

Research on the Protection and Tourism Development of Cultural Resources in Urban Historic Neighborhoods

--Taking Kashgar Ancient City Scenic Spot as an Example

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Abstract

Based on the background of culture and tourism integration development, the study analyzes the problems in the protection and development of resources in the ancient city scenic area of Kashgar through the rich historical and cultural resources and their value system. Aiming at the problems of "inadequate development of cultural products", "poor branding ability" and "weak professionalism of practitioners" in the protection and development, the study proposes to "Enriching the variety of cultural tourism products and improving the quality of tourism products", "revitalizing cultural resources and building the brand of the ancient city", "adhering to the protective development and enhancing the professionalism of cultural tourism development". Improvement countermeasures. The study is of great significance in helping the ancient city scenic spot to renew its cultural charm, stimulate economic vitality and promote the sustainable development of the ancient city scenic spot.

Keywords

Cultural Resources; Tourism Development; Kashgar Ancient City.

1. Overview of the cultural resources of the ancient city of Kashgar scenic area

1.1. Overview of Kashgar Ancient City Scenic Spot

Kashi Ancient City Scenic Spot is located in the center of Kashi City, covering an area of 3.6km², which is the first 5A-level historical and humanistic scenic spot in Xinjiang, and is one of China's rare characteristic labyrinthine urban historical districts. The ancient city has a long history and deep cultural heritage, its history can be traced back to the Han Dynasty, with a history of more than 2,000 years, known as the "living thousand-year-old city, the last of the West" reputation.

1.2. Existing cultural resources of the ancient city of Kashgar

1.2.1. Historical and Cultural Resources--Ancient Architectural Complexes

The accumulation of time has made Kashgar's architectural culture both in use and aesthetic value, and the ancient residential complexes not only show the original life style, but also adapt to the modern architecture in a very harmonious way. A unique national characteristics of the ancient residential complex is the reality of the ancestors' architectural ideas, fully presenting the harmony and unity of man and nature, man and the surrounding environment.

Gaotai Residence: Most of the residences in the old city are of adobe or brick structure, and many traditional residences have a history of hundreds of years, the most typical of which is the "Gaotai Residence". The Gaotai Residence is located in the northeast end of the old city of Kashgar, built on a 40-meter-high, 800-meter-long loess cliff in the Uyghur ethnic settlement. Historically, the north and south slopes of the cliffs were cut off by floods, and since then the

north and south have been separated, and the present Gaotai dwellings are located on the south cliffs in the past.

Gaotai Folk House is a historical relic with the characteristics of the ancient western region, and is known as "Uyghur living folk museum". It has condensed the crystallization of the wisdom of the ancients, witnessed the trajectory of historical development, and is an important landscape in Kashgar for displaying ancient Uyghur residential architecture and folk customs. "Kuozqiabeshi" is the Uyghur name for the high terrace dwellings, meaning "high cliff earthenware house", because the material "Segaz", which can be used for firing earthenware, was found in the soil layer of the high cliff, attracting many craftsmen to work in the area. Because of the discovery of "Segz", a material that can be used for firing earthenware, in the soil layer of the high cliff, many craftsmen were attracted to build earthenware workshops here, and it was also named after the local traditional handmade crafts. Most of the dwellings here are built of raw earth, and the houses are constructed with mud and poplar wood, which seem to be simple and flimsy, but are actually safe and solid enough to meet the housing needs of the residents at that time.

However, after years of baptism, the high-rise residential buildings have become high-risk buildings whose safety and disaster-resistance characteristics have long failed to meet modern housing needs, and thus have become an urgent problem to be solved. The central and local governments paid great attention to this issue and carried out safety renovations in 2010. Nowadays, the Gaotai houses have been protected and rebuilt by the government, and on the basis of maintaining the traditional style, they are equipped with complete infrastructure such as firefighting, water and electricity, heating, etc., with improved seismic and waterproof performance, and improved disaster mitigation capability. With the development of tourism, fashion, leisure and entertainment industries gradually enter the Gaotai residential area, and the combination of modern fashion entertainment such as "Ethnic Style B&B" and "Ethnic Style Bar" with the traditional neighborhood has produced the same fireworks. In 2021, the street of the ancient city impression was recognized as "the first batch of national night culture and tourism consumption gathering area", which confirmed the tourism development of the ancient city of Kashgar and injected impetus for its further development.



Figure 1-Streets and alleys in the old city (author's own photo)

Streets and alleys: The streets and alleys of Kashgar Ancient City are crisscrossed, dense and deep. The streets and alleys of the ancient city are composed of streets, lanes and end lanes, and the spatial layout is characterized by twists and turns and freedom. In addition, the

architectural form of high walls and narrow alleys has better wind and sand protection against bad sand and dust weather[1]. The alleys in the ancient city are not built according to uniform architectural standards, but have been formed over time[2], and consist of a block of residential walls connected to each other, leading to winding alleys, and it is their irregular form that is highly memorable and recognizable. The meandering streets weaken the pedestrian's sense of direction, creating a deep and mysterious atmosphere.

As a public space, the streets and alleys in the ancient city have the function of a neighborhood once they are formed, and the staggered houses gathered in the streets and alleys form a social network for the residents, who can complete the social interactions just by walking. In the ancient city of Kashgar, streets and lanes are the most basic and direct social places for residents. Walking in the old city of Kashgar, can often be seen in the streets and lanes of groups of children playing, cool nagging adults, no matter what age group of residents, the streets and lanes are important for its social interaction space.

1.2.2. Folklore resources

Folklore resources are an important part of cultural resources, which are rich in distinctive national and regional characteristics, laying the foundation and providing the basis for the development of local cultural industries, and injecting vitality into the promotion of tourism economic development. The ancient city of Kashgar is rich in folklore resources, which provides an inexhaustible source for the development of its cultural tourism industry. The historic district includes not only the traditional streets and lanes, architectural complexes, dwellings and other surviving resources; it also includes resources at the level of behavior, expression and technology, such as local customs, ethnic arts, traditional crafts and other intangible cultural resources.

(1) Festival Culture. The traditional festivals common to many ethnic groups in Xinjiang include Nawruz, Meat Meal Meal, and Gurpang, among which Gurpang is the grandest. Nowruz, which falls on or around March 20 every year, is a festival to welcome the coming of spring, and is therefore called the Spring Festival. On the day of the festival, "Nawruz rice" made of broth, wheat, millet and other grains, as well as jujubes, dried apricots, carrots and other food is eaten to celebrate the favorable weather and to wish for a good harvest in the coming year. In some regions, the festival is celebrated by organizing horse races, goat races, poetry contests, and dawaz. Nowruz was inscribed on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO and the Scientific and Cultural Organization in 2009 as a symbol of cultural heritage and the rapprochement of long traditions. Nowruz and Gurbon are grand traditional festivals of many ethnic groups in Xinjiang, and due to different calendar rules, the dates of Nowruz and Gurbon are brought forward each year from the previous year. On the eve of the festivals, families are busy picking up and arranging their sharps, buying new year's goods, and making full preparations for celebrating the festivals. On the day of the festival, people change into new clothes, families set up the table, prepare mutton soup, haggis and other delicacies, ready to welcome friends and relatives who come to pay New Year's greetings.

(2) Ethnic dress culture. Ethnic dress is the unwritten history book of an ethnic group, which is closely related to factors such as region, gender and age[3]. Uyghur traditional costumes are simple and diversified, and they are important symbols that vividly show Uyghur culture through their colors, patterns and shapes. Uyghur traditional costumes are mainly composed of hats[4], undergarments and shoes, and the styles of dress are chosen on the premise of considering the adaptability to the environment. Uyghur traditional costumes are rich in variety and can be divided into headwear, including leather hats and flower hats, and clothes, such as tunics, kangas, shirts, undershirts, pants, and so on. In addition, the Uyghur people love silk fabrics, among which the native Edelweiss silk is the most famous one, and Uyghur women love to use Edelweiss silk to make clothes, and this dress habit is still preserved today.



Figure 2-Atlas Silk (Source Network)

(3) Ethnic food culture. Uyghur dietary culture is an important part of Uyghur culture, showing the dietary structure of "preferring noodles and meat". First of all, meat occupies an important position in Uyghur dietary culture, such as lamb kebabs, hand-held meat, haggis, naan pit meat, etc. Meat can be regarded as indispensable in daily food; secondly, as one of the staple foods, pasta is an important part of Uyghur dietary culture, such as naan, ramen, naren noodles, thin-skinned buns, oil taters and so on, all of which are common noodles, with a variety of types of pasta; and lastly, melons and fruits occupy an important place in Uyghur dietary culture. Lastly, melons and fruits also occupy a place in Uyghur food culture. Melons and fruits not only quench summer heat and thirst, but also have high nutritional value, which is very popular among people. Diet is not only to satisfy the appetite, but also an important way to promote cultural exchanges, ethnic food culture for the ancient city of Kashgar has shaped the tourism image of "food and beautiful scenery pile up", attracting many tourists.

1.3. Analysis of the value of the protection and development of the cultural resources of the ancient city of Kashgar

1.3.1. Cultural value

The historical neighborhoods of the city record real historical information, provide important historical information for studying historical buildings, neighborhoods, urban social patterns, etc., and have important historical and cultural value. The ancient city of Kashgar shows the lifestyle, customs, values and regional culture of Kashgar people to the outside world, forming the "intangible treasure" of the historic district. It develops continuously in the past, connects the past, present and future, and presents the change and continuity of humanity.

1.3.2. Economic Value

The ancient city of Kashgar is located in the center of the city, with an excellent geographical location and convenient transportation. Through the protection and utilization of the ancient city, excavating the historical heritage and national culture of the ancient city itself, it can promote the development of commercial entertainment, tourism, culture and leisure industries, which helps to increase jobs and expand income channels, bringing more economic benefits to the ancient city of Kashgar, and is a direct embodiment of the economic value of the ancient city of Kashgar.

1.3.3. Social Value

The protection and development of cultural resources of Kashgar Ancient City is a profound manifestation of the enhancement of cultural self-confidence and soft power. It helps to improve the cultural quality and cultivation of the residents of the ancient city, broaden their horizons and increase their knowledge; enhance patriotism and promote the protection and development of local history and national culture; promote mutual understanding between the residents of the ancient city of Kashgar and foreign tourists, spread and continue the spirit of the history and culture of the ancient city; and enrich and improve the content and form of the local culture and enhance its vitality.

2. Analysis of the current situation and problems in the protection and development of cultural resources of the ancient city of Kashgar

2.1. The current situation of the protection and development of cultural resources in the ancient city of Kashgar

2.1.1. The current situation of the protection of cultural resources in the ancient city of Kashgar

With the passage of time, the ancient city has experienced the process of new construction, aging, destruction, reconstruction, re-destruction and reconstruction. Weathered and located in the seismic tectonic zone of the old city of Kashgar sounded the safety alarm, the severe situation makes it in 2009 officially launched the renovation project.

In 2009, Kashgar City carried out a centralized renovation of the old city, reinforcing and renovating 9722 traditional Uyghur houses in the old city scenic area of Kashgar, with an investment of more than 7 billion yuan. The renovation follows the principle of "repairing the old as the old" and adopts the method of "one design for each household" to preserve the original appearance of the old city, and listens to the residents' willingness to renovate during the process of renovation to ensure that the houses are disaster-resistant and earthquake-resistant.

In recent years, Kashgar City, in line with the principle of "respecting history, highlighting culture, and increasing industry", has increased the protection of traditional culture, and has successively built the Iron Industry Commune and the Gallery Street in Kashgar Old Town, so that the traditional culture has given a soul to the Old Town, and it has become a carrier and a window for passing on the cultural memory. In addition, in 2022, Kashgar carried out the "Cultural and Natural Heritage Day" based on the World Intangible Cultural Heritage Week in Xinjiang, aiming to further enhance the people's awareness of intangible cultural heritage protection and inheritance, and create a good social atmosphere for the protection of intangible heritage.

2.1.2. Current situation of cultural resources development in Kashgar Old Town

In 2022, Kashgar was listed as a national key tourist city, which provided impetus for the in-depth implementation of the "tourism strategy" in Kashgar. In recent years, Kashgar has become a popular tourist city, and the ancient city scenic spot has become the resident guest of many film and television dramas, variety shows and advertisements. In addition, through the dissemination and promotion of mobile social software such as Xiao hong shu, Dou yin, Kuai shou, Bili Bili, Weibo and other mobile social software, Kashgar Ancient City has become a "traffic, content" of the Netflix card, which is loved by domestic and foreign tourists. It is loved by domestic and foreign tourists.

At present, the main development body of Kashgar Ancient City is Kashgar Ancient City Tourism and Culture Development Company, which promotes the development of cultural resources in the way of tourist attractions. The complete streets and lanes, traditional houses, ancient

buildings and other resources in the ancient city have been repaired and continue to be used, presenting a complete community network and fully demonstrating the traditional Uyghur residential culture. In addition to the residential function, the development of traditional houses will maximize the advantages of development through the development of leisure and recreation functions. Such as the impression of the ancient city of a street officially opened to the public in 2018, to take the "company + residents" mode of cooperative development, to create "a household a product" of the characteristics of the business, through the lease of the house to the original residents to pay a certain amount of rent, the original house repair, according to the contract after 10 years of lease period. According to the contract 10 years after the expiration of the lease period of housing and interior decoration to the residents, the current impression of a street mainly operating in the B&B, bars, ethnic teahouses, tourist souvenirs, snacks, to achieve "travel in the old city, eat in the old city, live in the old city".

2.2. Problems in the protection of cultural resources and tourism development of the ancient city of Kashgar

2.2.1. Insufficient cultural product development

Due to the single product development mode product similarity phenomenon is serious, cultural tourism resources development mode is single[5]. At present, the development of cultural tourism resources in the ancient city of various ethnic groups to ethnic style lodging, ethnic style cafes, ethnic clothing travel photography room, handicrafts sales, etc. as the main mode of development, although it may seem to enrich the industry in the ancient city, but in fact, it is not. Nowadays, ethnic-style lodgings, cafes, travel photography studio, handicrafts, etc. in Kashgar City abound in various areas, the content is similar, but not formed a characteristic rather than easy to see more visual fatigue.

2.2.2. Poor branding ability

As the saying goes, "the fragrance of wine is also afraid of the deep alley", and then good wine if not seen and tasted by the door, and finally will only end up uninvited. Kashgar ancient city obviously has rich cultural resources, but because of its cultural resources development efforts and depth is insufficient[6], and delayed to create a well-known and influential brand[7]. Kashgar ancient city has a lot of characteristics of cultural resources, such as iron industry commune, national specialty medicinal tea, handicrafts, etc., obviously are priceless treasures, but have not been able to appropriate marketing and promotion, so that the "lonely and self-appreciation type" of cultural resources development, not only failed to effectively utilize the cultural resources, but also failed to promote the positive development of cultural resources, let alone It will not be able to promote the positive development of cultural resources, not to mention moving to a higher stage.

2.2.3. Professionalism of relevant practitioners needs to be improved

With the widespread use of social software, more and more tourists are accustomed to sharing their own records of playing in various places on the network platform, whether it is a complimentary post or a slurring post will be concerned by netizens from all over the world. Kashgar Ancient City scenic area implanted after the travel photography and other business, the network about the "Kashgar Ancient City travel photography" post is to convene different voices, most of them believe that the Ancient City of the national costume travel photography industry professionalism needs to be strengthened, the practitioners of the service attitude needs to be improved. There are also some local netizens said that the national dress travel photography should respect the national dress culture, however, some travel photography business is "mess with the national dress", neither respect for the local national culture, but also a kind of unprofessional performance. The emergence of this behavior is not conducive to

the promotion of national costume culture, but also to the healthy and sustainable development of the travel photography industry.

3. Countermeasures for Cultural Resources Protection and Tourism Development of Kashgar Ancient City

3.1. The basic principles of the protection and development of cultural resources of the ancient city of Kashgar

3.1.1. Adhere to the principle of balance between protection and utilization

The ancient city is the carrier of the city's memory, is the city's valuable wealth. The orderly development and utilization of the cultural resources of the ancient city is an important basis for promoting the sustainable development of cultural tourism. Recognize the non-renewability of cultural resources, in the development of cultural resources of the ancient city of Kashgar, should follow the principle of balance between the protection and utilization, to eliminate the occurrence of similar phenomena such as the use of bad taste eyeballs.

Therefore, adhere to the protection is the first, based on the protection of local cultural resources through intellectual product planning and innovation[8], get reasonable, scientific development and utilization, so that it creates the corresponding social value, economic value, and promote the sustainable development of the cultural resources of the ancient city of Kashgar.

3.1.2. Adhere to the principle of holistic protection

The ancient city of Kashgar is known as "the last western region, living fossil", and its survival to modern times is not only similar to the material culture of architectural culture, but also includes the spiritual cultural content contained therein, which reflects the lifestyle of the local residents and the background of the times, and is a multi-dimensional cultural pattern. The holistic protection refers to the integrity and authenticity of the cultural resources emphasized in the protection process. Integrity is expressed in the fact that the protected cultural resources do not only consider the material culture, but also include the spiritual culture; and authenticity refers to the fact that the public should be guided to feel the real cultural environment and cultural connotation, instead of being provided with a false phantom. For example, the most prominent features of the ancient city of Kashgar are its streets and lanes and traditional buildings, and it is necessary to protect the shape and design of the buildings, as well as the construction techniques and cultural connotations embedded in the buildings as a cultural carrier.

3.1.3. Adhere to the principle of equal importance to cultural inheritance and cultural innovation

Cultural inheritance and innovation are crucial for cultural resources. Cultural inheritance is the basis for the protection of cultural resources, and only on the basis of inheritance can there be continuous generation of resources. Cultural innovation is an important way for cultural resources to realize their value. Cultural resources have historical, regional and other characteristics, so that in the development process not only to retain its original appearance, but also with the times and development, innovative development to meet the cultural needs of modern people. Can not keep the resources without development and utilization, we must have the cultural resources "cash" consciousness, courage and ability, that is, the cultural resources into industrial capital, the cultural needs into market mechanisms. Adhere to the cultural heritage and cultural innovation, the intangible cultural heritage of the ancient city will be inherited, developed on the basis of adaptation to modern society, such as the use of traditional craft skills in the creation of cultural products to create an original IP, through innovative ways and technical support to achieve the effective development and utilization,

both to retain the unique traditional characteristics of cultural resources and combine with the modern aesthetics to give a new vitality.

3.2. Specific measures for the protection and development of cultural resources in the ancient city of Kashgar

3.2.1. Enrich the variety of cultural tourism products and improve the quality of tourism products

Adhering to the concept of "innovative development, quality improvement and efficiency", digging deep into the differentiated features of the cultural resources of the ancient city that can best represent the cultural connotation of the ancient city, and promoting the dissemination of the cultural brand of the ancient city of Kashgar. Efforts to build the cultural brand of the ancient city of Kashgar is a necessary way to protect and develop the cultural resources of the ancient city. On the basis of increasing the protection of cultural resources, in-depth exploration and remodeling of local characteristics, research and development of high-quality cultural and creative products and tourism products and relying on the platform of Xinjiang provinces and cities to strengthen cultural and artistic exchanges, and increase the publicity and marketing efforts to promote the Kashgar tourism brand.

Actively adapting to the development of modern society, to create cultural tourism products rich in historical heritage and contemporary flavor. First, based on digital technology to make full use of cultural heritage, to maintain the unique style and characteristics, such as through digital technology will be historical sites "moved" to the cell phone, to realize the handheld tour of the sites. Secondly, excavate stories, historical figures and folklore with cultural background, and combine them with creative presentation methods to disseminate their cultural contents through marketing, so as to break the deadlock of repetition of cultural tourism products.

3.2.2. Revitalize cultural resources and build the brand of ancient city

Kashgar is a thousand-year-old city, has accumulated thousands of years of excellent culture, but the existing cultural resources have not been fully tapped and utilized, the old-fashioned forms of expression can not show the charm of Kashgar culture to the outside world[9], not to mention telling the story of Kashgar. The background of the integrated development of culture and tourism, tourism development and cultural development put forward higher requirements, based on the local culture, in-depth excavation of cultural characteristics and connotations, to enrich its forms of expression, combined with the development of tourism to open up new horizons. Tapping cultural connotation not only promote the development of cultural industry, or pay attention to the public cultural needs and spiritual needs of humanistic feelings, and constantly make up for the lack of perfect cultural needs level.

For the revitalization of cultural resources requires professional cultural capital to enter the market.

3.2.3. Adhere to the protective development, enhance the professionalism of cultural tourism development

The development and utilization of cultural resources is based on protection, and the ecological nature of cultural resources should not be neglected for short-term economic benefits. Do a good job of collecting, organizing and protecting cultural resources, and promote the protection and inheritance of the cultural resources of the ancient city of Kashgar from the three dimensions of policy protection, technical support and talent training[10]. First, strengthen the policy guarantee, improve the policy and regulation system about the protection of cultural resources, and provide policy guidelines for the industrialized development and sustainable use of cultural resources. Second, increase technical support, with the help of digital technology to enrich the cultural expression, to adapt to the development trend of modernization. Third, the cultivation of professional talents. Strengthen the cultivation of professional skills of

practitioners in the ancient city, carry out relevant skills training from time to time, and continuously improve the professional level and service level of relevant practitioners in the scenic area. In addition, it is also necessary to focus on the status of the inheritance of non-genetic heritage in the ancient city, and increase the cultivation of skill inheritors; at the same time, it is necessary to strengthen the talent incentive mechanism, encourage more talents to join in the protection and inheritance of intangible cultural heritage, and promote the continuity and inheritance of intangible cultural heritage, so as to make it passed on from generation to generation, and the flame continues to be passed on.

4. Summarize

Ancient cities are witnesses to the history and development of the city, but also the connectors of people's collective memories and emotions, with rich material and spiritual culture is an important part of modern society is indispensable. Because of this, the protection and utilization of ancient cities has become an important part of urban management. Tourism as a sunrise industry for the ancient city has brought opportunities for development, but also put forward higher requirements for the protection of the ancient city, only the appropriate development of tourism and cultural resources in order to achieve a win-win situation for the protection and utilization of the ancient city, no principle and bottom line of the development of cultural resources will only make the ancient city into the situation of doom and gloom, without exception.

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