

STUDY OF WOLONGGANG TOURISM AREA IN NANYANG CITY TO CREATE AND DEVELOP INTEGRATED CULTURAL TOURISM AND CULTURAL CREATION

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Abstract

With the development of global economic integration and the acceleration of urbanization in our country, promoting cultural soft power plays more and more important role^[1] in urban development. Based on the concept of integrated development of cultural tourism and cultural creation, this paper extracts Nanyang city culture, optimises the design of Wollongong scenic spot, and explores the integrated development of Nanyang city culture and tourism industry.

The research results are as follows: (1) Nanyang city has profound cultural resources, which can be more effectively developed and inherited by relying on the tourist scenic spot to enhance the influence of Nanyang city culture. (2) The optimal design of Wollongong Scenic spot based on Nanyang city culture can effectively improve the construction of cultural connotation of the scenic spot, enrich the content of tourist experience and promote the brand construction of the scenic spot. (3) Research on the integrated development of culture and tourism industry will help promote the research process of the integrated development of culture and tourism in Nanyang City, and provide intellectual support for relevant professionals to a certain extent.

Keywords: integrated development of cultural tourism, cultural and creative development, Wolonggang scenic spot in Nanyang City, optimal design of scenic spot

Introduction

1. Research Background

The 11th Congress of Henan Provincial Party Committee officially put forward the implementation of the "Culture, tourism, culture and innovation integration strategy", which is an important strategy that leads the integration of culture and tourism with cultural creativity and integrates cultural creativity into the development of cultural tourism industry. On Oct 26, 2021, the 11th Henan Provincial Congress of the Communist Party of China will implement the strategy of cultural, tourism, cultural and creative integration as one^[2] of the ten strategies for the high-quality development of Henan Province.

On January 13, 2022, the People's Government of Henan Province issued a notice on the 14th Five-Year Plan for Cultural and Tourism Integration Development of Henan Province, which detailed the development conditions, overall requirements, how to build a resource system, how to build a new space for cultural tourism development, and how to build a cultural tourism content supply system with world influence and lasting vitality. How to improve the whole chain of tourism industry, explore new areas of cultural tourism consumption, build a tourism culture promotion system, reshape the culture and tourism public service system, as well as various safeguard measures, have made detailed planning and guidance. All these relevant policies have provided strong policy support for the research on the integrated development of cultural tourism, culture and creativity.

2. Research Significance

In the context of the integrated development of cultural tourism, culture and creativity, we will draw on the experience of advanced cities in the image design and development of integrated cultural tourism scenic spots, rely on Wolonggang Scenic Spot in Nanyang City, Henan Province, try to integrate Nanyang regional culture into the design of Wolonggang scenic spot, achieve the perfect combination of local culture and tourism, and explore the countermeasures and suggestions for promoting the integrated development of cultural tourism, culture and creativity in Nanyang City. To provide intellectual support and decision-making consulting services for Nanyang City to fully implement the strategic decision-making of Henan Provincial Party Committee and provincial government. At the same time, polish the image of scenic spots, shape cultural tourism brand, stimulate cultural tourism consumption, stimulate market vitality, promote the growth of tourism economy in Nanyang City, and attract more foreign tourists.

3. Research Problems

- 3.1 Research on the urban culture of Nanyang City
- 3.2 Optimize and improve the design of Wolonggang Scenic spot in Nanyang City.
- 3.3 Integrated development path of Nanyang city culture and tourism industry.

4. Research objectives

- 4.1 Inheritance and promotion of Nanyang city culture.
- 4.2 Enhance the cultural connotation construction of Wollongong scenic area, and shape the brand influence of the scenic area.
- 4.3 To explore the path and mode of integrated development of urban culture and tourism industry

Research the process and method

1. Necessity analysis of integrating Nanyang city culture into the optimal design of Wollongong Scenic spot

- (1) Inheritance and promotion of Nanyang city culture

As a city with a long history and profound cultural deposits, Nanyang has many famous historical sites and cultural elements. As the leader of Nanyang's tourism industry, Wollongong Scenic spot is also an important part of Nanyang's urban culture. Integrating Nanyang city culture into the optimal design of Wollongong Scenic area will help to better inherit and carry forward the history and culture of Nanyang, enhance tourists' cognition of Nanyang culture, and promote the construction of Nanyang culture soft power.

- (2) To enhance the cultural connotation and attraction of the scenic spot

With the continuous development of tourism, tourists' demand for tourism products is also increasing^[3]. Simple natural scenery and architectural landscape can no longer meet the diversified needs of tourists. Integrating Nanyang city culture into the optimal design of Wollongong Scenic spot can enrich the cultural connotation of the scenic spot and enhance its attractiveness and competitiveness. By displaying Nanyang's historical stories, folk customs, traditional arts and other cultural elements, tourists can get richer cultural experience and spiritual enjoyment during the tour.

- (3) To meet the individual needs of tourists

With the continuous subdivision of the tourism market, the personalized needs of tourists are becoming increasingly prominent^[4]. Integrating Nanyang city culture into the optimal design of Wollongong scenic spot can provide diversified tourism products and services according to the needs of different tourist groups. For example, history and culture

explanation services can be launched for history lovers; Parent-child interactive experience projects can be launched for parent-child tourists. In this way, the individual needs of tourists can be better met, and the satisfaction and loyalty of tourists can be enhanced.

(4) Promote the construction of Nanyang city brand

As a city with unique charm, Nanyang's brand building is of great significance to enhance the city's popularity and influence. Integrating Nanyang city culture into the optimal design of Wollongong scenic spot can further highlight the urban characteristics and cultural heritage of Nanyang and enhance the city brand image of Nanyang. More tourists can be attracted to Nanyang for sightseeing through the publicity and promotion of the scenic spot and word-of-mouth communication of tourists.

(5) Practice research on the integrated development of Nanyang culture, tourism, culture and creativity

The integration of culture, tourism, culture and creativity is the main policy direction^[5] for the development of cultural tourism in Nanyang City. This study will integrate Nanyang city culture into the optimal design of Wollongong scenic spot, practice the integrated development of culture and tourism industry with practical actions, attract more tourists to visit and experience by creating cultural tourism products with Nanyang characteristics, and promote the prosperity and development of Nanyang cultural tourism industry.

2. Sorting out Nanyang city culture

Nanyang has a long history of cultural resources and endless culture. It is a city with a long history and profound cultural deposits. It is also a core area for exploring the source of Chinese civilization.

Table of Nanyang city cultural resources

Features/Culture	Description	
Immigrant culture	The South-to-North Water Diversion project has created a great canalhead spirit.	
Chu and Han Culture	The birthplace of Chu culture and the heyday of Han culture, it is called "Chu Style Han rhyme ancient emperor Town".	
Traditional Chinese Medicine culture	Traditional Chinese medicine culture heritage, one of the world's important birthplace of traditional	

Features/Culture	Description	
	Chinese medicine, the national base for traditional Chinese medicine research and education.	
Official Morality Culture	It has the living fossil of Chinese government office culture such as Nanyang Government office and Neixiang County Government, and the traditional political morality culture.	
Celebrity culture	Gave birth to the "four Nanyang sages" : science sages Zhang Heng, medical sages Zhang Zhongjing, business sages Fan Li, wisdom sages Zhuge Liang.	
Red Culture	Memorial hall	
Jade Culture	The hometown of jade carving in China	
Three Kingdoms Culture	The origin of the stories and characters of The Three Kingdoms	
Flower culture	The hometown of Chinese rose	




Features/Culture	Description	
Ancient Architecture Culture	Chu style and Han rhyme architectural style	
Traditional craft culture	Nanyang pyrography, jade carving, paper cutting, clay figures	
Folk culture	Temple fair, She Fire, dragon and lion dance	

Table 1: Nanyang city cultural resources table
Source: Sun Ranran 2024

3. Analysis of the current design status of Nanyang Wologgang Scenic spot



Figure. 1: Wologgang Scenic spot in Nanyang
Source: Sun Ranran 2024

Nanyang Wologgang Scenic Area, located 4 kilometers west of Nanyang City, Henan Province, a famous historical and cultural city in China, is a scenic spot where Zhuge Liang of Wolong cultivated for 10 years and where Liu Bei visited the cottage three times in the late Eastern Han Dynasty. Wologgang faces Baishui in the south, Zifeng in the north, Songyue in the distance, with mountains and rivers to each other and scenery to stay four times. Here, the hills undulate, twists and turns, like Wolong, its origin in the south of Songshan Mountain, stretching for hundreds of miles, connecting the northwest of Nanyang ancient city purple Mountain continue to the south, so far the elevation of the hill (once called Longzhong in ancient times), completely live, whirl like a nest, Nanyang Zhuge Lu in it, when people take Kongming as Wolong, because of its post.

The planning and design of Wologgang scenic spot is based on "one temple and one post", namely "Wuhou Temple" and "Wologgang". With Han culture, Three Kingdoms culture and Zhuge culture as the center, with the concept of "showing the gang", "green infiltration" and "wisdom city", and based on cultural protection and ecological restoration, Wologgang has systematically restored the trend of "twisting and turning, like Wolong". At the same time, attention is paid to the deep integration of the beauty of mountains and rivers and the beauty of culture, so that tourists can fully feel the profound historical and cultural deposits of Nanyang during the tour.

In terms of infrastructure, in order to enhance tourists' travel experience, Wollongong Scenic Area has constantly improved its tourism facilities and supporting services. At present, the volume and scale of the scenic spot are constantly expanding, with perfect basic facilities and complete service facilities. At the same time, the scenic spot has also strengthened the construction and management of tourist service centers to provide tourists with more convenient and efficient travel services.

In terms of cultural inheritance, Wollongong Scenic spot has built a comprehensive scenic spot integrating culture, ecology and tourism with Wuhou Temple as the core, Zhuge Liang culture as the center and the spirit of cultivation as the theme. Nanyang city cultural elements are also appropriately integrated into the design, such as the restoration of Wanying Ancient Road, Sangu Square and other historical relics, as well as the setting of Hanfeng market and intangible cultural relics exhibition area. In addition, the scenic spot also regularly holds various cultural activities, such as the Spring Festival temple fair and intangible cultural performance. But on the whole, Wollongong Scenic spot, as the leader of Nanyang tourism industry and an important window for Nanyang's foreign exchanges, is far from enough to explore the connotation of regional culture, which is reflected in:

(1) Single content of urban culture: In addition to displaying the cultures of The Three Kingdoms, the scenic spot has not fully explored and displayed other cultural elements of the city. The visual image design lacks characteristics, and the design of some landscapes and facilities lacks uniqueness and recognition, which is difficult to leave a deep impression on tourists.

(2) Single form of urban culture display: Wollongong, as an important carrier of Nanyang's history and culture, may still show a single means of cultural display. At present, it may mainly rely on traditional ways such as cultural relic display and explainer, and lack more interactive and interesting means of display.

(3) Lack of new ideas in urban cultural experience activities: Although there are relevant artistic performances and plays in the scenic area, they lack the topic and are not attractive to young people, and it is difficult to form influence and communication power. It is difficult for tourists to deeply understand and experience the history and culture of Nanyang. This may reduce tourists' participation and satisfaction.

4. Analysis of optimal design positioning of Wollongong Scenic spot

(1) Cultural positioning

Deepening multi-element culture: Wollongong, as Zhuge Liang's cultivated land, its cultural core revolves around The Three Kingdoms culture. At the same time, as a famous historical and cultural city, Nanyang has rich historical and cultural resources. As the leader of Nanyang's tourism industry, the optimization design of Wollongong Scenic spot should fully consider the integration of Nanyang's history and culture, make the scenic spot an important display window of Nanyang's history and culture, assume an important window role of Nanyang's foreign exchanges, and display other cultural characteristics of Nanyang in a diversified manner. By digging deeply and sorting out Nanyang's rich historical stories, wisdom thoughts and cultural achievements, a unique cultural brand will be formed.

(2) Functional positioning

Combining Wollongong's natural landscape and ecological environment, we will build an ecological leisure area integrating leisure, entertainment, cultural experience and health care to meet the diversified needs of tourists. To build Wollongong Scenic Area into a well-known historical and cultural tourism destination at home and abroad, and attract more tourists to visit, experience and learn.

(3) To optimize cultural display and experience

To enrich the means of cultural display, multimedia, virtual reality and other modern scientific and technological means can be used to enrich the means of cultural display. Through the comprehensive use of sound, electricity and other elements, visitors can more intuitively and vividly understand the history, culture and humanistic connotation of Wollongong. Plan and organize rich and colorful cultural experience activities, such as cultural lectures, historical drama performances, handicraft production, etc., so that tourists can feel the charm of traditional culture in the participation.

(4) Explore the path of urban cultural integration

When the scenic spot integrates other cultural elements in Nanyang city, it should pay attention to exploring the appropriate integration path, and it should have a systematic planning and design, not only do some superficial articles, but also start from the whole dimension of the scenic spot. The Nanyang city culture is deeply integrated into the interior and exterior decoration of the scenic area, the visual image design of the scenic area, the landscape facility design of the scenic area, the commercial activities of the scenic area, and the cultural exhibition of the scenic area.

(5) Optimization of space layout

Expand the scale of the scenic spot: According to the geographical characteristics and landscape resources of Wollongong, appropriately expand the scale of the scenic spot, increase the tourist area and the number of scenic spots, and improve the tourist experience. Reasonable layout of scenic spots, to ensure smooth connections between scenic spots, to avoid tourists in the tour process to take a backtrack or take a long detour. At the same time, pay attention to the theme and difference of scenic spots, so that tourists can fully feel different cultural atmospheres and historical deposits during the tour.

(6) Reasonable planning of tourist flow lines

According to the spatial layout of the scenic spot and the distribution of scenic spots, design scientific and reasonable sightseeing routes. Can use circular tour route or compound circular tour route and other ways, so that tourists can fully and deeply visit the scenic spots in the scenic spot. Strengthen the construction of transportation facilities inside and outside the scenic spot, including roads, parking lots, public transportation, etc., to improve the travel convenience of tourists. At the same time, consider setting up environmentally friendly means of transportation in the scenic spot, such as electric vehicles, bicycles, etc., to reduce the physical consumption of tourists and environmental pollution.

(7) Improve infrastructure and service facilities

Strengthen the infrastructure construction in the scenic spot, including public toilets, rest seats, signage, etc., to improve the comfort and convenience of tourists. Improve service facilities, strengthen the functional construction of tourist service centers, and provide tourists with a full range of consultation and services. At the same time, diversified commercial facilities, such as catering, shopping and entertainment, will be introduced to meet the diversified needs of tourists.

5. Case study on the integrated development of Cultural tourism, culture and creativity - A case study of Lapian Village, Libo County, Guizhou Province

Located in the deep mountains of Guizhou Province, Lapian Village is a village with rich natural scenery and profound cultural heritage. The scenery here is beautiful, and the scenery is pleasant. At the same time, it retains rich national culture and traditional handicrafts. In terms of village planning concept, Lpian Village adheres to the Yao nationality's native culture as the main line, and restores the original life scene and lifestyle through in-depth research and excavation of Yao nationality culture, focusing on cultural excavation, planning and layout, materials and crafts, architectural colors, landscape plants and other aspects, and implements authentic village restoration with traditional techniques.

Relying on its unique natural scenery and rich national cultural resources, the village has realized the integrated development of cultural tourism, culture and creativity, and injected new vitality into the rural economy.

5.1 Lappan Village culture, tourism, culture and innovation integration development strategy



Figure. 2: Ethnic and folk culture activities in Lappan Village
Source: Sun Ranran 2024

1. Excavating cultural resources: Lappan Village deeply excavates local ethnic culture, including folk stories, traditional handicrafts, folk music, etc., and integrates these cultural elements into tourism products to provide tourists with unique cultural experiences.

2. Create tourist attractions: Relying on the natural scenery and ethnic culture, Lpian Village has built a number of tourist attractions, and improved the tourist distribution center, parking lot, ancient village style restoration, commercial street transformation, Yao bath theme B&B, Yao Wang Banquet square, Yao pottery workshop, village history hall, viewing platform, folk culture experience hall, etc., attracting a large number of tourists to come for sightseeing and experience.

3. Development of cultural and creative products: In combination with local culture and characteristic resources, La Pian Village has developed a variety of cultural and creative products, such as ethnic costumes, handicrafts, special food, etc., which has enriched the types of tourist commodities and increased tourism income.

4. Online and offline publicity: Through Internet platforms, tourism brochures, social media and other channels, promote the cultural and tourism resources of Lappan Village to improve its popularity.

5.2 Implementation results

1. Economic benefits: Through the integrated development of culture, tourism, culture and creativity, La Pian Village has become a national 4A-level tourist attraction and achieved rapid growth of economic income. The prosperity of tourism has driven the

development of catering, accommodation, transportation and other related industries, providing more employment opportunities for the villagers.

2. Cultural inheritance: The integrated development of cultural tourism, culture and creativity not only brings economic benefits, but also promotes the inheritance and development of culture. Through the folk culture experience hall and various cultural activities, tourists can personally experience and understand the traditional culture of La pian Village, which is conducive to the protection and inheritance of national culture.

3. Ecological environment: In the process of developing tourism, Lappan Village pays attention to the protection of ecological environment. By carrying out ecological tourism and promoting green travel, the damage to the natural environment has been reduced, and the coordinated development of economy and ecology has been realized.

Nanyang city culture integrated into Wollongong scenic area optimization design path

1. Strengthen policy support and planning guidance

Nanyang City should issue a special development plan for Wollongong scenic area, clarify the development goals, spatial layout and functional zoning of the scenic area, and ensure the orderly progress of cultural integration. Through the formulation and implementation of a series of preferential policies, such as tax incentives, financial subsidies, etc., social capital should be attracted to participate in the development and construction of Wollongong Scenic spot, providing a strong guarantee for cultural integration.

2. In-depth excavation and protection of Nanyang city culture

As a famous historical and cultural city, Nanyang has rich cultural heritage and profound historical deposits. It is necessary to deeply explore the urban culture of Nanyang, such as Han culture, three countries culture, Zhuge Liang culture, etc., refine its core values and forms of expression, and cleverly integrate them into the landscape design, interpretation system and tourist experience of Wollongong Scenic area, so as to enhance the cultural heritage of the scenic area and tourists' cultural perception. On the basis of excavating the cultural connotation, we should pay attention to the inheritance and development of culture. Through holding cultural festivals, exhibitions, research Tours and other ways, let tourists feel the unique charm of Nanyang city culture during the tour.

3. Theme-based scenic area planning and construction

According to the characteristic elements of Nanyang city culture, such as "Three Countries Culture", "Medical sage Zhang Zhongjing", "jade carving art", plan and build the characteristic cultural area, and provide tourists with immersive cultural experience through scene reappearance, role play, interactive experience and other ways. For example, the "Three Kingdoms Culture Experience Area" is set up to reproduce historical scenes through high-tech means, so that tourists can personally experience the cultural atmosphere of The Three Kingdoms period. Regular festival activities related to Nanyang city culture, such as "Nanyang Jade Culture Festival" and "Three Kingdoms Culture Festival", are organized to attract domestic and foreign tourists to participate and enhance the cultural attraction of the scenic spot. At the same time, cultural activities such as cultural lectures, art exhibitions and folk performances are carried out to enrich the cultural experience of tourists and enhance the cultural education function of the scenic spot.

4. Diversified paths of integration

The integration of urban culture and tourist attractions should not only stay at some surface phenomena, but also deeply consider the basic function design, industrial structure, visual system, life service and other aspects of the operation of the whole scenic spot. Proper integration path can effectively promote the benign development of both sides. For example, the architectural appearance can reference the cultural symbols of Chu and Han dynasties in Nanyang and the style elements of Nanyang ancient architecture, and the indoor and outdoor

atmosphere can be subjective combined with Nanyang city culture. In the visual image design of the scenic spot, it is necessary to have artistic creativity, and adopt unified standard colors, standard fonts and standard ICONS in the planning and design of Nanyang cultural elements to establish the concept of symbols. The design of scenic landscape and facilities should be unique and recognizable, and the targeted planning and design of Nanyang red culture, immigrant culture, Baihe culture and flower culture should be combined to leave a deep impression of Nanyang symbol to tourists. In the commercial activities of the scenic spot, it can integrate Nanyang Dushan jade, pyrography, paper cutting, traditional Chinese medicine and other cultures to design cultural derivatives, inject Nanyang cultural symbols into the products, and enhance the cultural connotation and artistic value of the products. In the art exhibition and performance of the scenic spot, it is necessary to extract the local folk customs and culture of Nanyang, such as Xiping folk songs, Pangu myths, the spirit of immigrants from the South to the North Water Transfer, the four sages of Nanyang celebrities, red culture, official morality culture, etc. The program rehearsal should be grounded to enhance the regional cultural characteristics of the program. In the dress of the staff of the scenic spot, it can be combined with the Nanyang Han culture, advocating that the staff should wear Hanfu, and encouraging tourists to wear Hanfu for free to spread Han culture.

5. culture and tourism integration product innovation

Design creative tourism products combined with Nanyang city culture, including culture-themed tourism souvenirs, special food, handicrafts, etc., to meet tourists' shopping needs and spread Nanyang city culture at the same time. At the same time, culture-themed tourism routes are planned to connect Wollongong Scenic spot with other scenic spots with Nanyang cultural characteristics to provide diversified cultural tourism experience.

6. Optimize the facilities and services of the scenic spot

Strengthen the infrastructure construction of Wollongong Scenic area, including transportation, communication, catering, accommodation, etc., to enhance the tourist experience. The training and management of scenic spot staff should be strengthened to improve service quality. At the same time, intelligent service systems, such as online ticket purchase and electronic tour guide, will be introduced to provide tourists with more convenient services.

7. Strengthen publicity and brand building

Strengthen the publicity and promotion of Wollongong Scenic spot through media publicity and network marketing. New media platforms such as wechat, Douyin and XiaoHongshu will be used to release information about scenic spots and event previews to attract more tourists' attention. Pay attention to the brand building of Wollongong Scenic Spot, and build an influential tourism brand. To enhance the visibility and reputation of the scenic spot by holding cultural festivals and participating in tourism exhibitions at home and abroad.

8. Establish a multi-party cooperation mechanism

Give full play to the leading role of the government in the work of cultural integration, strengthen the coordination and cooperation between departments, and form a synergy. Encourage enterprises to participate in the development and construction of Wollongong Scenic spot, introduce social capital and advanced technology, and enhance the competitiveness and influence of the scenic spot. Strengthen the contact and cooperation with all sectors of society, strive for more social support and help, and jointly promote the integration of Nanyang city culture into Wollongong Scenic area.

Through the implementation of the above paths, we can comprehensively promote the integration of urban culture into Wollongong Scenic area, enhance the cultural connotation and attraction of the scenic area, and promote the integrated and sustainable development of Nanyang cultural tourism industry.

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