

## Development of Rural Cultural Tourism Industry under the Digitalization of National Culture: A Case Study of the Yellow River Basin in Huyi District, Xi'an City



Xue KaiLin<sup>1</sup>, Simon Kwong Choong Mun<sup>2</sup>

<sup>1</sup>1993.9 I am Malaysia city university PHD-BA. Student No.202205060085, faculty: CGS ; and, work in Xi'an Traffic Engineering Institute,,Xi'an Shaanxi 710300,China

<sup>2</sup> faculty: CGS; University address: 8, Jalan 51a/223, Seksyen 51a, 46100 Petaling Jaya, Selangor)

**ABSTRACT** : The report of the 20th National Congress of the Communist Party of China made important arrangements for accelerating the construction of digital China and implementing the national cultural digitalization strategy, clearly proposing to "accelerate the development of the digital economy and promote the deep integration of the digital economy and the real economy"<sup>[7]</sup> Rural tourism is the key to promoting the breakthrough and development of the private economy and the county economy, as well as the key to promoting the adjustment, transformation and upgrading of the industrial structure. In addition, the improvement of the governance of villages near the Yellow River Basin has carried out a lot of theoretical research on the rural revitalization of the Yellow River Basin from different perspectives such as industrial prosperity, cultural inheritance, ecological restoration, and rural governance, which has laid a good theoretical support for the research and implementation of this project. However, compared with the eastern region, there are still a series of problems in the development process of rural cultural tourism in the western region, and some problems have not yet been solved. The Sixth Plenary Session of the 19th CPC Central Committee proposed that the development of the rural economy should be promoted through the development of industry so that the peasants can live a better life. Therefore, under the requirements of the governance of the Yellow River Basin and the strategy of rural revitalization, it is of great significance to study and discuss the main problems existing in the integrated development of the cultural and tourism industry in the Hubei District of Xi'an City, and put forward targeted opinions and suggestions, which is of great significance to promote the high-quality development of the cultural and tourism industry.

**KEYWORDS** : Digital China; Governance of the Yellow River Basin; Integration of culture and tourism; Rural revitalization; High-quality development; Home of the Village Maker

### INTRODUCTION

With the advent of the Internet era, in order to meet the needs of contemporary residents, information technology has been widely used in various industries, and the integration of "informatization + tourism" has promoted the development of the new industry of smart tourism. Under the guidance of the blueprint for the 14th Five-Year Plan for the development of culture and tourism, the deep integration of Chinese tourism and the national cultural digitalization strategy will usher in new development opportunities [1]. At present, relying on innovation and entrepreneurship projects, guided by the needs of rural revitalization, and taking Caijiapo Village, Yellow River Basin, Hubei District, Xi'an City as the carrier under the national cultural digitalization, the research on the development of rural cultural tourism industry under the national cultural digitalization is carried out.

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## 1 Strengthen the development of the cultural tourism industry in the context of the implementation of digital China and the national culture.

### 1.1 Support in response to national policies

The digital era has brought the industrial opportunities and challenges of rural cultural tourism to a new height, and the state has issued many relevant policies to support the development of digital cultural tourism. In 2020, the Ministry of Culture and Tourism, the National Development and Reform Commission and other departments successively issued the "Opinions on Promoting the High-quality Development of the Digital Cultural Industry" and the "Opinions on Deepening the "Internet + Tourism" to Promote the High-quality Development of the Tourism Industry. In 2021, the Ministry of Culture and Tourism issued documents such as the 14th Five-Year Plan for Culture and Tourism Development and the 14th Five-Year Plan for the Development of Cultural Industries [2]. In 2022, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy", proposing to promote the continuous transformation and upgrading of national cultural digitalization, and use relevant cultural data service platforms to explore effective ways for the digital transformation and upgrading of national culture, transform and upgrade traditional functions, and cultivate and develop new functions. The above-mentioned national policies can not only promote the deep integration of rural culture and tourism, enhance the digital transformation of the rural cultural and tourism integration industry, but also provide certain policy support for the digital transformation and upgrading of the rural cultural tourism industry.

### 1.2 Rural culture and tourism are deeply integrated and developed

In the context of national cultural digitalization, the industrial integration of rural cultural tourism is of more important significance and value. First of all, cultural digitalization provides a broader space and opportunities for the industrial integration of rural cultural tourism. With the continuous popularization and development of digital network information technology, the rural cultural tourism industry can be more deeply integrated with other industries [4], such as in-depth integration with film and television, games, animation and other industries, to create a more diversified, personalized and unique brand characteristics of related cultural tourism experience. This integration can not only meet the growing consumer demand for informatization, but also promote the innovation and development of the cultural and tourism industry, and improve the profitability and market competitiveness of the tourism industry. Secondly, industrial integration has promoted the transformation and upgrading of the rural cultural tourism industry. Through industrial integration, rural enterprises can share resources, technology and markets, and improve the competitiveness of the entire market. At the same time, industrial integration can also promote the transformation and upgrading of the rural cultural tourism industry and promote the sustainable development of rural enterprises. Finally, we need the joint efforts of the government, enterprises and all sectors of society. The government can encourage and guide rural enterprises to carry out industrial integration through the introduction of relevant policies and corresponding measures, so as to provide a better development and market environment for rural enterprises. Rural enterprises need to strengthen technological innovation and related personnel training to improve their innovation ability and competitiveness. All sectors of society should also strengthen the support and supervision of industrial integration to provide a more powerful guarantee for the development of rural industries. Therefore, in the context of national cultural digitalization, industrial integration is an important opportunity for the development of rural cultural tourism industry, which can promote the innovation and continuous development of related rural industries, and strive to improve the added value and competitiveness of the industry. At the same time, industrial integration also requires the joint efforts of the government, enterprises and all sectors of society.

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### **2 Strategies for the development of rural cultural tourism industry in the Yellow River Basin of Hubei District, Xi'an City under the national cultural digitalization**

Under the national cultural digitalization, Caijiapo Village, Yellow River Basin, Hubei District, Xi'an City, as the carrier, will study and create a "Cai Family Home" - "Rural Maker Home" public service project for various local cultural and artistic talents such as literary and artistic performances, rural innovation design, product planning, and intangible cultural heritage inheritance, providing public services such as business consultation, digital guides, item storage, and resource links, and organizing public activities such as township innovation schools, salons, research groups, and work camps, so that rural entrepreneurs can feel "home" in Caijiapo. Break through the traditional public service model, promote the integrated development of Caijiapo's agriculture, culture and tourism industry, and realize the empowerment of local culture and art for rural revitalization and development.

#### **2.1 The integrated development of rural culture and tourism is the only way for the high-quality development of the Yellow River Basin**

The Xi'an section is an important area through which the Yellow River Basin flows, with thousands of years of historical and cultural heritage, carrying a strong historical and cultural spirit. Since the strategy of cultural and tourism integration was proposed, Shaanxi Province has carried out various activities in combination with the Yellow River Basin and local characteristics, as well as the unique cultural characteristics of the Yellow River itself. Shaanxi Province vigorously develops rural cultural tourism, making agriculture stronger, farmers richer, and rural areas more beautiful, and farmers can also rely on rural cultural tourism to develop sideline industries, which is of great significance for promoting the rural cultural tourism industry in the Yellow River Basin. This research project is in line with the national rural revitalization strategy, actively implements the relevant strategic deployments of provinces and cities[1], and relies on the resource gathering of various local cultural and artistic characteristics such as the Guanzhong Busy Art Festival, art installations, peasant paintings, sculptures, edition museums, and theatrical performances, as well as the localization characteristics of the Yellow River Basin, as well as various advantages of the implementation of various agricultural, cultural and tourism experience projects such as theaters, homestays, art galleries, and farm stays.

#### **2.2 Dig deep into the cultural connotation of the Yellow River in Yiyi District, Xi'an City, and build characteristic digital resources for the rural cultural tourism industry**

Relying on the contemporary digital economy, the local relevant departments should be based on regional characteristics, focus on the local combination within the scope of the Yellow River Basin, take the actual situation as the main goal, and analyze the combination of historical and cultural resources from the rural cultural industry and the Yellow River Basin by virtue of the policy of ecological and environmental governance of the Yellow River Basin [5]. Secondly, in addition to the long history of the Yellow River itself, the historical and cultural spirit contained in Xi'an, and the spirit of the times, excavate relevant cultural and tourism integration materials in the relevant poverty alleviation, Yellow River governance, rural revitalization and other practical activities in the region. Finally, the local authorities should integrate the surrounding fragmented resources to provide support and platform guarantee for the subsequent integration of the Yellow River Basin in the form of building a digital resource library for rural cultural tourism.

#### **2.3 Rural culture and tourism combine scientific and technological innovation to win new development**

Innovatively put forward the development orientation of creating a "Xi'an Native Cultural Tourism and Art Mass Creation Highland, Xi'an Rural Cultural Tourism Model Land", explore and implement the integrated development model of "government-university-village-enterprise-community", innovate and introduce mechanisms such as "Township Innovation Commissioner" and "Rural Revitalization Doctoral Workstation", and promote the public service project of building a rural maker's home, which will serve as a window, bridge and link to promote the combination of local culture and art in Caijiapo Village and even Hubei District in Hubei

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District with policies and industrial markets at all levels. It is of great theoretical and practical significance to help Caijiapo Village in Hubei District to develop "art economy", so as to establish and form a characteristic brand image of "Yuanjiacun in the north and Caijiapo in the south", to create the "Caijiapo phenomenon" of rural revitalization empowered by local culture and art in Xi'an and even the whole country, and to summarize and promote the "experience of Yunyi", which is of great theoretical and practical significance for Caijiapo Village to promote the demonstration and driving effect of Yunyi District in the province and even the whole country by promoting it from point to area.

### **2.4 The Yellow River Basin and rural areas are combined, and digital empowerment of cultural tourism and cultural and creative product design are integrated**

The development, design, and promotion of cultural and creative products have had a significant impact on the rural cultural tourism industry along the Yellow River Basin. Based on the development opportunities brought by the digital economy and the long history and cultural resources of Xi'an, Shaanxi Province, cultural and creative products bring new cultural tourism projects to the Yellow River Basin, and create a characteristic culture belonging to Shaanxi Province with high-quality cultural tourism routes [2], so as to reflect the unique cultural connotation in the development of cultural and tourism integration.

### **3 Difficulties and main problems faced by the integrated development of culture and tourism in Caijiapo, Hubei District under cultural digitalization**

**3.1 At present, it is necessary to effectively solve the problem of imperfect public service facilities in rural areas along the Yellow River,** and reduce the burden of public supporting services and financial expenditure for village committees or local governments. Relying on the central urban area of Xi'an, with the Qinling Mountains as the background, and close to the water source of the Yellow River, the basic public design of the villages along the Qinling Highway is basically perfect, but the large-scale public services are still lacking and not perfect. In the Caijiapo area, the infrastructure of transportation, communications, water supply, and drainage is relatively imperfect. Due to the relative remoteness of the area and the lack of transportation network construction, it is difficult for tourists to reach and affect the development of tourism. In addition, problems such as communications, water supply, and drainage have also limited the process of integrated development of culture and tourism in Caijiapo. The governance of the Yellow River Basin is still in progress, but there is no relevant industrial research on the governance of water resources, and water sources are the top priority of the Yellow River Basin.

#### **3.2 Accelerate the innovation of the rural cultural tourism industry**

At present, the industrial structure of Caijiapo area in the Yellow River Basin of Hubei District is relatively simple, and it mainly relies on tourism as the economic pillar. There is a risk that if the tourism industry is affected by adverse factors, the economy of the entire region will also be affected. Therefore, it is necessary to promote the development of diversified industries, and improve the level of economic diversification and reduce risks by excavating and cultivating local characteristic industries. Under the integration of rural revitalization strategy and cultural tourism, the connotation of local rural culture should be deeply explored, and digital culture should be empowered with the help of new information technology. First of all, relying on the Internet information big data platform, the value content, humanistic spirit and related artistic images contained in the excellent traditional Chinese culture will be digitally integrated, such as relying on the Guanzhong Busy Art Festival, art installations, peasant paintings, sculptures, edition museums, theatrical performances, etc. to create cultural and creative products with regional cultural characteristics. Relying on the local grape characteristics and Qinling characteristics of Caijiapo in Hubei District, as well as the characteristic culture of the Yellow River Basin, relevant surrounding cultural and creative products are produced, so as to intensify the development of rural strategy and the promotion of national digitalization.

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### **3.3 Accelerate the cultivation and construction of a new digital talent team**

Building a digital talent team is one of the important ways to promote the digital development of the cultural and tourism industry in the Caijiapo area of the Yellow River Basin in Hubei District. In the face of the shortage of talents with knowledge and ability of cultural tourism and digital technology in the process of development, cultural and tourism-related units, as the main body of national cultural digital development, should implement the principle of "people-oriented", establish a comprehensive new digital talent training mechanism, increase the training of digital talents, formulate reward and punishment measures, improve the quality of talents with high related technologies, and form a team of highly skilled talents with excellent technology and vitality, so as to provide strong talent support for the digital development of rural cultural tourism [3]. Colleges and universities are the main training units of digital tourism talents, and local governments at all levels should support school-enterprise joint education, promote high-quality digital economy innovation enterprises to participate in the cultivation of high-quality new digital cultural tourism talents, and college students have returned to their hometowns to work in countless ways, but most of them are single and have no challenge ability. Take the essence and remove the dross, and form new ideas and new countermeasures for contemporary college students to return to their hometowns. and establish a long-term mechanism for school-enterprise cooperation to provide talent support for the high-quality development of the cultural tourism industry in Shaanxi Province in the Yellow River Basin.

### **3.4 Improve the relevant policy system and summarize the innovative new development concepts for the development of rural cultural tourism**

At present, in many regions of the country, it is also to further improve the rural public service facilities, level and efficiency, as one of the key tasks to consolidate and expand the achievements of poverty alleviation and the effective connection of rural revitalization, is a major starting point for realizing strong agriculture, beautiful rural areas and rich farmers, and has achieved fruitful results, that is, to help rural revitalization and development by optimizing public services. In the "Implementation Plan of the Xi'an Municipal Party Committee and Municipal Government of the Communist Party of China on Comprehensively Promoting the Key Work of Rural Revitalization in 2022", it is also proposed to continuously improve the "planning and planning of villages as rural industrial supporting functional service areas, and realize the "upgrading" of rural public service functions", "continue to organize and carry out vocational skills training for rural transfer labor, and ensure that those who are willing to train should be trained as much as possible", "enterprise + village collective + farmer" interest connection model, and form a benign dividend mechanism" to implement various subsidy policies. Provide entrepreneurial services for returning farmers who are willing to start a business", implement the action of "rejuvenating agriculture through digital business", support e-commerce enterprises to purchase agricultural and sideline products, expand the online sales of special agricultural products, and hold (participate) more than 2 resource docking activities", etc., which have pointed out the direction and provided policy guarantees for comprehensively promoting the upgrading of rural public services, villagers' skills training, villagers' interest dividends, rural entrepreneurship services, digital village construction and other key rural revitalization work.

## **4 CONCLUSION**

In the context of the rapid development of the current digital economy, the cultural tourism industry in the Yellow River Basin is facing huge development opportunities. In particular, taking the Yellow River Basin in Yiyi District, Xi'an City as an example, as an important node of the Yellow River culture, its rich history and cultural heritage have provided a strong impetus for the development of the cultural tourism industry. In the context of national cultural digitalization, we can further promote the high-quality development of cultural tourism in the Yellow River Basin. First of all, the digitalization of national culture provides new

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development opportunities for the cultural tourism industry in the Yellow River Basin. Through the application of digital technology, we can innovate tourism products and services to enhance the visitor experience. At the same time, the digital economy can also promote the personalization and customization of cultural tourism products, meet the diverse needs of tourists, and improve the competitiveness of the cultural tourism industry. Secondly, the digitalization of national culture can promote the innovative development of the cultural tourism industry in the Yellow River Basin. Through the use of digital technology, we can create more innovative cultural tourism products and experiences. The digitalization of national culture has provided support for the sustainable development of the cultural tourism industry in the Yellow River Basin. Through the application of digital technology, we can realize the digital management and protection of cultural and tourism resources, and improve resource utilization and protection benefits. All in all, the high-quality development of cultural tourism in the Yellow River Basin under the background of national cultural digitalization, taking the Yiyi District of Xi'an City as an example, has broad prospects and great potential. We should actively promote the application and innovation of digital technology, strengthen cooperation and exchanges in the cultural and tourism industry, improve the quality and service level of cultural and tourism products, and create a unique cultural and tourism destination in the Yellow River Basin, providing tourists with rich and diverse tourism experiences, while achieving sustainable economic, social and environmental development. Let us work together to create a bright future for the cultural tourism industry in the Yellow River Basin.

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