

Research on the Integrated Development of Culture and Tourism in Shenyang from the Perspective of Green and Low Carbon

Peng Wu

Liaoning Communication University, Shenyang, Liaoning, 110136, China

Keywords: Green and low-carbon, culture, tourism, Integrated development

Abstract: Firstly, through literature review and on-site research, this article analyzes the main problems existing in the current situation of cultural tourism in Shenyang, and analyzes the basic elements and characteristics of cultural tourism based on the overall design theory, proposing the main application value of this theory to solve existing problems. Then, through literature research and case studies, based on the theoretical framework of overall design, the design methods and planning methods in cultural tourism planning at home and abroad were sorted out and compared, and the main methods and strategies for the overall design of cultural tourism in Shenyang were obtained. Finally, an empirical study was conducted on Shenyang city, based on on-site research data, combined with overall design theory and case study results, to complete the practical research on Shenyang cultural tourism and test the scientific and rational nature of the theory.

1. Introduction

The tourism industry is one of the important pillar industries in China, and it is also the basic industry on which the people rely for survival and development. As the capital city of Liaoning Province, Shenyang has a good foundation and advantages in the cultural tourism industry. As a national historical and cultural city with profound cultural heritage, Shenyang has always attached great importance to promoting the city. Currently, Shenyang is actively integrating into a new civilized lifestyle characterized by green, low-carbon, and recycling. In this context, Shenyang actively promotes the transformation and upgrading of the cultural tourism industry in the construction of ecological civilization, and actively achieves sustainable development by vigorously developing the ecological cultural tourism industry.

This article first conducts research and analysis on the current situation of cultural tourism in Shenyang, while also exploring and protecting the unique culture of Shenyang. Then analyze the influencing factors of the integration development of cultural industry and tourism in Shenyang, elaborate from two aspects: macro impression factors and onlooker influencing factors, and finally propose countermeasures, suggestions, and prospects for the integration development of cultural tourism in Shenyang.

2. The role of cultural tourism integration and development

2.1. Promote urban culture and strengthen cultural confidence

At present, China's rapid economic development and the comprehensive construction of a moderately prosperous society have been achieved, and the material life has gradually improved. The spiritual needs of the people for a better life should also be increased simultaneously, in order to obtain high-quality satisfaction. Promoting the coordinated development of socialist spiritual civilization and material civilization, the development of cultural industry and tourism industry will become an important measure for the coordinated development of spiritual civilization and material civilization. Therefore, the integration and development of cultural industry and tourism industry will bring new changes. Shenyang has a profound historical and cultural foundation and abundant tourism resources. Integrating the two under the premise of green and low-carbon development provides an opportunity for the city's economic transformation.

2.2. Innovate the mechanism of cultural and tourism integration to promote economic development

Innovate and develop the historical civilization of Shenyang city, and promote the prosperity of Shenyang's historical and cultural heritage. Against the backdrop of the development and prosperity of the cultural industry, the integration of tourism, especially the study of "culture+digitalization", is a trend in social and economic development. Digitalization is also a trend of green and low-carbon development in society, which can "break away from tradition" in cultural tourism display mode, form a visual perspective, digitize local historical and cultural online dissemination, promote Shenyang's historical and cultural heritage, and help create Shenyang's urban historical and cultural "golden card". Exploring ways to integrate the development of cultural and tourism industries in Shenyang, providing effective reference for the development of the cultural and tourism industry in Shenyang, exploring a path for the rapid development of tourism and culture to advance together and achieve mutual benefit, and accelerating the economic development of our city.

2.3. Promote economic structural transformation and achieve sustainable development

As a constituent element of the tertiary industry, the importance of culture and tourism is obvious, so it is also urgent to attach importance to the development of the culture and tourism industry. Compared to other industries, the cultural characteristics of the tourism industry are very significant, and it can be said that the core of tourism is culture. The economic situation in our province is becoming increasingly tense, and with the acceleration of population aging, the era of population dividend is gone forever. In this situation, the integrated development of the cultural and tourism industry is a necessary way for the sustainable development and structural transformation of our province's economy.

The cultural industry and tourism industry are two highly interconnected systems, and with the vigorous development of the two industries, their integration is an inevitable trend of development. The integration of cultural and tourism industries not only solves the imbalance in resource allocation during the low and peak seasons of tourism, but also enriches cultural products. It can provide methods and strategies for the development of cultural and tourism integration in Shenyang.

3. Problems in the Integration and Development of Culture and Tourism in Shenyang City

3.1. Inadequate excavation and utilization of cultural resources

In a sense, cultural excavation is the protection and inheritance of culture, so fully exploring and utilizing local cultural characteristics, traditional culture, ethnic and folk culture will play a role in protecting and inheriting local culture. The cultural industry is an industry with enormous development potential, and by extending the industrial value chain, greater economic benefits can be achieved.

Shenyang City was the birthplace of the Qing Dynasty and preserved good Manchu Mongolian folk culture. However, with the rapid development of the social economy, traditional ethnic and folk culture has been diluted and has not received sufficient attention. In the comprehensive evaluation coefficient of the cultural industry and tourism industry in Shenyang, the overall coordination degree between the development of the cultural industry and the tourism industry is gradually increasing.

3.2. Tourism lacks cultural characteristics and lacks a clear brand image

Culture can enrich the connotation of the tourism industry in the region and enhance the spiritual level of tourism activities. Tourism can also be seen as a product, and brand image is the intangible asset of the product, which is recognized by consumers. The outdated tourist attractions still need to undergo transformation and upgrading.

At present, most A-level scenic spots and tourist attractions in Shenyang are just imitating the successful tourism innovation points of other regions, but have not found their own path and development model. For excellent tourism development cases, we should take the essence and

discard the dross. Integrating culture into tourism development not only enriches the forms of tourism activities, but also protects the local cultural characteristics of Yanbian Prefecture.

3.3. Insufficient driving force for the integration and development of cultural and tourism industries

In recent years, the integration of culture and tourism has become a new trend. Shenyang unilaterally pursues rapid economic development while neglecting the importance of quality. The development speed of the tourism industry is very fast, but compared to the tourism industry, the development of our city's cultural industry is lagging behind, resulting in asynchronous and uncoordinated development of the cultural industry and the tourism industry. At present, the integration development of cultural and tourism industries in Shenyang mainly focuses on the development of cultural resources, and the integration of cultural elements in tourist attractions is also relatively limited. The development mode of cultural industries is relatively one-sided. Relying solely on government policies and plans to promote the integration of the two industries has resulted in a weak market driving force for the development of cultural and tourism integration in our city, and we have not seen the long-term benefits brought by cultural and tourism integration.

4. Strategies for the Integrated Development of Culture and Tourism in Shenyang under Green and Low Carbon Conditions

4.1. Increase policy support

Against the backdrop of accelerating green and low-carbon transformation and development, Shenyang should continuously improve relevant economic policies to effectively promote the development of the tourism industry. When formulating the 14th Five Year Plan, it is necessary to fully utilize existing advantages and carry out research and dissemination of the cultural tourism industry. Actively play a promoting role in promoting the green economy, further achieve the goals of sustainable economic development and social ecological civilization construction by promoting the transformation and upgrading of the cultural tourism industry, and ultimately achieve the goal of building a green, low-carbon, and circular utilization industrial system in Shenyang. In the implementation of the "14th Five Year Plan" in Shenyang, it is necessary to actively promote the innovative and sustainable development of the cultural tourism industry by formulating the "14th Five Year Plan", in order to achieve good and fast economic and social development.

4.2. Continuously Strengthening the Construction of Cultural Connotation

Fully leverage the historical and ecological value of the ancient city to comprehensively enhance its attractiveness and cohesion. Organize the implementation of the ancient city development and protection improvement project, strengthen the protection and management of the historical ancient city, promote the preparation of the protection plan for the historical and cultural city of Shenyang, focus on restoring the historical style of the old city of Shenyang, and comprehensively enhance the level and influence of the protection and management of the ancient city of Shenyang. Make the five classic scenic spots such as "Old Street in Shenyang, China" an important part of the implementation of rural revitalization strategy, create high-quality rural tourism projects, and implement the "Shenyang time-honored brand" protection project. Promote the development of intangible cultural heritage inheritance and protection projects, as well as the construction of excellent traditional cultural inheritance and education projects, and the construction of the "Two Institutes and Two Pavilions".

4.3. Actively introducing high-quality talents and technologies

The development of cultural tourism industry in Shenyang can further promote the development of green and low-carbon economy on the basis of continuously optimizing the business environment. By attracting talents and technology, the development of cultural tourism industry can be promoted, which is also an important means of green and low-carbon development. There are various ways to introduce talents, including talent recruitment, talent introduction, and talent

training. Through this approach, excellent and professional talents can be introduced, while training and educational measures can also be taken to enhance the quality of professional talents and promote technological progress. There are some problems in the current cultural tourism industry in Shenyang, such as a shortage of talents in cultural industry management, and a shortage of talents in cultural industry management. Therefore, Shenyang should actively explore diversified ways to meet the needs of different talents and the development and growth of enterprises. At the same time, we focus on introducing high-quality personnel and technology and continuously optimizing the business environment to provide good service guarantees for the healthy and sustainable development of the cultural tourism industry.

4.4. Accelerate the establishment of the concept of digital economy development and promote innovation in the cultural tourism industry

With the rapid development of the global digital economy, fundamental changes have taken place in the social economy. In this context, regardless of the development of any industry, it is necessary to grasp the trends of digitalization, intelligence, and networking development, and actively explore new growth drivers and development paths. The innovative development of the cultural tourism industry is also the same. Culture has great inclusiveness, which also provides possibilities for the connection between culture and science. Therefore, the cultural tourism industry should establish a digital economy development mindset and actively utilize advanced technologies such as the Internet, big data, 5G technology, and artificial intelligence to build a new development model with culture as its content, tourism as its carrier, and technology as its means. This will promote the transformation of the cultural tourism industry from shallow sightseeing to deep experience, achieve quality and efficiency improvement, and promote the transformation and upgrading of the cultural tourism industry.

4.5. Utilizing digital technology to promote the integrated development of cultural tourism

In the era of digital economy, the application of digital technology has met the ultimate experience needs of cultural tourism consumers, while also further stimulating consumers' demand for a better life. And this demand from consumers has promoted the value and organizational restructuring of the cultural tourism industry, promoting its further development. With the arrival of the 5G era, the development quality of the cultural tourism industry will also be comprehensively improved. This requires cultural tourism enterprises to seize the opportunity of the times, build a "5G+cultural tourism innovation base", accelerate the penetration of advanced digital technologies such as big data, cloud computing, and artificial intelligence in the cultural tourism industry, services, marketing, management, and experience, and promote the integration and development of the cultural tourism industry and the digital economy.

4.6. Promote the structural reform of the tourism supply side

Promote the supply side structural reform of the tourism industry, improve the tourism supply system, and achieve diversified supply. Accelerate the construction of smart tourism, complete the upgrading and transformation of smart tourism public service platforms and smart scenic spots, and improve service quality. Promote the development of comprehensive tourism and focus on promoting the expansion and improvement of tourist attractions. Strengthen and expand the key leading enterprises in promoting global tourism: promote the creation of global tourism demonstration work. Strengthen the overall planning and deployment of the creation of a comprehensive tourism demonstration zone; Promote the establishment of a comprehensive tourism demonstration county; Promote the construction of comprehensive tourism demonstration scenic spots and demonstration units; Improve the level of comprehensive tourism services.

5. Conclusion

Strengthening foreign cooperation and exchanges Shenyang, as the capital city of Liaoning Province, has always been promoting economic and social development. In order to achieve the

integrated development of cultural tourism in Shenyang in the future, corresponding measures will need to be taken to promote industrial upgrading and achieve green development and integrated development of cultural tourism. Firstly, we need to leverage the role of cultural tourism integration in ecological protection. Then, we need to raise awareness of ecological environment protection and establish a concept of ecological environment protection. Finally, promoting the integrated development of the cultural tourism industry through technological innovation will also play an important role. In summary, cities in Liaoning Province are actively promoting innovation and research and development activities in the field of cultural tourism integration to provide strong support for its development.

References

- [1] Liu Shaowen. Reflections on the Integrated Development of Culture and Tourism Industry in Chongqing [J]. Chongqing Administration, 2019,20 (03): 84-87
- [2] Song Rui. How to truly achieve the integrated development of culture and tourism [J]. People's Forum · Academic Frontiers, 2019, (11): 24-35
- [3] Wang Ying. Research on the Effect of Tourism Integration Development [D]. Yunnan University, 2015