of Banqiao Historical Town are mainly composed of traditional houses and religious buildings. The "front store backyard" is a typical combination of courtyards and houses in Banqiao. The layout is mostly of short width, with long depth. The households often share the same beam and column, and some are taking the beam to generate the pillars and building the pillars against the wall, with double-sided flying eaves, showing in simple ancient forms. The traditional folk houses in the entire ancient town show a grid of low-density, high-density, cob wall and grey tiles, and stagger streets and alleys. Religious buildings (groups) are composed of Guangzun Temple Complex, Wofo Temple, Kuixing Pavilion, Wan Family Ancestral Shrine, Bilong Temple and Xizhuang Temple. They are important

experience space for mountain temple site selection, architectural art, temple fairs and religious culture. Whether it is the artistic value of its architectural group or the historical witness significance, it is a typical landmark resource of Banqiao Historical Town. (See "Table I")

TABLE I. ANALYSIS OF THE TYPES OF CORE CULTURAL TOURISM RESOURCES IN BANQIAO HISTORICAL TOWN

Product type	Cultural type	Cultural Features	Product connotation	Landscape interpretation carrier	Available touring time
<i>Historical town spatial pattern and texture</i>	Livable culture	Free pattern	Ancient road station	"井" shaped town network, "人" shaped ancient town pattern	1 - 2h
		Landscape culture	Convalescence livable	Beimiao Lake, coastal corridor, production space	3 - 10h
<i>Historical town humanity resources</i>	Post road culture	Southwest Silk Road Ancient road ruins	Historical memory	Yongchang Ancient Road Guanpo Ancient Road, Qinglong Street	1 - 3h
	Religious culture	Buddhism, Taoism, natural beliefs	Spiritual space	Guangzun Temple, Sanjiao Temple, Wofo Temple, Xizhuang Temple, Bilong Temple	3 - 10h
	Culture of the War of Resistance	China Expeditionary Force Command Residency Yunnan Underground Party Base of China Communist	War of Resistance against Japanese Aggression War of liberation	Guangzun Temple Complex	2 - 5h
	Folk Culture	Temple fairs, cave classics fairs	Ancestral temple ceremony Production art	Wofo Fair, Longwang Fair, Xizhuang Temple Fair, Qingbai Manor	3 - 10h
		Local food		Zhongling Cave Classics Fairs, Dong Dadong Temple Fair, Guoli Village Bailong Temple Fair, Yuanguang Temple Guanyin Temple Fair, North Temple Wensi Fair Banqiao rice noodles, pickled pickles mixed with bees, pickled vegetables mixed with burnt pigskin, Banqiao bacon, rice flower tea, mutton hot pot leeks and pot roast	1 - 2h
<i>Historical town humanity resources</i>	Folk Culture	Local specialty	Life culture	Banqiao noodles, pastries, glutinous rice, crispy plums, tripartite pears and steaming rice	0.5 - 1h
<i>Historical town building (group) resources</i>	Architectural culture	Ancestral Shrine Temple	Architectural art	Wan Family Ancestral Shrine, Bilong Temple, Xizhuang Temple, Sanjiao Temple, Guangzun Temple, Wofo Temple	3 - 10h
		Landmark landscape Front store backyard	Spatial orientation Featured homestay	Kuixing Pavilion, Ancient stage Traditional houses (groups), courtyards	0.2 - 0.5h 2 - 5h

*B. Construction of the Cultural Tourism Resources System of Banqiao Historical Town in the New Era*

Banqiao Ancient Town has more resources for cultural tourism, but there are some disadvantages due to geographical restrictions: First, the spatial distribution of cultural tourism resources in the exhibition presents an "island" phenomenon, which is difficult to carry on the concentrated mining development; second, the cultural resources of the tourism industry have not been systematically integrated and protected, and some resources are facing a crisis of disappearance; third, the infrastructure of the cultural tourism system is insufficient, especially the construction of the cultural resources system and the construction of the line. Some of the cultural resources are not expected, and its connotation and value potential have not been developed; fourth, there is the lack of unified planning guidance and construction actions, local people lack of participation, and strong freedom of organization, resulting in some cultural resources not only cannot play its due value, but it presents some developmental damage.

Based on the development opportunities of Banqiao Historical Town and the classification of cultural resources in the new era, from the perspective of the construction of the cultural space, the core cultural resources system of Banqiao Historical Town was optimized and constructed into six categories: caravan post road culture tour, religious culture tour, the War of Resistance culture tour, farming culture tour, modern industrial tour and healing and convalescence livable experience tour ("Table II").

TABLE II. OPTIMIZATION OF THE CORE CULTURAL RESOURCES SYSTEM OF BANQIAO HISTORICAL TOWN IN THE NEW ERA

Cultural Tourism Resource System	Carrier space	The content and connotation of the products of the cultural tourism products	Cultural tourism product line and experience area
<i>Caravan Post Road Culture Tour</i>	Yongchang Road, Ancient Road Station Node	Ancient Road Lancang River rafting, ancient road reminiscence tour, canyon adventure tour, ancient road culture experience tour, special diet, manual experience, etc.	Qinglong Street — Guanpo — Haitang Pit — Shuizhai — Pingpo — Shanyang Town (Yongping County)
<i>Religious culture tour</i>	Qinglong Ancestral Shrine	Street, Temple History exploration tour, cultural study tour, cultural origin-search tour, etc.	Qinglong Street — Guangzun Temple — Wofu Temple — Xizhuang Temple — Bilong Temple — Longwang Pool
<i>The War of Resistance culture tour</i>	Guangzun Complex	Temple Western Yunnan War of Resistance memorial tour, patriotism education tour, historical review tour, etc.	Qinglong Street — Guangzun Temple — Jinji Ancient Town — Baoshan Museum — Yiluo Pool — Taibao Mountain
<i>Farming culture tour</i>	Qinglong Street, rural garden sightseeing belt	Leisure vacation, farming experience tour, spa recreation tour, strawberry garden, farmhouse entertainment, children's paradise, etc.	Circling Ancient Towns Rural Garden Belt: Qinglong Street — Wulong — Longwang Pool — Mengguan — Wofu — Qixian — White Temple Lake; Qinglong Street — Shike — Beihanzhuang — Qixian — Sandbank — White Temple Lake.
<i>Modern industrial tour</i>	Banqiao Industrial Zone	Agricultural special product processing, bio-pharmaceutical, tropical resource development, new material development, information industry development, agro-ecological demonstration, tourism crafts development, eco-industry tour, specialty product craft tour, etc.	Banqiao Industrial Zone — Baoshan Industry and Trade Park
<i>Convalescence livable experience tour</i>	Riverside Corridor, Geothermal Hot Springs	Riverside wetland science, ecological wetland sightseeing, spa treatment experience, rural pastoral, ecological forest fruit picking, ecological leisure farm, etc.	Banqiao Ancient Town Convalescence and livable Area, Circling Ancient Towns Rural Livable Area, Riverside Corridor and Livable Area

#### IV. CONSTRUCTION OF THE CULTURAL AND TOURISM SPACE OF BANQIAO HISTORICAL TOWN BASED ON CULTURAL TOURISM

##### A. Historical Town Cultural Tourism Space Interpretation

In order to make Banqiao Historical Town a regional cultural tourism business card, which takes a traditional village and rural tourism as the base, the health and wellness culture as the connotation, the ancient road station-type ancient town as the character, with the functions of religious temple, War of Resistance cultural warfare, farming experience, and business, tourism and culture integration as a unity, it is composed to build the travel space image of “livable, road-sided, and water-sided”. Livable: Taking the health and convalescence culture as the soul and the traditional pastoral settlements, it integrates tourism, commerce, food, geothermal, riverside wetland and other special leisure industries to promote urban development. Road-sided: It is relying on the ancient road of South Silver Road, which can extend to the Shuizhai, Jinji and Baoshan Ancient City, link regional urban landmarks, revitalize the regional functions of the ancient town, and construct the traditional culture main ridge of the ancient road station. Water-sided: Based on the construction of the Tsinghuahai National Wetland Park, relying on the Forbidden River and Baimiao Lake, the urban and rural cultural and leisure industry will be introduced to activate the riverside corridors and travel space to create a convalescence livable characteristic town, and to create a new urban fringe town health care and leisure space.

##### B. Analysis of the Space of Cultural Resources

The core cultural resources experience system of Banqiao Historical Town is divided into six categories: Caravan Post Road Cultural Tour, Religious Culture Tour, War of Resistance Culture Tour, Farming Culture Tour, Modern Industrial Tour and Convalescence Livable Experience Tour. Its resource-space relationship and pattern are in the condition of “square internally and round externally”. “Square internally”: The core space resources and corridors of the Historical Town are in the form of “triangular” space, which consists of Riverside Corridor, Yongchang Road Extension Line and Qinglong Street. The core space can be developed as the caravan post road culture tour, the War of Resistance culture tour, the modern industrial tour and the convalescence livable experience tour. “Round externally”: The outer part of the town is surrounded by traditional idyllic settlements and the various cultural landscapes of the temples. The urban and rural roads form an “elliptical” cultural and tourism belt. The peripheral space can be built for religious culture tours, farming culture tours and convalescence livable experience tours.

##### C. The Development Pattern of the Cultural Travel Space

The spatial pattern Banqiao Historical Town’s cultural resources of “square internally and round externally”, is complementary to the space image of “livable, road-sided, and water-sided”. Judging from the status quo of the function pattern of ancient towns, it is mainly divided into ancient town protection zones, towns construction zones and traditional settlements scattered zones, to construct the pattern of “three districts, three circles and three lines” of the

cultural space. "Three Districts": the ancient town of cultural tourism space, the town's cultural tourism space, the country's livable cultural tourism space; "three circles": the ancient town of the cultural tourism circle, the town's cultural tourism circle, the rural cultural tourism circle; "three lines": the ancient town cultural tourism line, Riverside cultural tourism Corridor, Yongchang Road cultural tourism Main Line. The construction of the development space of Banqiao Ancient Town is mainly based on the core cultural resources system of Banqiao Ancient Town. It combines the cultural tourism section, cultural tourism products and cultural and creative townships to provide the basis for the development of the ancient town and cultural tourism industry in the new era.

## V. CONCLUSION

Cultural heritage resources are the main carrier of the historical and cultural heritage of traditional ancient towns. In the process of tourism development of ancient towns, it should be deeply embedded in the logic of the cultural space within the tourism resources, and paying enough attention to the protection to the cultural characteristics of the ancient towns and the regional ecological environment. Through the classification and selection of cultural heritage resources, combined with the development history of ancient towns and the construction of towns with new era characteristics, it will realize regional culture as the source, tourism as the carrier which relies on the characteristic cultural tourism industry chain. Through the systematic construction of the ancient town cultural tourism space system, it will protect the environmental background of the material space and the people living in the period, as well as to protect the cultural value of the ancient town resource space. Through cultural creativity and modern technology, the ancient town tourism can not only reproduce its historical evolution, but also promote the mutual benefit and win-win situation between the cultural industry and the tourism industry. Exploring the construction logic and construction path of the traditional historical ancient town literary space not only helps to improve the understanding of cultural tourism practice, but also correctly judges the self-organization process of the development of ancient towns and the participation of villagers. It also helps to understand the cultural significance and social attributes of the cultural tourism space, strengthen the leading role of the ancient town residents in the development of cultural tourism, and increase the sustainability of cultural tourism development in ancient towns.

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