



Exploring the Protection and Development Path of Nanfeng County Historical and Cultural Block under the Perspective of Cultural and Tourism Integration

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Abstract. today's domestic tourism demand to a deeper cultural level, tourists prefer to explore the local local customs and culture, and now the historical and cultural blocks as a part of urban tourism development, should also fully block culture and tourism development, nanfeng in the third batch of provincial historical and cultural blocks list has four, as a rich historical and cultural resources, the historical and cultural block construction is still in its infancy, so hope that through the study of the historical and cultural blocks of nanfeng historical and cultural blocks **for reasonable Suggestions.**

Keywords: Historical and Cultural Block, Integration of Culture and Tourism, Conservation and Development

1 Introduction

Nanfeng county in 2018 was named the second batch of historical and cultural city, Jiangxi province released the third batch of provincial historical and cultural blocks, nanfeng has four historical and cultural blocks, respectively is hope xianqiao historical and cultural blocks, pan guifang historical and cultural blocks, look at what jiangdong road historical and cultural blocks and look at what Jiangxi road historical and cultural blocks, nanfeng county historical and cultural resources, has one thousand years of history, derived the nuo culture, nanfeng gouache and other famous resources. Nanfeng historical and cultural district of the reconstruction is now in its infancy, some buildings are repair, reconstruction, but most are not yet in the transformation stage, so to help revive the humanities of the Nanfeng historical and cultural blocks, protect traditional customs, solve the problems of historical and cultural blocks, this paper intends to explore the historical and cultural blocks protection development path, promote the long-term protection and reasonable development.

2 Related Concept

2.1 Historical and Cultural Blocks

According to the public of the historical and cultural city town name village protection regulations, historical and cultural blocks refers to the provincial, autonomous regions and municipalities directly under the people's government approved the preservation of cultural relics especially rich, historical buildings, can be more complete and truly reflect the traditional pattern and historical features, and has a certain scale of historical location.[1] historical and cultural blocks for its key blocks, history and culture are block modifier, contains rich historical and cultural heritage of historical buildings called historical and cultural blocks, its protection scope can be divided into core reserves, construction control area and block protection area, according to its function can be roughly divided into residential, commercial, residential commercial hybrid three types.

2.2 Cultural and Tourism Integration

In 2009, the Ministry of Culture and the National Tourism Administration jointly issued the Guiding Opinions on Promoting the Combination of Culture and Tourism for the integration of culture and tourism: " Culture is the soul of tourism, and tourism is an important carrier of culture." [2] cultural and tourism integration aims to avoid the historical and cultural blocks from becoming places for pure commercial activities, and can also avoid the resulting homogenization trend through differentiated design. Tourists retain a large number of historical blocks, and they can feel the thick local historical and cultural customs. Therefore, the protection and integration of historical and cultural blocks is of great significance.

2.3 Protection and Development

The protection and development mentioned in this article refers to the protection and development of the historical and cultural blocks, protecting the original historical and cultural resources and protecting the living atmosphere of material and intangible residents, and the development refers to injecting new vitality into the historical and cultural districts with local cultural characteristics, improving the infrastructure and public facilities, keeping up with the pace of urban development, and preventing the historical and cultural blocks from becoming empty and dangerous houses.

3 Basic Situation of Nanfeng County Historical and Cultural District

3.1 Street Texture of the Four Historical and Cultural Blocks in Nanfeng County

"Four corners and nine square grid, three vertical and two horizontal cross street", this is the summary of the Nanfeng historical and cultural ancient city texture.[3] four

historical and cultural blocks by people's road, victory road and build road three road division, wang xianqiao historical and cultural blocks is located in the northwest corner, the historical and cultural blocks is located in the southeast corner, look at what jiangdong road historical and cultural blocks is located in the southeast corner and look at what Jiangxi road historical and cultural blocks is located in the southwest corner, the four historical and cultural blocks together formed the historical pattern of south county. In the Song Dynasty, four corners were changed to east and west, Wangxian Bridge and Jiangxi Road formed the west corner, and the other two formed the east corner.

The core protection area of Wangxianqiao Historical and Cultural District covers an area of 3.06 hectares, The construction control area is 7.19 hectares, The block protection area is 10.25 hectares; The core reserve area of Panguifang Historical and Cultural Block is 1.38 hectares, The construction control area is 4.66 hectares, The protected area of the block is 6.04 hectares; The core protection area of the Jiangdong Road Historical and Cultural District is 3.15 hectares, The construction control area is 4.35 hectares, The protected area of the block is 7.50 hectares; The core reserve area of Jiangxi Road Historical and Cultural Block is 7.66 hectares, The construction control area is 8.90 hectares, The block protection area is 16.56 hectares; The total protection area of the block is 40.35 hectares.

3.2 Functional composition of the four historical and cultural blocks in Nanfeng County

Around historical and cultural blocks belong to the residential commercial mixed type, but there are differences, look at what Jiangxi road historical and cultural blocks is mainly living function, but also have commercial facilities for life, its internal road is narrow, motor vehicles cannot enter, but the north by victory road, east by jiefang road, look at jiangdong road historical and cultural blocks is commercial function, because of its unique geographical advantages, near the east gate and wharf, its commercial prosperity, block street commercial development, residential inner, narrow streets, its people road to the north, west by jiefang road. Wangxianqiao Historical and Cultural Block is L-shaped, and the west side of Wangxianqiao Historical and Cultural Block is renovated into shanty towns, so most residents move, its main function is mainly living, Panguifang streets are narrow, motor vehicles can not enter, mainly residential function.(See Figure 1-4)



Fig. 1. Xu Jiangxi Road



Fig. 2. Pangui Fang



Fig. 3. Xu Jiangdong Road



Fig. 4. Wangxian Bridge

4 The Existence Problem of Nanfeng Historical and Cultural Block from the Perspective of Cultural and Tourism Integration

With nanfeng economic development, living in the center of the ancient city residents of block narrow road, street damage, poor security, imperfect infrastructure "old city, old city" quite view, so the upgrading project is urgent, and to ensure that historical and cultural blocks is not "destroyed", maintain, should find the root of the problem, understand the historical and cultural blocks compared with the problems existing in urban development.

4.1 The Old and New Buildings are Mixed, the Overall Style is not Unified, and Some Historical Buildings are not Maintained in Place

Part in the historical and cultural blocks of more modern housing, for the whole historical and cultural blocks has greater influence, the new public service facilities and historical district style is not unified, (see figure 5) combined with limited protection funds can only pay bump unit "status" nature of repair and control the building "reinforcement rescue" nature of maintenance. Some less influential

buildings but of high historical value are difficult to protect. In addition, due to historical reasons and complex property rights relations, some controlled buildings in historical and cultural blocks have many difficulties in the investment and use of maintenance and protection.[4]



Fig. 5. Misfusion of old and new buildings in Panguifang Historical and Cultural Street

4.2 The Cultural Atmosphere is Weakened

In the current historical and cultural districts, they are forced to leave to find a livelihood; the change of the neighborhood lifestyle and mutual relationship, the lack of most public service facilities due to the protection of the public service facilities, and the primary school in Jiangxi Road, which also the young people out. So in the undeveloped historical and cultural area is generally given priority to with the elderly, but there are empty room, to rent to others, such as business for all kinds of shop owners for the purpose of here, for a temporary purpose, often lack of feelings for temporary housing, only hope to through the use of the original buildings and public space facilities, to get more benefits, not care about the block external environment, more not willing to spend money to maintain housing or improve the housing surrounding environment, make its internal cultural atmosphere weakened, is not conducive to historical and cultural blocks cultural inheritance and long-term protection and development.

4.3. Commercial Activities, the Traditional Industry is Difficult to Survive

Around the intersection of jiefang road, people's road, victory road three roads, in the three road commercial buildings, but commercial atmosphere is weak, most of the stores are idle, especially the wall road, few people exchanges, and in this, also few see about nanfeng traditional industry or food shops, most is a clothing shop.

4.4 Inattractive Attraction to Tourists

In the process of investigating the four historical and cultural blocks, we found that

few tourists come here, After field research and interviews, it was concluded that because it was not upgraded here, The street texture of the whole historical and cultural block is not clear, There are a plenty of dead alleys, Lack of boot identification; Second, it did not explore the cultural characteristics that can be different from other historical and cultural streets, Lack of symbolic features, Not attractive enough to tourists; Third, the facilities in the historical and cultural streets are not perfect, Lack of rest space, There is only a Wangxian Pavilion on the Wangxian Bridge (see Figure5), Other historical and cultural blocks have little rest space.



Fig. 6. Wang Xian Ting

5 Exploration on the Protection and Development Path of Nanfeng Historical and Cultural Block

Nanfeng County has relatively concentrated historical and cultural blocks, which is a great challenge for how to transform and upgrade. Its protection and development participants should start from three aspects: government, local residents and society; its media should take into account the network, social media and real life.

5.1 Improve Public Service Facilities and Infrastructure Construction

To retain the indigenous people of the historical and cultural neighborhoods, Ensure the quality of life, Appropriate commerce should be introduced to increase jobs in historic and cultural streets, At the same time, improve the infrastructure such as water supply, drainage, electricity, telecommunications, and gas municipal engineering official website construction, Reasonable layout of the parking lot, Let the old city from the old city, In accordance with 5 minutes, In the next 10 minutes, The 15-minute life circle comes to the reasonable layout of various public service facilities, at the same time, You can also try to establish a network platform or set up

areas in community centers to jointly supervise and manage historical and cultural blocks, Let the people put forward their own opinions on the construction of historical and cultural blocks, To reach the government to lead, people's supervision, Collaborative management works together.

5.2 Intensify Efforts to Repair, Clear Block Texture and Function in the Historical and Cultural Blocks

There still exist a lot of not repaired historical buildings, universal safety hazard, bring inconvenience to local residents, often because the government protection funds investment is insufficient, can through social participation to protect the historical buildings, keep historical and cultural material remains. Current block texture also has obvious problems, should be reasonable moderate through part of the streets, reduce the appearance of road, according to the original historical and cultural blocks, such as look at the Jiangxi road can create characteristic living area, scattered commercial and some characteristic cultural pavilion, look at the jiangdong road historical and cultural blocks can partially build ancient wharf street atmosphere, restore the past look at jiangdong road, show the ancient wharf commercial street characteristics.

5.3 Strengthen People's Awareness of the Protection of Historical and Cultural Blocks

Intensify propaganda in historical and cultural neighborhood indigenous life schedule contains rich historical and cultural resources, it through the people, also should strengthen, inheritance, people's social media so developed, social blocks through the community in some social media such as b station, TikTok and weibo platform to promote residents' daily life, show nanfeng culture, improve nanfeng cultural awareness, also can regularly launch community activities to improve the awareness of historical and cultural blocks, enhance the awareness of the protection of historical and cultural blocks. To improve people's awareness and protection awareness of historical and cultural blocks is to prevent the loss of historical and cultural memory. It is also to protect resources for the tourism industry.[5]

5.4 Emphasize Cultural Symbols, Create Characteristic Block Brand

Dig the historical and cultural district historical and cultural characteristics, in nanfeng wang xianqiao historical and cultural blocks, for example, combining with jiangdong road wharf, business and culture, in the historical and cultural area, regularly explore cultural activities, special features and creative products, introduce nanfeng gouache production skills to participate in business, enhance the participation of tourists, deepen the impression of tourists, build nanfeng historical and cultural blocks characteristic brand.

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