

# The Integration of "Ecology, Form, Format and Culture" Promotes the High-quality Development of Wenzhou's Cultural Tourism Industry

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## Abstract

During the "14th Five-Year Plan" period, Wenzhou's cultural tourism industry must take reform and innovation as the core, key projects as the starting point, brand agglomeration as the traction, concentrate superior forces, highlight key links, promote the deep integration of Wenzhou's culture and tourism industry in all fields, all directions and the whole chain, and develop into a new pillar industry in Wenzhou. To seek a breakthrough in innovation, it is necessary to learn from the pleasant spatial characteristics of similar lots at home and abroad, and establish their commonness from the aspects of characteristic function, cultural strategy, spatial framework, ecological pattern and so on. The four states support each other and are indispensable, which constitute the organic whole of urban scientific development. Adhere to the integrated development of urban form, format, culture and ecology, and pay attention to both speed and quality, so as to make urban development more quality, urban culture more tasteful and urban features unique. This paper determines the High-quality development of Wenzhou's cultural tourism industry with the integration of "ecology, form, format and culture", and focuses on building a sponge ecological town with the integration of mountains and rivers and flexibility. The form strengthens the identifiability, sense of belonging and identity, the format strengthens the trinity of life, tourism and operation, and the culture strengthens the inheritance of national elements, non-legacy elements, integration elements and experience elements, so as to provide reference for the sustainable development of the town.

## Keywords

Ecology; Form; Business Form; Cultural Form; Cultural Tourism Industry; High-quality Development.

## 1. Introduction

In recent years, Wenzhou has made a layout in global tourism and ecotourism, and the differentiated and characteristic development pattern of the three tourism plates in the East, the West and the middle has initially taken shape. However, compared with the developed areas of culture and tourism, the increasing market demand and the goal requirements of building strategic, pillar and leading industries, there are still problems such as "weakening brand, aging products, fragmented services" and "lack of popularity, guarantee and talents" [1]. With the development goal of improving industrial competitiveness and cultural soft power and building a "strong cultural city", constantly optimize the development ecology of the cultural and tourism industry, vigorously transform and improve traditional industries, strive to cultivate and develop emerging business forms, release the vitality of market players, accelerate the deep integration of cultural and Tourism, and promote the High-quality development of the cultural and tourism industry. During the "14th five year plan" period, to achieve High-quality

development of Wenzhou's cultural tourism industry, we must take reform and innovation as the core, focus on key projects, take brand agglomeration as the traction, concentrate advantageous forces, highlight key links, promote the deep integration of various fields, multi-directional and whole chain of Wenzhou's culture and tourism industry, and develop into an emerging pillar industry in Wenzhou [2-3]. At present and for some time to come, Wenzhou should rely on its own ecological, cultural, resource and regional advantages, comply with the new trend of cultural and tourism consumption upgrading, and strive to play the "three cards" and implement the "five actions" to promote the iterative upgrading of cultural and tourism industry and build a phenomenal cultural tourism destination [4].

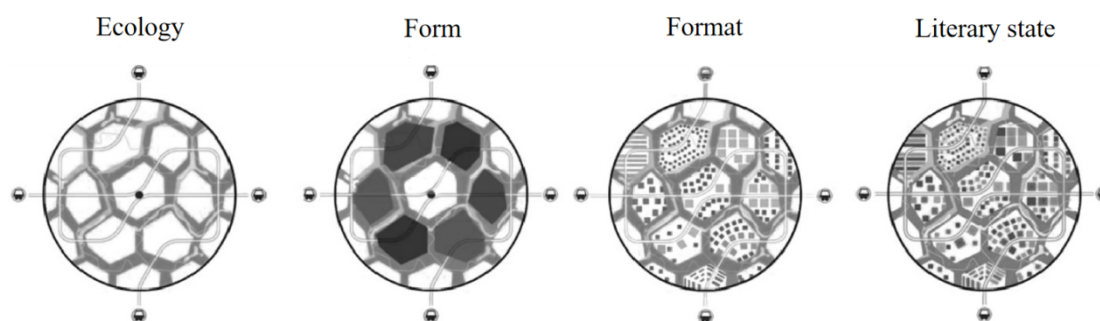
To respect and conform to the law of urban construction and development, the key is to coordinate the shape, format, culture and ecology of the city. Form is the face of the city, format is the skeleton of the city, style is the temperament of the city, and ecology is the background of the sustainable growth of the city [5]. To seek a breakthrough in innovation, it is necessary to learn from the pleasant spatial characteristics of similar lots at home and abroad, and establish their commonness from the aspects of characteristic function, cultural strategy, spatial framework, ecological pattern and so on. The four states are mutually supportive and indispensable, and constitute the organic whole of urban scientific development [6-7]. Adhere to the integrated development of urban form, format, culture and ecology, and pay attention to both speed and quality, so as to make urban development more quality, urban culture more tasteful and urban features unique [8]. Four-state integration, that is, it is necessary to show rivers and mountains in the ecological level of small towns, form the network framework of integrating mountains and rivers into towns according to the topography and subtropical humid climate, and strengthen the optimization of the ecological environment of small towns; At the level of town form, it is necessary to consolidate the core and strengthen the axis, create a kind and pleasant space and place, and strengthen the continuity of ownership; At the business level of small towns, it is necessary to develop industries and gather cities, promote the life tourism of small towns, strengthen the development of industries by combining innovation and synergy, and inject the vitality of sustainable development into small towns; At the cultural level of small towns, it is necessary to manage the pulse and gather gas, extend the context, strengthen the excavation and expansion of local culture, and carry out diversified compounding according to the characteristics of local diverse cultures to form local cultural characteristics [9-10].

## **2. Analysis on the Trend of High-quality Development of Wenzhou Cultural Tourism Industry under the Background of Four State Integration**

### **2.1. The Establishment of Provincial-level National Tourism Demonstration Areas and Three Major Cultural Tourism Brands Will Play a Major Traction Role in the High-quality Development of Wenzhou Cultural Tourism Industry**

In recent years, Wenzhou provincial Party committee and provincial government have raised the development of cultural tourism industry to an unprecedented strategic height, seized the major development opportunity of the establishment unit of the approved Provincial National global tourism demonstration area, firmly established the concept of "one game of chess" for cultural tourism development, and gave full play to the unique advantages of Wenzhou's rich cultural resources. Vigorously promote the "dual core" linkage. Through the construction of theme blocks, theme resort hotels, urban sports parks and life supporting facilities, a theme park integrating "catering and accommodation, parent-child experience and outdoor sports" will be built, which will be linked with the archaeological site park of the Royal Mausoleum of

Wu and Yue, form a popular "double core" of culture and tourism, and strive to build a new landmark for the integrated development of culture and tourism in China. By building a three-dimensional tourism transportation network and identification system of fast forward and slow travel, create a new energy sightseeing bus connection system directly to the interior of the scenic spot, and realize the connection between the core scenic spot and the surrounding characteristic scenic spots, scenic towns, villages and villages [11]. At the same time, the scenic roads are connected radially with the surrounding West Lake, Anji, Deqing, Tonglu, Chun'an, Ningguo, Jixi and Shexian, forming a ring line pattern of "five ring agglomeration and meter shaped docking". As the world's climate and environment are facing more and more serious problems, people have expressed concern about the High-quality development of Wenzhou's cultural tourism industry. Based on the current situation of Wenzhou and the construction experience of similar characteristic towns, it is proposed that the construction of Wenzhou towns should be based on the characteristic concept of four state integration. As shown in Figure 1.



**Figure 1.** Four-state fusion mode

"Yandang Mountain, Wenzhou, is a wonderful place in the world. However, since ancient times, there have been no words. Among the auspicious symbols, because of the building of Yuqing Palace, cutting down mountains and drawing materials, only some people saw them, but they were not yet famous at this time. According to the book of the Western Regions, Arahantuo lives in the southeast sea of Sinian, the Furong Peak and Longgui of Yandang Mountain. Guan Xiu, the Tang Priest, wrote "Nuo Moment Luo Zan", with the saying "Wild geese are wandering through the clouds, and the dragon's banquet is rainy". There is Furong Peak in the south of the mountain, with Furong Post under it, overlooking the sea in front of it. However, we don't know where the wild geese and dragons are. After logging, I first saw this mountain. There is a big pool on the top of the mountain, which is said to be flying wild; There are two pools of water under it, thinking that there are dragons. There are also scenic spots, feasts and peaks, all of which are named after Guan Xiu's poems by later generations. Xie Lingyun was the guardian of Yongjia. He traveled all over Yongjia, but he didn't talk about this mountain. Gai didn't have the name of Yandang." As shown in Figure 2.

Taking the promotion of scenic spots as the starting point, we will actively promote Daming Mountain to create a national 5A-level scenic spot, and accelerate the construction of dazzling pearl projects such as Wuyue Kingdom Tomb Archaeological Site Park, Tianmu Mountain Famous Mountain Park, Qingshan Lake and Huizhou-Hangzhou Ancient Road. On the basis of upgrading tourism supporting facilities, we will speed up the 17 star-rated hotel projects under construction, focusing on the current situation of insufficient supporting hotels around Qingshan Lake, and follow the train of thought of "purchasing a batch, transforming a batch, building a batch and promoting a batch". Eco-tourism towns focus on leisure gathering core, develop urbanization supporting structure and form a complete town structure, which is the extended development model of eco-tourism towns. Its structure can be summarized into three



levels: core scenic spot structure: scenic spot and leisure gathering; Extend the independent functional plate structure: diversified functional areas such as public service areas, tourist business areas, traffic service areas, characteristic health areas, pension areas and resettlement areas; The overall structure of urbanization development: hospitals, schools, financial, administrative centers, office centers, residential communities and other urban facilities. The town pays attention to the return of style and features, and the architectural style continues the rough, free and easy architectural style of the traditional American western region. The facade is simple and mainly warm and white. Strengthen the spatial characteristics of small towns, strengthen the building of small-scale blocks, increase the amenity of space, and arrange regional commercial service centers in the geometric center; In terms of cultural characteristics, the town builds the legendary western culture, and shows the legendary history and culture of American western cowboys through public service facilities such as hotels, restaurants and other elements of identification system. As shown in Figure 3.



**Figure 2.** Yandang Mountain Scenic Area



**Figure 3.** Ancient town scenic spot

Take the three major cultural and tourism brands as a bright business card to enhance the slogan of "ancient Chinese civilization and good scenery in Wenzhou", activate the "rich mine" of cultural and tourism resources in Wenzhou, highlight the soul characteristics of Wenzhou culture, accelerate the systematic, integrated and coordinated development of Wenzhou cultural and Tourism industry, and promote the integrated and brand development of cultural tourism in the whole province.

## **2.2. The Improvement of Industry Quality and Efficiency and the Cultivation of Emerging Business Forms Will Provide New Impetus for the High-quality Development of Wenzhou Cultural Tourism Industry**

At present, consumers pay more and more attention to the expressiveness, attraction and experience of tourism products. Therefore, it has become the main focus of cultural tourism industry competition to pay attention to cultivating new business forms and consumption modes of cultural tourism, expanding new fields of cultural tourism integration and creating new hotspots of cultural tourism consumption. In order to further accelerate the recovery and development of tourism, Wenzhou has promoted the High-quality development of cultural tourism by emphasizing the degree, grasping projects and stabilizing investment. With the opportunity of hosting the 15th Zhejiang Tourism Industry Development Conference, Wenzhou has accelerated the construction of major cultural tourism projects. Nanxi River, formerly known as Ou river, is the second largest tributary of Ou river, which flows into the sea alone in the East China Sea of Zhejiang Province. Originated in huanglikeng at the junction of Yongjia County and Xianju County. Between Kuocang mountain and Yandang Mountain range, it turns thousands of times from north to south, flows through the hinterland of Yongjia center, and flows directly into Oujiang River. The main stream has a total length of 140 kilometers, the drainage area is about 2490 square kilometers, the natural drop of the river is 1030 meters, the average gradient is 7.4 ‰, the average river width in the upper and middle reaches is 50 meters, the average river width in the lower reaches is 375 meters, and the average annual runoff is 2.85 billion cubic meters. The main tributaries of Nanxi River include Yantan River, Zhangxi River, Hesheng River, Xiaonan River, Huatan River, Wuchi River and Doumen river. Nanxi River Sub scenic area is a scenic area developed on the Nanxi River Basin, which is famous for its pastoral landscape. As shown in Figure 4.



**Figure 4.** Wenzhou nanxi river

To realize the High-quality development of Wenzhou's cultural tourism industry, we must focus on creating a first-class innovative ecology, cultivating and launching a number of cultural tourism products with strong experience, participation and sharing, focusing on cultivating and developing rural tourism, red tourism, health tourism, research tourism, sports tourism, exhibition tourism and air tourism, etc., breaking regional boundaries, integrating superior resources, cultivating cross-regional, cross-industry and cross-format compound product lines, and creating High-quality cultural tourism "product packages" and "product packages" "At present, we are working hard to build a number of tourism facilities projects and a number of renovation and upgrading projects, organize personnel training, and at the same time accelerate the construction of the Long March Cultural Park project, create a demonstration of integration of culture and tourism, and push the quality of Wenzhou tourism resources to a higher level."

### **3. Countermeasures to Promote the High-quality Development of Wenzhou Cultural Tourism Industry**

#### **3.1. Play a Leading Role in Driving and Radiating**

We should concentrate our efforts to build the ancient city of Wenzhou into a cultural tourism demonstration area in Wenzhou, a cultural tourism brand with the most core competitiveness, a domestic first-class and top cultural tourism scenic spot and an international well-known cultural tourism destination, and give full play to the driving and radiation role of this leading scenic spot. Accelerate the digital reform of cultural tourism, promote the iterative upgrading of the "code upstream Lin'an" platform, deepen the application development of interactive and immersive cultural tourism scenes such as Wu Yue cultural digital exhibition hall, "happy tourism" and "traveling in the countryside with solar terms", and build an urban brain smart cultural tourism cockpit integrating smart management, smart service, smart marketing and smart statistics, Realize the "one screen control" of cultural tourism situation and cultural tourism supervision in the region, and promote the transformation and upgrading of Lin'an cultural tourism industry from "digital" to "digital intelligence" and "digital governance". Take the six standards of "main body, base, processing, exhibition, brand and culture" as the construction standard of modern agricultural manor, actively build modern agricultural boutique manor, accelerate the transformation and upgrading of agricultural industry, create "point, line and area" combined with economy, carry out the construction of characteristic agriculture, tourism agriculture and landscape agriculture, and promote the transformation from traditional agriculture to modern agriculture. Based on the existing ancient city resources of Wenzhou ancient city, we should carry out in-depth excavation, creativity and industrialization of cultural elements, extend the tourism industry chain from the aspects of landscape, products, supporting facilities and services, improve the added value of products and services, and take the lead in building Wenzhou ancient city into a cultural tourism brand of Wenzhou. We will adopt a global marketing approach, strengthen cooperation with CCTV, Xinhuanet and other central media, and continue to carry out marketing activities for key products. Strengthen the linkage with important cities in Shensu, Jiangsu, Zhejiang and Anhui, take the Yangtze River Delta as the main source market in Lin'an, and open a point-to-point tourism through train. Strengthen tiktok marketing, Kwai Yin, quick hands, little red book and Ctrip, Hornets nest OTA client to carry out all-round efforts. Tourism is the core driving industry of eco-cultural tourism towns. From the demand side, global tourism brings economic and brand benefits to eco-cultural tourism towns. Due to the integration of various industries and departments and the participation of residents, global tourism has become a consumer market for other industrial products, which can effectively promote the development of transportation, posts and telecommunications, manufacturing, commerce, catering services,



finance, insurance, culture and health and other industries. The development of global tourism will help to improve the overall image of tourism destinations and promote industrial transformation and upgrading. Improve quality and efficiency and maximize regional comprehensive benefits.

### **3.2. And Explore Four Major Formats**

"B&B economy", characteristic towns, smart tourism and study tourism are four emerging formats, which meet the needs of current consumers well and have high development potential. To relieve the residents of surrounding villages and towns and tourists inside and outside the ancient town, theme-based living and consumption property projects are added, neighborhood centers, district centers and service centers are formed based on the population size, and people's daily life and entertainment are integrated into the ecological environment consumption places with comprehensive properties such as leisure, sightseeing and tourism, so that people can enjoy modern fashionable life in an environment including traditional culture and nature with a relaxed attitude. Based on the goal of standardization, standardization, informationization and marketization, the industry standards and norms of rural tourism products and homestay construction in Shanxi Province should be established. From B&B construction standards to catering services, accommodation services, health service standards to professional skill requirements standards of B&B housekeepers, a comprehensive and full-process standardized management system has been established. In the process of construction and operation of eco-tourism towns, we should actively promote institutional innovation, vigorously reform the town management system, actively utilize the strength of relevant departments, give full play to the enthusiasm of local residents, and take appropriate measures to educate tourists to create a clean and tidy appearance of the town, so as to enhance the affinity of the town and improve the quality of living environment. In-depth research tour routes, such as the cultural tour of searching for roots and ancestors, the cultural tour of Liao and Jin dynasties in northern dynasties, and the cultural tour of Shanxi merchants in Ming and Qing dynasties, will be developed, research tour products such as Yellow River culture, Shanxi merchants culture and red culture will be created, and the "Chinese historical civilization" research tour demonstration project and research practice education demonstration base will be built to provide "walking classes" for Chinese and foreign scholars and tourists, leading more Chinese and foreign tourists to enter Shanxi and get close to history. Considering that the traditional tourism season has strong temporal characteristics and large differences between peaks and valleys, Wenzhou industrial project facilities should ensure that customers can be attracted all the time, and finally realize the tourism function, diversified experience and full-time life of the whole town, and gather the vitality of the town through industrial development.

## **4. Conclusion**

In short, we should promote the High-quality development of Wenzhou's cultural and tourism industry through the integration of four states, deeply tap the core value and spiritual connotation of cultural and tourism resources, comprehensively integrate scattered High-quality resources, and transform the advantages of cultural resources into the victory of tourism development. From the perspective of the characteristic towns built at present, more than half of them focus on industrial characteristics, such as financial innovation, emerging industries, high-end manufacturing, e-commerce, etc. The integration of Wenzhou cultural tourism industry and eco-cultural tourism town can start with industry. Realize the deep integration of cultural industry and tourism industry, improve the core competitiveness of Wenzhou in the new round of national and even global competition, cultivate and expand strategic pillar industries, and promote the High-quality development of Wenzhou's cultural and tourism industry. Under the condition of deteriorating living environment and increasingly

depressed villages and towns, this study proposes that the construction of characteristic towns should integrate green ecological and environmental protection design, strengthen ecological leading ideas, build an ecological grid of landscape town integration, strengthen the construction of ecological landscape system, and build a sponge blue-green system based on the sponge city theory, I hope it can be helpful in the High-quality development of Wenzhou cultural tourism industry.

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