

The Feasibility Analysis and Construction Strategy of Cultural Tourism Circle in Great Xi'an

Zhiyan Ren^{1,*}

¹College of Historical Culture and Tourism, Xi'an University, Xi'an, Shaanxi 710065, China

*Corresponding author. Email: zhiyanren@126.com

ABSTRACT

The foundation of the Ministry of Culture and Tourism indicates integration of culture and tourism is the theme of tourism development. By strengthening the concept of culture and tourism integration, implementing integrated management, Great Xi'an can enhance regional integration and realize Great Xi'an development strategy. By using the Resource, Market, Image, Product (RMIP) analysis, the paper proposes to establish integrated system of Cultural Tourism Circle (CTC) in Great Xi'an to eliminate regional administrative restrictions, optimize tourism resource integration and realize the sharing of tourist resource and the coordinated development of the region tourism.

Keywords: Cultural Tourism Circle (CTC), feasibility analysis, construction strategy, Great Xi'an

I. INTRODUCTION

The integration of culture and tourism opens the new stage of the integrated development of culture and tourism. Culture is the engine of tourism sustainable development, while tourism offers the stage for cultural inheritance. The establishment of Xi'an-centered tourism circles is to implement the combination of resource innovation and cultural spatial rebuild in the way of layers and rings in Great Xi'an, which has a great significance in activating regional tourism vitality and irradiating regional cultural glamour.

In this study, Great Xi'an area includes the core area, the central area and the radiation area. The core area refers to the suburb area of Xi'an city, that is, the inner circle of the CTC in Great Xi'an. The central area includes such cities as Xi'an, Xianyang, Baoji, Weinan and Tongchuan, in Guanzhong Area. The radiation area comprises Northern Area of Shaanxi, Southern Area of Shaanxi, some cities of Shanxi, Henan, Gansu and Ningxia, inclusive of Hanzhong, Shangluo and Ankang in Southern Area of Shaanxi, Yan'an, Yulin in Northern Area of Shaanxi, Linfen and Yuncheng in Shanxi, Sanmenxia in Henan, Longnan, Tianshui, Pingliang, Guyuan and Qingyang in Gansu.

II. LITERATURE REVIEW

A. Research on the tourism circle in Great Xi'an

Tourism Circle is a special network structure formed and developed by regional tourism cooperation and space co-occurrence [1]. The research on Xi'an Tourism Circle is numerous. Gongmei Zhou [2] takes Xi'an tourism circle and Chengdu Tourism Circle as

examples to study the spatial dislocation and spatial overflow of Metropolitan Tourism Circle. Shaojie Zhang [3] redefines the scope of Great Xi'an Tourism Circle. Xianyang Hu et al. [4] found that the tourism circle of Great Xi'an has a unipolar nuclear layer structure and a single nuclear radiation development. Gennian Sun and Lu Liu [5] studied the spatial dislocation of Xi'an Tourism Circle and the strategy of border area. Keke Fan and Xiaowei Geng [6] put forward some proposals on the development of Xi'an Tourism Circle. Gangtuan Han [7] proposed the optimization strategy of tourism spatial structure in Xi'an metropolitan area. Xinjun Yang and Xiaolong Ma [8] put forward the concept and scope of Great Xi'an Tourism Circle, and thought that the space structure of Great Xi'an tourism circle presented a typical circle-layer structure. In addition, Guanghu Yang [9], [10], [11], [12] did a lot of research on Great Xi'an Tourism Circle, put forward the idea of constructing Great Xi'an tourism circle with Xi'an as the center. The literature research shows that the tourism spatial structure of Great Xi'an presents a typical circle, however most of tourism resources in Great Xi'an is cultural resources, so its tourism resources should also have a circle-shaped cultural spatial distribution.

B. Research on Cultural Tourism Circle (CTC)

CTC is the effective combination of tourism circle and cultural circle [13], which is the spatial optimal allocation of cultural resources and the effective spatial organization of tourism activities [14]. As a means of allocating cultural tourism resources [15], it can organically combine various elements of cultural tourism and effectively integrate the spatial combination of tourism resources [16].

Based on the title of "Cultural Tourism Circle", the literature research finds that there are 183 papers, 155 of which are about the study of Enshi Tujia and Miao Autonomous Prefecture CTC, and most of which are about the study of West Hubei eco-CTC. Through the analysis of 29 main papers about CTC in the past five years, the research shows that: the research on CTC is relatively abundant, focusing on eco-CTC and case study. In the study of CTC and its construction, the study area does not involve the area of Xi'an or Great Xi'an.

III. THE ANALYSIS ON THE FEASIBILITY OF CONSTRUCTING CTC IN GREAT XI'AN

Based on the factors of traffic pattern, geographical advantages, facilities sharing, resource complementation and tourism development, this paper analyzes the feasibility of the constructing of CTC in Great Xi'an from the external environment conditions and internal cultural traits.

A. External environmental conditions

At present, the tourism of Great Xi'an, which takes Xi'an as the center, presents a layered structure of circles. The studies on the characteristics of the layered distribution of its cultural tourism resources and the integrated development of cultural tourism in the space region of Great Xi'an are in line with the regional demand for integrated development of the culture and tourism. The unique geographical advantages, the ideal travel distance, the convenient traffic pattern and the increasingly perfect infrastructure are the external conditions for the construction of the CTC in Great Xi'an.

Great Xi'an is located in the easternmost part of the northwest China, in the flat and fertile Great Guanzhong Plain. It is surrounded by mountains on three sides in the north, southwest and east, forming a huge encirclement. The characters of east-west passage, north-south transition zone and geographical proximity are conducive to regional cultural exchange and cultural accumulation. The pattern of Xi'an railway network and ring-road network makes the traffic network very developed and become an important traffic hub, which provides the best traveling distance and the spatial time-consuming for the tourism. The increasingly perfect infrastructure sharing becomes the essential external condition for the development of the cultural tourism in Great Xi'an.

B. Inherent cultural idiosyncrasy

The cultural tourism resources in Great Xi'an are large in quantity, complete in type and high in grade. In particular, the rich historical culture of the ancient capital, the distinctive folk culture of Guanzhong and the unique three main cultures: the Silk Road culture,

the religious culture and the Chinese civilization culture, have become the internal cultural characteristics of constructing the CTC in Great Xi'an.

Xi'an has the feasibility of constructing CTC in the aspects of transportation pattern, geographical advantages, facilities sharing, resource complementarity, and tourism development. The study will be conducive to breaking the regional administrative restrictions and adjusting the tourism industry and local industries, as well as integrating the tourism resources under the jurisdiction of various cities in and around Xi'an, and realizing the sharing of tourist resources. It is of great practical significance to fully drive the coordinated development of Xi'an region, make the most of the advantages of resources and realize the sustainable development of tourism.

IV. THE CONSTRUCTION OF CTC IN GREAT XI'AN

Xi'an CTC, which is formed on the basis of Great Xi'an Tourism Circle, is the spatial distribution pattern of cultural tourism resources and the form of traffic organization. Xi'an should construct the CTC according to the spatial distribution of its cultural tourism resources with circling, radial, hierarchical characteristics, and promote the optimization and integration of the resources and the coordinated development of the region.

The Comprehensive System of Great Xi'an CTC includes five CTC, each CTC has different scopes, different cultural themes, different forms of integration, distinct integration content and specific key development work. According to the specific contents of each circle, the construction system of the comprehensive circle of cultural tourism in Great Xi'an is established to construct a comprehensive circle system of cultural tourism with network structure, hierarchical distribution and key development work, which is carried out from point, line and surface. The five CTC respectively focus on integration of production and cities, resources, urban and rural areas, factors and regions.

V. STRATEGIES ON THE CONSTRUCTION OF XI'AN CTC

The bottleneck of the constructing the CTC is the regional administrative restriction. So the first thing is to break the bottleneck restriction of management, eliminate the restriction of resources integration, remove the barriers of industrial integration and clear up the shackles between urban and rural integration. Some considerations should be taken on cultural radiation, cultural convergence and complementarity of resources. Combined with the RMIP model, it is suggested that the CTC in Great Xi'an should be

constructed from resources, markets, images and products.

A. Optimization and integration of the cultural tourism resources in Great Xi'an

The first step is to integrate the cultural tourism resources, and it is necessary to optimize and integrate the cultural tourism resources in Great Xi'an with the thinking of Great Tourism. It should be carried out from the following three aspects: optimization and integration of cultural tourism resources of Great Xi'an associated with the cultural connotation of special topic according to the characteristics of the resources; creation of quality brand of the Han and Tang cultural tourism based on the characteristics of resources to build a top-quality brand on cultural tourism products in the Great Han and Tang dynasties; emphasis on the theme of the Silk Road and optimization on the combination of cultural resources. A Silk Road community should be established to develop cultural tourism products and to form the system of Silk Road cultural tourism products.

B. Overall planning of the cultural tourism market in Great Xi'an

According to the current situation of the management on the cultural tourism market, it is suggested that the government should streamline its organization, strengthen the unified leadership and overall management, and make overall planning of the cultural tourism market in Great Xi'an. First of all, a cultural tourism resources development organization should be set up to break the limitations of regions, departments, management authority and so on. Secondly, Xi'an Cultural Tourism Alliance should be founded to remove the obstacles of market management, policy, system and mechanism in the process of cultural industry and tourism integration. In addition, it is necessary to make a great deal of efforts in sub-areas, sub-lines and sub-topics, and to establish key cultural tourism areas in the core areas, focusing on cultural tourism market differentiation and dissimilation development and overall co-management.

C. Vigorous building the image of cultural tourism in Great Xi'an

The multicultural image with the cultural symbol and cultural color of Xi'an should be constructed in the process of the integration of Xi'an culture and tourism. Through the analysis of the characteristics of cultural tourism in Great Xi'an, its cultural tourism image is positioned as: Ancient Capital, Ancient Road and Ancient Civilization. The first image positioning: The Millennium Capital of the Zhou, Qin, Han and Tang Dynasties, the Origin of the Starting Point of the Silk Road Civilization. In addition, the cultural tourism image of Great Xi'an should be packaged and

reconstructed with the help of scientific and technological innovation, and the "creative culture of Xi'an" should be pushed forward.

D. Intentional innovation on optimization of the cultural tourism products in Great Xi'an

The integration of culture and tourism in Great Xi'an must be innovated to promote the renewal, expansion and extension of industrial chain, which is embodied in the optimization and innovation of cultural tourism products. First of all, the original cultural tour route should be redesigned in Great Xi'an to strengthen the cultural connotation and upgrade the cultural grade of the route, and design some wonderful, excellent and unique cultural tour route. Secondly, integration should be made to optimize all kinds of cultural tourism resources to widen the new industrial chain, and put forward the "four-way" optimization strategy. CTC can also strengthen the experience and education of cultural tourism by means of combination of virtual environment and real feeling, soft and hard facilities, dynamic and static viewpoint, and to realize product innovation by industry cooperation and cross-border cooperation.

VI. CONCLUSION

Great Xi'an includes Xi'an city, the surrounding four cities and the radiation area, which are interrelated and influenced by each other. The CTC of Great Xi'an has the characteristics of network, circle and radiation, which develops into a strong cultural radiation mainly through cultural convergence. The construction of CTC in Great Xi'an can organically combine the cultural characteristics of Great Xi'an with the advantages of tourism resources, geographical features, and traffic distribution pattern. The CTC in Great Xi'an should be built up from resources, image, markets and products, which inevitably helps implement regional cooperation and integrated overall management, achieving coordinated development of cultural tourism and optimized integration of cultural tourism resources, eventually promoting the development of cultural tourism in Great Xi'an with the goal of mutual benefit and win-win sharing.

Acknowledgment

This research was financially supported by Xi'an City Science Creation Planning Foundation (2017CGWL19); Xi'an City Social Science Planning Foundation (19X12); Xi'an City Social Science Significant Strategic Cooperation Foundation (2018ZDZT02)

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