

# Constructing an Innovative Ancient City Tourism Planning

## Taking Jingzhou Ancient City as an Example

Wei Xiao

College of Art and Design  
Wuhan University of Science and Technology  
Wuhan, China

**Abstract**—Nowadays, with the continuous advancement of society, the primary industry and the secondary industry have greatly satisfied the basic needs of people's material life, so the development of the tertiary industry has become a new pursuit of people. The development of domestic tourism is also developing rapidly. The ancient city cultural tourism is a hot topic in many tourism projects. Creating innovative tourism plans is more in line with the development of this era. A single tourism can only meet the needs of the current people. It is only relying on certain historical sites and cultural heritage. It is definitely not a sustainable development path. Finding a sustainable road for tourism planning is also an urgent matter. The development of the new urban area and the protection of the old have become a distressing problem. The development of urbanization will inevitably destroy the local ancient architectural style and some tourist attractions, but it cannot only develop a single industry in a region, and the unbalanced development also can't be said to be sustainable. Jingzhou Ancient City, which has a well-known three-nation civilization and spring and autumn culture, also enjoys the reputation of the industrial city "Great Jingzhou" at the end of the 20th century. It is the best pilot for this innovation, progressing the development of modern urban tourism and ancient city tourism, rationally optimizing urban planning and development. "Two-in-one" develops together and builds into a new type of tourism city — "two-line" tourism.

**Keywords**—*tourism planning; ancient city culture; urbanization; innovative; Jingzhou ancient city*

### I. INTRODUCTION

The development of Jingzhou in recent years can be described as unsatisfactory. The development of tourism in the ancient city has stagnated. Jingzhou has so many cultural attractions and tourist attractions, but it has always been ranked lower in tourism, which ranked 9th among the province in 2015, and 8th in 2016. The tourism industry income accounted for only 7.5% of Jingzhou's overall economic GDP and increased by 2% in the "13th Five-Year Plan" of Jingzhou. It has been significantly improved, but still insufficient. Compared with some tourist cities such as Pingyao Ancient City in Shanxi, it accounts for about 32% of the overall economy. So Jingzhou is still developed not enough in comparison. Therefore, there is a lot of room for

improvement in the development of tourism in Jingzhou. It is also imperative to do a good job in local tourism planning.

### II. THE HISTORY OF JINGZHOU TOURISM

According to legend, Yu plans Nine Provinces, beginning with Jingzhou. Jingzhou, located in the middle reaches of the Yangtze River and the south-central part of Hubei Province, covers an area of 14,100 km<sup>2</sup>, with a total population of 6.3 million, an area of 1,500 km<sup>2</sup> in the urban area, and a permanent population of 600,000 in the urban area. Jingzhou is the birthplace of Chu culture, the famous ancient battlefield of the Three Kingdoms in China and abroad. The ancient city of Jingzhou is called "the rare finish of southern China" by archaeology and history filed [1]. Jingzhou has rich tourism resources and is one of the key cities on the Yangtze River tourism line; meanwhile it is one of the 24 historical and cultural cities announced by the State Council. Jingzhou has experienced countless changes in the times. The ancient Chinese culture has originated from the Two Rivers. As an important node of the Yangtze River Basin, as early as the Spring and Autumn Period, this Fengshui treasure land was discovered and used by the Chu people at that time. Therefore, Jingzhou culture is also known as Chu culture. Jingzhou has an extraordinary position in ancient times. First, in terms of geographical location, Jingzhou has always been a battleground for military strategists. There are also many legends circulating in the ages. For example, Liu Bei borrows Jingzhou and Guan Yu loses Jingzhou. These stories can prove the importance of Jingzhou. Secondly, in the unearthed cultural relics, Jingzhou experienced different dynasties, and because of the close relationship with the ruling class, the crafts in Jingzhou were also very beautiful, representing the highest aesthetic standards at that time. Such as the Warring States Silk, the Sword of Goujian, Jades of the Warring States Periods, lacquer wood, etc, all of these are reflecting the glorious history of Chu culture. Third, in terms of humanities and culture, Jingzhou is also a place where talented people come forth. For example, the great patriotic poet Qu Yuan, the first-generation Prime Minister Zhang Juzheng, and the "Gong'an San Yuan" can be described as a splendid group of stars. Fourth, Jingzhou also has a strong artistic heritage. At the same time as the people of Chu, the first thing that comes to mind is the land of

barbarism. They are all barbarians, how could exist the cultural accomplishments and the temperament. This is also a misunderstanding that outsiders have always treated Jingzhou. The history of Chinese drama shows that the Chu Palace has created the foundation of Chinese drama. Jingzhou folk song and dance tradition has a long history, Jiangnan folk songs and Mashan folk songs have a considerable influence throughout the country. *The Water of Honghu lake, waves after waves* has absorbed the essence of it and has been sung until now. And the Hubei Big Drum also enjoys great reputation [3].

### III. THE CURRENT SITUATION AND SHORTAGE OF JINGZHOU TOURIST ATTRACTIONS

In so many tourist attractions, it is always rare to know and understand, it is enough to prove that the propaganda is not enough, just know that there are Jingzhou ancient city and do not know that there are so many tourist attractions in Jingzhou. The style of the ancient city of Jingzhou has been greatly changed. The transformation of the modern city and the interior of the ancient city have greatly damaged the shape and material of the ancient city itself, which seems to be incompatible with the style of the ancient city. The scenic spots in the scenic spots are not protected enough. Just like one of Jingzhou's famous three tourists' attractions, Xuan Miaoguan's current base has been damaged seriously, and there is only one lonely Taoist temple standing there<sup>4</sup>. Lack of supporting tourist attractions, there are so many famous tourist attractions in Jingzhou, but they can't form a whole block of areas, and they are relatively isolate, which does not constitute a scenic spot can't make tourists willing to stay more, and can't lengthen the tourism cycle. Lack of special souvenirs, under the background of the current national shopping, Jingzhou has nothing to be able to be directly remembered by the name of the souvenirs. The distribution of tourist attractions is relatively scattered, the route planning is not perfectly designed, and the tourist routes are not smooth enough, resulting in many scenic spots simply unable to arrive smoothly. There is no good combination between Jingzhou City and Shashi City. The flow of people in the city is obviously too large, and the interior of the ancient city cannot withstand the corresponding bearing capacity.

### IV. TOURISM PROTECTION AND INNOVATION OF JINGZHOU ANCIENT CITY

#### A. *Tourism Protection in Jingzhou Ancient City*

The overall protection of the ancient city of Jingzhou should be based on the principle of "following history, scientific planning, moderate development, and gradual progress". And proposes the key transformation of "one inside, one wall, one road". First of all, "one inside" is aimed at reducing the internal residents of the urban area, standardizing the internal construction of the urban area, creating a building style with Jingzhou characteristics, unifying the building situation, reducing the buildings that do not conform to Jingzhou characteristics, and restoring the interior of the ancient city with an ancient building style. "One wall" refers to the ancient city wall of Jingzhou, and

the maintenance of the ancient city wall is protected. The ancient city of Jingzhou is characterized by the "face" of Jingzhou. It is not only necessary to maintain the city walls without being destroyed, but also to set up some ornamental art programs to modify the interior of the city walls to better introduce the history of Jingzhou ancient city culture. For example, in the urban area of the city and the moat, there are some art and cultural programs that only local culture and characteristics possess, which will increase the retention time of visitors and the understanding of the ancient city. "One way" refers to the ancient city as a central point, so that all the scenic spots in Jingzhou can be well connected through the ancient city to form a satellite city, which is convenient for tourists from other scenic spots to have convenient transportation. The carrying capacity of tourists can also be strengthened

The government should play a leading role in the tourism construction of Jingzhou ancient city: Increasing publicity and change the way of propaganda. Create Jingzhou brand, Jingzhou culture and Jingzhou characteristics; Learning from the Confucius Temple to make Jingzhou become the education base of "loyalty, righteousness and honesty" with the help of "Guangong Culture"; Promoting civilized citizens to improve the city style and city appearance of Jingzhou, and increase the friendliness of foreign tourists to Jingzhou; Jointly operating with other cities to gradually expand the tourism market. The operation of the high-speed rail has brought Jingzhou and the surrounding tourist attractions closer together. Yichang, adjacent to Jingzhou, is an internationally renowned tourist destination. It is 30-minute away from Jingzhou by train. Jingzhou should use this favorable condition to cooperate with it to make Jingzhou a site of Yichang International Tour.

#### B. *New Exploration of Jingzhou Ancient City Model*

1) *The development and reference of Pingyao and Fenghuang ancient city*: The development of the ancient city always has certain connection and commonality. First of all, in the tourist attractions of various ancient towns, the first thing is to strengthen protection and dilute development. The protection of the ancient city is the premise. Without good protection, It is impossible to talk about development. The professor at the University of Florence introduced the three principles of the protection of the ancient city: one is the principle of limitation, that is, the protection target and the scope of protection; the second is the characteristic principle, that is the protection of the characteristics of the ancient city; the third is the principle of attribution, that is, the characteristics of the protection of the community. Therefore, in the development and utilization of the ancient city, it is necessary to establish a development concept of protection priority, not only to protect the ancient archaic style in the city, but also to protect the intangible cultural heritage contained in the fast region, with local characteristic cultural architecture, such as the Diaojiaolou of Fenghuang and the quadrangle of Pingyao all have its features. Second is the implementation of the ancient city

folk customs protection project. The reason why the ancient city has an enduring cultural charm is that she is a living ancient city where the original inhabitants still live. If the inhabitants continue to lose and the migrant population increases sharply, then the original cultural features of the ancient city will vanish. In dealing with the internal problems of the ancient city, Pingyao vigorously carried out the transfer and relocation of the population. Since 1997, more than 80 government units including the Pingyao County Party Committee and the county government have taken the initiative to move out of the ancient city, and the hospitals and schools have also moved out of the county. Pingyao County once again invested 130 million yuan to move out the famous Pingyao Middle School and completely shut down 30 polluting enterprises around Pingyao Ancient City. Fenghuang also plans and coordinates the local ancient construction complex through the government's purchase of ancient property rights. Then, develop all-domain tourism. As is known to all, in the ancient city of Pingyao and Fenghuang, with the reasonable planning and development of the interior of the ancient city, it has created a scene of characteristic ancient towns and restored the scenes of ancient times. If the ancient rhyme of the Ming and Qing dynasties is used as the keynote, and the Han culture as the main line, with the Jin merchant culture, folk culture, architectural culture, religious culture as the connotation, rolling development, the Pingyao ancient city will eventually be built into a closed "Ming and Qing small community style" living Han culture Expo City and International Tourism City with sightseeing, studying, scientific research, shopping, religious pilgrimage and leisure. [4] Finally, emphasize people-oriented, fine local service quality. It is necessary to promote local people's shared sense of honor and disgrace, and promote the harmonious development of local tourism and the protection and construction of tourist attractions.

2) *Application of SWOT and PMA to tourism planning:* Applying scientific and reasonable analysis methods can more effectively plan this area. Through SWOT analysis and investigation, it can effectively and objectively analyze the advantages and disadvantages of local tourism planning, and give full play to the advantages, avoid the disadvantages, make use of the opportunity factors, resolve the threat factors, to reflect the region and value of local tourism by more intuitive data. Looking for a unique path that suits the development of Jingzhou tourism area, through the development of unique areas of Jingzhou, using local location advantages and long history and culture to promote the unique special charm of the local area, to create an influential ancient city tourism industry. Adhere to green tourism with the theme of low-carbon tourism, reduce tourism waste caused by tourism, and rationally discharge domestic garbage caused by eating and living. Taking advantage of the rapid development of the tertiary industry, reducing the proportion of heavy industry's economy and

increasing the proportion of the tertiary industry's local economic development is in line with China's main policy of taking a sustainable development route.

Through reasonable analysis of potential markets, PMA attracts people to come to Jingzhou again and again by discovering Jingzhou's new tourist attractions and tourist belts, enhancing the interest and the depth of travel. A survey of different age groups of tourists to assess people's preferences for attractions, develop and search for new types of tourist attractions for different classes of people, to truly provide nuanced serve. For this special case of Jingzhou, the unique existence of Jingzhou, Jingzhou has a very modern Shashi city and Jingzhou city with cultural heritage and tourism with different styles of attractions. Through the innovation of the current tourism mode to satisfy the six major needs of food, accommodation, transportation, traveling, entertainment, and purchase. The development of modern tourism and ancient city tourism will be built separately, and the urban area will be built into the style of exquisite modern cities such as Beijing, Shanghai and Shenzhen, using modern technology and modern design concepts to build a new type of city. The ancient city district restores the style of the ancient style to achieve a stark contrast with the new modern city. Comprehensively create a plan for a tourist city with Jingzhou characteristics.

## V. CONCLUSION

At the same time of tourism planning, it is necessary to reasonably plan the tourist attractions contained in the area, and analyze the local tourism resources and potential tourist attractions to make corresponding analysis. Through these analyses, the accommodation capacity of the scenic spots can be measured. For the scientific and effective planning and design of the scenic spots to look for innovative parts in the protection and development of the scenic spots, and develop and innovate local tourist attractions according to the differences and differences in each place. To achieve the "two-in-one" common development, while continuously promoting the development of Jingzhou's local ancient culture, it is also impossible to completely restore the modern areas that Jingzhou has to the previous development of ancient customs, so that modern tourism and ancient city tourism can enjoy shared development. Taking the ancient city tourism as the characteristic of this region and developing a new tourism industry, the Jingzhou ancient city tourism that has been heard all the time has become a real "Da Jingzhou" tourism, which can not only promote tourism development, but also promote local urbanization.

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