



The relationship between historical and cultural resources and regional economic growth

Take Quanzhou and Xi'an, for example

Youhao Su

Northwest University of Politics & Law, Xi'an, Shaanxi, 710016, China

Email: 1285428817@qq.com

Abstract. China, as one of the four ancient civilizations, has 5,000 years of historical and cultural heritage. There is also a large number of cities that were glorious in their history. Today, most of these famous historical and cultural cities are just their names. Its places of interest, historical background and cultural resources are not fully utilized. Taking Xi'an and Quanzhou, two birthplace cities of the Silk Road, as an example, this paper discusses how the differences in economic scale and structure between different cities affect the protection of historical and cultural resources and the utilization of historical and cultural context, and discusses how historical and cultural resources and background affect economic development. By studying the influence of historical and cultural resources on regional economic growth, and discussing how to make better use of them to promote economic development and drive the development of related industries.

Keywords: Historical background; cultural resources; regional economy; and influence.

1 Introduction

Xi 'an, in ancient times, "Chang' an", "landscape", is one of the four famous ancient capitals in the world. It is the capital city with the largest number of time and dynasties and the largest influence in Chinese history. She is the symbol of the Chinese nation, is the birthplace of Chinese civilization, is the representative of Chinese culture. It has a reputation as the "Natural History Museum".

Xi'an was once the political, economic and cultural center of China, and also the first city to open to the outside world. The famous Silk Road began in Xi'an; the terracotta warriors of the mausoleum of Emperor Qin Shihuang, one of the eight wonders of the world, show the profound historical and cultural heritage of the city. There are two and six heritages in Xi 'an city listed in the World Heritage List, namely: the Mausoleum of Qin Shihuang and Terracotta Warriors, Big Wild Goose Pagoda, Big Wild Goose Pagoda, the ruins of Daming Palace in Chang' an in the Tang Dynasty, the ruins of Weizheng Palace in Chang'an in the Han Dynasty, and Xingjiao Temple Pagoda. There

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are also Xi'an City Wall, Bell and Drum Tower, Huaqing Pool, Zhongnan Mountain, Tang Lotus Garden, Shaanxi History Museum, Stone Forest and other scenic spots.

Quanzhou is an ancient city with developed culture and talents along the southeast coast of China. Zhu Xi in the Southern Song Dynasty called Quanzhou "the streets are full of saints", and "this place was once called the Buddhist State". Quanzhou culture has prospered for thousands of years, and the name of the "Quannan Buddha Country" has a long history.

Quanzhou "China Song and Yuan World Maritime Affairs Center" was listed in the World Cultural Heritage List in July 2021, with a total of 22 heritage sites, including jing Temple, Kaiyuan Temple, Tianhou Palace, Shunji Bridge, Zhenwu Temple, Quanzhou Confucian Temple and so on. The Xiaojing Temple is the earliest existing mosque in China. It was built in the Northern Song Dynasty and rebuilt in the Yuan Dynasty. During the Song and Yuan dynasties, Quanzhou had frequent business trips, and many foreign businessmen who believed in Islam came to Quanzhou. The Xiaojing Temple is the witness of Quanzhou's diverse culture and bustling trade. Kaiyuan Temple has a history of more than 1, three hundred years. It is an important cultural relic in the southeast coast of China and the largest Buddhist temple in Fujian Province. The Queen of Heaven Palace was built in 1196. It is the oldest and largest Mazu temple in the southeast coast of China. The fragrance is very strong.

Quanzhou and Xi'an are the starting points of the sea and the Silk Road respectively. It is an important cultural label of both places and plays a certain role in the economic development of both places.

2 Economic development for protection

The main challenge in treating cultural landscapes as part of heritage is to maintain sustainability [5-7].

Quanzhou's economic aggregate of Quanzhou has been adjusted to the height of 1015866 billion yuan, which not only opens the door of the "trillion club", but also raises the city's ranking from the 23rd to the 18th, ranking among the four major prefecture-level cities in China. In the past five years, Quanzhou's economic aggregate exceeded 400 billion US dollars and was rated as a trillion GDP city. Quanzhou private economy accounts for more than 80% of the country. Quanzhou's private economy ranks first in the country. Quanzhou has formed five traditional advantageous industries in Quanzhou, including Shishi, Jinjiang, textile, shoe and clothing industry, Nan'an, building materials industry, Dehua, craft and ceramics products industry, Anxi, Yongchun, and machinery manufacturing industry. It has also created three leading emerging industries: petrochemical, electronic information and tourism services.

According to the General Office of the Provincial Government, the annual GDP (preliminary calculation) was 1,148.651 billion yuan, an increase of 4.4% over the previous year. Among them, the added value of the primary, secondary and tertiary industry was 32.358, 407.156 and 709.137 billion yuan, up 3.7%, 10.7%, and 1.3%, respectively.

From the overall situation of the economic development of the two places, Quanzhou economy is supported by private economy, while Xi'an is more state-owned economy. The private market environment in Quanzhou city is more active, which is conducive to promoting the investment in tourist attractions. [1] Some supporting facilities can quickly follow up, which can take advantage of the additional dividends brought by tourism and drive the development of other related industries. However, Quanzhou must first lead the government, the private economy can play a follow-up role. Therefore, the protection and development of historical and cultural resources were relatively passive in the early stage.

Xi'an municipal government is more capable to raise funds, concentrate on the construction of tourist attractions, develop tourism economy, and keep high-quality tourism resources in its own hands. The promotion of historical and cultural resources is more active, which can better protect and promote the historical and cultural resources and background.

3 The role and historical context of the resources

If cultural heritage is converted into tourism resources, it can be used to promote the social and economic development of the region where it is located [8].

3.1 The Silk Road Film Festival overview and impact

The Silk Road Film Festival is hosted by Xi'an and Quanzhou. The Silk Road International Film Festival, with the stage as the medium, makes full use of its thousands of years of cultural heritage, cultural charm and increasingly profound international influence to promote the integration of the East and the West and learn from each other. This is a concrete action to implement the party's 20th annual report, the joint construction of Belt and Road, deepen mutual exchanges and learning among civilizations, and promote the better integration of Chinese culture into the world. As an important starting point and birthplace of the Maritime Silk Road, Quanzhou has seized the opportunity to build the core area of the Maritime Silk Road in the 21st century. Its purpose is to implement the strategic concept < one belt, one road >;, highlight the characteristics of silk, ocean and strait, create a platform for the exhibition, the cooperation and trade between Chinese and foreign film arts, promote the cultural exchange and cooperation between the countries along the Silk Road, and promote the joint construction, development and prosperity among the countries along the Silk Road. The Silk Road Film Festival has increased the number of visitors, created revenue for tourism, and the derived surrounding cultural products have also brought economic benefits.

Xi'an gave birth to the ancient Silk Road civilization, witnessed the glory of the ancient Silk Road, the ancient culture of the ancient capital, the strong red culture, the unique Three Qin Dynasty culture and the booming innovative culture. With the help of the magical "time machine" of the film, we will pursue more footprints of civilization, record more footprints of The Times, create more wonderful miracles, and show the world a civilized, colorful, poetic and progressive China.

The Silk Road Film Festival displays the local historical and cultural resources through developed communication means, which strengthens the brand image of the city, helps to attract investment and capital, breaks the constraints of urban development, drives the development of many culture-related industries, and injects new vitality into the local economic development.

As a national film festival and a comprehensive cultural event, the Silk Road International Film Festival has expanded its scale effect, its brand value and its international reputation. It has become an important platform for building a circle of friends. "A belt, a road", an important window to display the culture of the Silk Road, and an important activity to promote mutual learning and communication among civilizations along the Silk Road.

3.2 Belt, road strategy overview and impact

In September and October 2013, during his visit to Central and Southeast Asian countries, the President of China proposed the Silk Road Economic Belt and the 21st Century Silk Road, called "Silk Road Initiative"; < one belt, one road >; the construction of "Belt and Road" has gradually moved from conception to action, and from vision to reality. It is becoming the most extensive platform for international cooperation in line with the trend of economic globalization, so that the joint construction of "Belt and Road" will better benefit the people of all countries.

As an important base of national light industry production and export, Quanzhou actively into the country "area, a road" and "in Fujian province" maritime silk road construction, transformation of its historical advantage, its geographical location and resources provide new development opportunities, focus on building maritime silk road traffic integration, economic and trade cooperation, cultural exchanges, overseas Chinese communication, city alliance "five important portal". In 2022, the import and export volume of Quanzhou to the countries along the "Belt and Road" belt and Road reached 148.8 billion yuan, up 14.2%, accounting for 54.9% of the city's total import and export volume.

3.3 The Central Asia Summit in 2023 meeting arrangement

From May 18 to 19, the China-Central Asia Summit was held in Xi'an, Shaanxi Province. The summit is the most important multilateral event between China and Central Asian countries 31 years ago. It marks a leap forward in relations between China and Central Asian countries and an important milestone in exchanges between China and Central Asia. The Central Asia Summit was held in Xi'an, confirming the value of Xi'an's cultural etiquette as the starting point of the Silk Road. Xi'an city name card has been promoted. Holding such an international event in Xi'an has effectively enhanced the brand image of Xi'an, which can bring more opportunities to Xi'an and inject new vitality into its economic development.

3.4 Quanzhou and Xi'an overview of tourism development

During the Spring Festival holiday in 2021, Quanzhou city received 171,600 tourists, with a tourism revenue of 710 million yuan. The five scenic spots (spots) monitored by the city received 253,800 people; among them, Fujian-Taiyuan Museum received 16,700, Huian 24,900, Jinjiang Wudian Town received 119,700, Anxi Rock 50,200 and Qingyuan Yuanshan 42,300.

Quanzhou received 562.071 million domestic and foreign tourists in 2022, down 15.8 percent from the previous year. Among them, domestic tourists were 56.156 million, down 15.8%, and foreign tourists were 55,500, down 46.9%. The total tourism revenue was 59.353 billion yuan, down 14.9%. Among them, domestic tourism revenue was 59.118 billion yuan, down 14.9%, and tourism revenue was 34 million US dollars, down 8.9%.

A list of China's most developed tourist cities has been released. Xi'an ranked seventh in the total number of tourists, "tourism revenue" 12th in "tourism revenue", 21st in "percentage of GDP", "transportation facilities" 12th, "tourism infrastructure" 10th and 8th overall. Relying on the rich tourism resources, the tourism income generated by tourists in Xi'an city showed an increasing trend year by year from 2011 to 2019. In 2019, the revenue generated by tourism accounted for 33.47% of xi 'an's overall GDP, making a significant contribution to the economic development of Xi'an. Due to the impact of the epidemic and the epidemic prevention regulations in 2020, the tourism revenue of Xi 'an has decreased by nearly 40%, which has a serious impact on the economy of Xi 'an.

In terms of the province's cultural tourism, Xi' an has put forward the quantitative goal of cultural tourism development in the 14th Five-Year Cultural Tourism Development Plan ", which stipulates that by 2025, the total number of tourists in Xi'an will reach 400 million yuan, and the total tourism revenue will reach 500 billion yuan. In view of the long-term planning, Xi'an has put forward the target plan to be achieved in 2030 and the overall target plan to be achieved in 2035 to promote the development of the urban cultural tourism industry.

In recent years, the tourism income of Xi'an and Quanzhou has gradually increased with the promotion of the historical and cultural resources of the two places. Local tourism and the development of cultural resources have a mutually supportive and helpful relationship. Culture is the main factor that attracts tourists to tourism [3,9]. Material culture, including landscapes, historical sites, and so on, is more intuitive, while institutional culture and even spiritual culture, viewed from physical landscapes, are the connotations of maintaining the sustained vitality of tourism. Therefore, the historical and cultural resources are the important guarantees for the development of tourism. Historical and cultural resources and background can effectively drive the local economic development. The Silk Road Film Festival has undoubtedly increased the media exposure in the two cities. The film festival has been incorporated into the folk cultural and entertainment activities and cultural construction in the two cities. He helped to make the cultural name cards of the two cities. In the eyes of the public, Quanzhou and Xi'an are no longer just ancient cities, but also have rich cultural connotation and cultural soft power in the modern urban culture. The brand image of the two cities has

been enhanced, and the festival has created more job opportunities and economic vitality. As part of the activities of the Silk Road Film Festival, the film festival is derived around the film festival, which undoubtedly brings tangible benefits to the economic development. One of the two cities is the maritime starting point of the Silk Road, and the other is an ancient capital of civilization for thousands of years. Under the Belt and Road strategy, it has also been developed due to the cultural background of "the starting point city of the Silk Road". This fully proves that the cultural background may have adverse effects on the economic development in the new era. The convening of the Central Asia Summit once again showed the style of the ancient civilized capital Xi'an to the international community, and the city brand image has been greatly improved. More than two thousand years ago, Chang 'an appeared in the city of Xi' an, which seems to remind the international community that Xi 'an, the pearl of Chinese civilization, is still shining, which will undoubtedly make a great contribution to the future economic development and opportunities of Xi' an.

4 Conclusion

Historical and cultural resources and backgrounds can effectively drive local economic development. [4] Based on the above, this paper puts forward suggestions on regional economic growth of historical and cultural resources in Quanzhou and Xi 'an.

Formulate plans for historical and cultural protection and development according to the overall economic development, such as the local economic scale and economic structure. If Quanzhou should seize the positive advantage of private enterprise economy. We will actively encourage private enterprises to participate in the protection and development of history and culture. And Xi'an must grasp the history and culture Traditional advantages, well-known resources, take targeted measures to achieve the maximum use of resources.

The government takes the lead in funding the protection of local historical and cultural resources, and in advocating attracting investment and transforming historical and cultural resources into tourism resources.[2] outstanding. Quanzhou municipal government should absorb the historical and cultural resources of Xi'an municipal government. Planning and experience into excellent tourism resources, Maximize the role of government and work with local actors The private economy is better integrated.

Cultural and creative products such as derivative culture can create income and jointly promote the development of various culture-related industries. Both cities should make good use of their city name cards, not only is historical and cultural resources and other places of interest, with the Silk Road and belt Film Festival as the background & road The two hot spots in the starting city of the Silk Road should also be used, Develop surrounding cultural and creative products or documentaries and other derivative products.

Use modern media to publicize the local historical and cultural resources, introduce the local historical and cultural background, enhance the city brand image, attract investment and capital, break the shackles of local development, and inject new vitality into the local economic development.

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