

The Development Path of Xi'an Cultural Tourism Industry in the Context of the Belt and Road

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Abstract: The “Belt and Road” initiative aims to promote cooperation and common development among different regions, and the tourism industry, as a key medium of cultural exchange, plays a very important role in it. Taking Xi'an City as an example, this paper analyzes the development history and successful cases of Xi'an's cultural tourism industry under the background of “Belt and Road” by means of literature combing and data collection, and finds out the problems existing in Xi'an's cultural tourism industry under the background of “Belt and Road”.

Keywords: Mechanical engineering; Cultural tourism industry; Belt and Road; Xi'an.

1. Introduction

In September 2013, President Xi Jinping, General Secretary of the Central Committee, led a Chinese delegation to Southeast Asia and Central Asia, and discussed the “21st Century Ocean Silk Road”, “Silk Road Economic Belt”, and the design of “One Belt, One Road”, causing a warm response from all sides of the globe. "In December 2014, the Central Government of the Communist Party and the General Office of the State Council promulgated the Strategic Plan for the Construction of the Silk Road Economic Belt and the Oceanic Silk Road, laying the cornerstone for the design of the Belt and Road, and in March 2015, the Central Government of the Communist Party and the General Office of the State Council promulgated the Strategic Plan for the Construction of the Silk Road Economic Belt and the Oceanic Silk Road. In March 2015, the Central Government of the Communist Party of China and the General Office of the State Council promulgated the “Design and Behavior of Promoting Cooperation in Establishing the Silk Road Economic Belt and the 21st Century Oceanic Silk Road”, which laid the cornerstone for the realization of the design of the “One Belt, One Road”. In May 2017, the “One Belt, One Road” Joint In May 2017, the “One Belt, One Road” Joint Development Summit Series Forum was successfully held in Beijing, where Honorary President Xi Jinping led the development of the “One Belt, One Road” with the tenet of “equality, inclusiveness, mutual learning, mutual understanding, innovation and synergy”, thus marking the development concept of the "Belt The development concept of “One Belt, One Road” has gone from abstract thinking to practical behavior, and the plan of “One Belt, One Road” has become clearer and clearer [2]. The development of “One Belt, One Road” has developed from a single field to a global scale, and has been widely noticed and recognized, making great progress [5].

As the starting point of the ancient Silk Road, Xi'an, with its rich historical and cultural heritage, is a major town of culture, international exchanges and scientific and technological innovation in the northwest of China [3], and it is incumbent upon Xi'an, as the starting point, to promote the construction of the “Belt and Road”. Xi'an is an important hub for strengthening cultural exchanges and policy communication among countries along the “Belt and Road”,

inheriting the thousand years of cultural exchanges and friendly communication along the Silk Road, and playing the role of a “leading goose” in the construction of the “Belt and Road” by virtue of its own advantages in resources and important position. In the construction of “Belt and Road”, with its own resource advantages and important position, it plays the leading role of “leading goose” and creates a better platform for the in-depth development of “Belt and Road” [8]. The “Belt and Road” initiative has brought unprecedented opportunities and challenges to the development of cultural tourism in Xi'an. Problems are the voice of the times, and pain points are the focus of work [5]. Seizing the historical opportunity of implementing the “Belt and Road” initiative, Xi'an should better utilize its advantages in location, industry and resources, and actively carry out exchanges and cooperation in the cultural tourism industry with the cities along the “Belt and Road”, so as to promote the international development of Xi'an's tourism industry internationalization of Xi'an's tourism industry [6].

Regarding the role of the “Belt and Road” initiative on Xi'an's tourism industry, it is mainly divided into the following three aspects: first, optimize the structure of the tourism industry, strengthen communication and cooperation among countries along the route, and accelerate Xi'an's development towards the international arena [3]. Secondly, it will drive the development of tourism economy, and the advanced technology and experience as well as talents and capital from the eastern region will be transmitted to the west, so as to balance the economic differences between the eastern and western regions [10]. Third, exacerbate regional competition, increase the pressure of urban development, Xi'an to build a regional international metropolis, still face the challenge of Chongqing, Chengdu and other cities. Tourism, as a more comprehensive tertiary industry, is gradually becoming a new economic growth point thanks to favorable factors such as network development and convenient transportation in recent years [8]. Xi'an, as a well-known tourist city, the development of tourism is of great significance to the overall economic development of the region [1].

2. Current Situation of Cultural Tourism Development in Xi'an

Xi'an, as the ancient capital of the 13th Dynasty, is one of the important birthplaces of Chinese civilization and the Chinese nation, and the starting point of the Silk Road. With world-class tourism and cultural resources, a national scientific research and education and high-tech industrial base, as well as a regional-level financial, commercial and trade, transportation and information hub, Xi'an has strong advantages in promoting the development of cultural tourism industry [10]. In recent years, the country has become more and more culturally confident, and Chinese IPs have been frequent and popular. Xi'an has seized the essence of history and culture and the opportunity of the times to take the initiative, and has changed from an "old player" on the tourism track to a "new trendsetter" in cultural tourism.

2.1. Overall Scale of Development

Xi'an, as the ancient capital of the 13th Dynasty, is one of

the important birthplaces of Chinese civilization and the Chinese nation, and the starting point of the Silk Road. Xi'an has world-class tourism and cultural resources, a national scientific research and education and high-tech industry base, as well as a regional-level financial, trade, transportation and information hub, which gives it a strong advantage in promoting the development of the culture and tourism industry. The ranking table of municipal tourism destinations and sources in 2022 is shown in Table 1, and Xi'an is the seventh destination city; Zhang Ying, in her analysis of the Silk Road Economic Belt domestic section node city tourism economic network structure analysis, based on the core - edge theory, constructed the tourism economic network model of the Silk Road Economic Belt domestic section node city [4]. Table 2 shows that Xi'an has been located in the core area of the Silk Road Economic Belt from 2009 to 2017, which indicates that Xi'an has been developing steadily under the Belt and Road Initiative, and also indicates that Xi'an occupies an important position in the Belt and Road Economic Belt.

Table 1. Ranking of municipal tourism destinations and sources in 2022

Ranking	Destination	Origin	Ranking	Destination	Origin
1	Chongqing	Beijing	9	Tianjin	Shenzhen
2	Beijing	Chongqing	10	Changsha	Hangzhou
3	Chengdu	Shanghai	11	Hangzhou	Zhengzhou
4	Shanghai	Chengdu	12	Nanjing	Changsha
5	Guangzhou	Guangzhou	13	Kunming	Shijiazhuang
6	Wuhan	Wuhan	14	Shenzhen	Harbin
7	Xian	Tianjin	15	Hefei	Nanjing
8	Zhengzhou	Xian			

Table 2. Core-Edge Table of Nodal Cities of the Silk Road Economic Belt, 2009, 2013, 2017

	2017	2013	2009
Core area	Xi'an, Baoji, Xianyang, Lanzhou, Tianshui, Wuwei, Zhangye, Jiuquan, Xining, Yinchuan, Chengdu, Leshan, Aba, Ganzi, Nanning, Guilin, Kunming, Lijiang, Dali, Diqing, Chongqing	Xi'an, Baoji, Xianyang, Lanzhou, Tianshui, Wuwei, Zhangye, Jiuquan, Xining, Chengdu, Leshan, Aba, Nanning, Guilin, Kunming, Chongqing	Xi'an, Baoji, Chengdu, Chongqing
Marginal area	Jiayuguan, Urumqi, Turpan, Hami	Jiayuguan, Yinchuan, Urumqi, Turpan, Hami, Ganzi, Lijiang, Dali, Diqing	Lanzhou, Tianshui, Wuwei, Zhangye, Kunming, Jiuquan, Jiayuguan, Urumqi, Xining, Hami, Yinchuan, Turpan, Leshan, Aba, Ganzi, Nanning, Guilin

2.2. Enterprise Development and Tourism Industry Chain

Xi'an's comprehensive tourist reception capacity is higher than the national average, with hotels and travel agencies concentrated in the central city. In terms of overall number, as of May 2022 the number of travel agencies in Xi'an was 656, star-rated hotels totaled 85, and A-grade scenic spots totaled 93. In terms of Xi'an's travel reception capacity, the city received a total of 13,305,100 tourists during the May Day holiday in 2023 alone. The number of travel agencies per 10,000 people and the number of carrying hotels per 10,000 people are both higher than the national average, indicating that the tourism industry in Xi'an is performing better in terms of tourist reception capacity. In terms of travel agencies, Beilin District and Yanta District have the largest distribution of travel agencies, with 177 and 155 respectively. Among them, Yanta District has the largest number of travel agencies handling immigration business, with 29; Beilin District is the

second largest, with 22. As of 2022, there will be a total of 66 travel agencies that can handle immigration business in Xi'an, accounting for more than 10% of the total.

From the industrial chain point of view, the main parts of the tourism industry chain are travel agencies and tourist hotels, and tourist destination attractions. From the distribution of travel agencies and tourist hotels, the hotels and travel agencies are concentrated in the central urban areas such as Lianhu District, Beilin District, Xincheng District, Yanta District, etc., of which Beilin District has the largest number of travel agencies, and Lianhu District has the largest number of star-rated hotels. From the point of view of the distribution of tourist attractions, Xi'an City is backed by the Qinling Mountains and distributed along the Weihe River Basin, which is rich in natural resources. Tourist attractions in the mountainous areas of the Qinling Mountains in the south are dominated by the natural scenery of the mountainous regions, and the developed mountainous tourist attractions include the Qinling Safari Park, Cuihua Mountain, Zhanshan

Mountain, and Nanwutai. The central part of Xi'an is dominated by hydrological landscapes and urban man-made landscapes, such as Chanba National Wetland Park and the man-made landscape lake of Datang Hibiscus Garden. Among the tourist attractions in the central city are mainly restored historical relic landscapes, such as the Xi'an City Walls, the Yichangsha neighborhood, and the ruins of the Daming Palace.

3. Analysis of Factors Influencing the Development of Xi'an's Cultural Tourism Industry

Tourism income is an important indicator of the level of tourism development, so it is crucial to explore the factors influencing tourism income. By combing the relevant literature, we can know that in recent years, scholars have put forward the idea that "tourism consumption affects economic growth", and the research is roughly divided into two aspects: first, scholars explore the status and role of tourism consumption in economic growth through qualitative analysis, and by using the multiplier effect of tourism consumption, the tourism industry may expand and the economic total may increase; second, scholars do qualitative analysis based on microeconomics, and conclude that tourism income affecting factors is crucial to the development of Xi'an cultural tourism industry. increase; the second is that scholars do qualitative analysis based on microeconomics and conclude that disposable income, price index, exchange rate and interest rate are the four major factors of tourism consumption [13]. Research on the factors affecting China's inbound tourism concluded that the exchange rate negatively affects inbound demand, and the appreciation of the RMB leads to higher costs of traveling to China, then the demand for foreign tourists to travel to China decreases [11]. The analysis of different stages of tourism economic development concluded that before 2002, the development of China's tourism economy was mainly due to the improvement of transportation conditions, and after that, it was more influenced by the development of the network, scientific and technological innovation and other factors [6]. A study concluded that the number of traditional travel agencies is no longer dominant, and only by strengthening the construction of intelligent tourism can tourism satisfaction be improved [12]; Jiang Ailin used linear regression model to verify that "per capita disposable income of urban residents, tourism consumer price index, foreign exchange rate, highway mileage, and the number of travel agencies" are the main factors affecting the tourism revenue in Xi'an [3]. Factors [3]. In summary, to promote the development of tourism, it is necessary to put forward feasible measures in the above aspects, in order to effectively solve the "blockage" in the development of tourism in Xi'an, and realize the high-quality development of Xi'an's cultural tourism under the "Belt and Road" initiative.

4. Classical Cases of Xi'an's Cultural Tourism Industry Development

(1) In response to the "pain points" and "blocking points" in customs clearance and supervision, the Airport Functional Zone of Shaanxi Pilot Free Trade Zone has opened up data barriers, greatly improved customs clearance efficiency and supervision effectiveness, and summarized and condensed the case into "'Internet + Import Express' Supervision Model". In 2022, the annual customs clearance volume of international express shipments in the Airport New City ranked No. 6 in China and No. 1 in Central and Western China, and the case was promoted by the state as a typical indicator of "cross-border trade" across the country. This case has been promoted nationwide as a typical indicator of "cross-border trade".

(2) The Xi'an Gathering Center of the China-European Union (CEU) Train has opened 17 trunk routes from Xi'an to Central Asian countries and regions, and goods from 45 countries and regions along the "Belt and Road" route and 29 provinces in China have been gathered and dispersed here. In the first quarter of this year, the number of CE liner Chang'an started 1103 trains, an increase of 39.6% compared with the same period of last year, which is the best result in the same period in history, and the core indexes are in the forefront of the country.

(3) "The Most Xi'an - The Most China" made Xi'an's tourism a hot spot in the whole country.

The "Year of Xi'an - Most China" is a key breakthrough for Xi'an's urban culture and tourism market, while the cooperation between IP brands and Shake Shack has formed a strong impetus and accelerated the development of Xi'an's tourism industry. The preparations for the "Xi'an Year - The Most China" campaign included the Xi'an Municipal People's Government as the organizer, the Xi'an Municipal Tourism Development Commission and the Xi'an Municipal Tourism Group as co-organizers, and various markets as executors.

(4) "Chang'an Night - Night Weiyang"

On June 29, 2023, China's urban nighttime economy development summit and Xi'an "Chang'an Night - Night Weiyang" night consumption season activities in the Datang Nocturnal City Kaiyuan Square kicked off. The summit focused on urban business, nighttime consumption innovation and development trends, the integration of culture, commerce and tourism in nighttime commercial districts, and Xi'an's experience in the integration of culture, commerce and tourism development, and invited representatives from more than 20 city governments across the country, more than 30 experts in related fields, and representatives of the head of the nighttime economy and commercial districts, to showcase the charm of the development of Xi'an's nighttime economy and its construction results, and to comprehensively improve the influence of Xi'an's nighttime economy in the country. It has comprehensively improved the influence of Xi'an night economy in the country.

Table 3.1. The first 10 “Night Xi’an” consumer gathering areas (1)

Destination	Tagline	Situation
Datang Nocturnal City Pedestrian Street	Online Tang Dynasty	Located at the foot of the Big Wild Goose Pagoda, a world heritage site, and in the core area of Xi'an Qujiang New District, a national cultural industry demonstration zone, it is a national 5A-level scenic spot, and also one of the first batch of “National Demonstration Pedestrian Streets”, a national cultural and tourism night-time consumption agglomeration area, and a night-time economy demonstration neighborhood in the city and province. It is also one of the first “National Model Pedestrian Street”, a national cultural tourism night consumption cluster, and a provincial and municipal night economy demonstration neighborhood.
Xiaozhai Night Consumption Gathering	International Trendy Shopping Destination	Xiaozhai Night Consumption Aggregation Zone brings together Saige International Shopping Center, MOMMO PARK, an international lightweight integrated art complex, and CapitalLand, a gathering place for fast-fashion brands.

Table 3.2. The first 10 “Night Xi’an” consumer gathering areas (2)

Beiyuanmen Historical and Cultural Street	Ancient Rhythmic Old Street	It is one of the important carrying places of Xi'an's history, culture and local customs, and has been awarded as “National Night Culture and Tourism Consumption Gathering Area”, “Xi'an Night Economy Demonstration Block”, and “Xi'an Night Economy Demonstration Block”. It has been recognized as “National Night Culture and Tourism Consumption Gathering Area” and “Xi'an Night Economy Model Neighborhood”.
Zhonglou Nighttime Consumption Cluster	Ancient Capital Center of Culture and Business	Located in the core of the ancient capital of Xi'an, the district is well connected to all means of transportation, and gathers commercial complexes and characteristic neighborhoods such as Yichangsha Cultural District, Kaiyuan Mall, Mule City, East/West Wooden Market, etc. The district integrates the inheritance of old brands, display of non-legacy, leisure and entertainment, and fashionable retailing, thus forming the core coordinate of panoramic experience and all-around consumption of the city's commercial core.
Dainanmen Nighttime Consumption Cluster	The Fashion Core of Chang'an Dragon Vein	With Yongning Gate as the center and Chang'an Road as the main axis, it gathers Xi'an SKP Wangfujing Department Store, China Central Place and other characteristic blocks, and is a demonstration area of scenic culture, commerce and tourism integration development and the core logo of Xi'an International Consumption Center.

Table 3.3. The first 10 “Night Xi’an” consumer gathering areas (3)

Administrative Center Night Consumption Cluster	Microbrew nightlife in the north of the city preferred	With Fengcheng 7th Road as the core, Fengcheng 5th Road in the south, Fengcheng 9th Road in the north, Kaiyuan Road in the east and Mingguang Road in the west, it is the first choice for social consumption in the north of the city of “micro-brewed night life”.
Da Tang Xi Shi	Tang style Hu Yun Silk Road style	Datang West Market, a national AAAA level scenic spot and provincial pilot pedestrian street, is an international business and tourism cultural industry project with the theme of “Shengtang Culture and Silk Road Culture” built on the original site of Tang Chang'an West Market.

Table 3.4. The first 10 “Night Xi’an” consumer gathering areas (4)

White Deer Plains	Folklore School Republican Style	White Deer Plain is a national AAAA level scenic spot, which is a multi-functional and comprehensive intelligent scenic spot integrating tourism, cultural performances, folk customs, food and entertainment, display of intangible culture and agro-ecological experience.
Porcelain Tea Town	A tea intoxicated by the past and present, a town integrating all images	Porcha Town, known as the “Porcha Capital of China”, is located in Jinghe New City of Xixian New District, and is a characteristic town of “tea industry and cultural tourism” integrating the characteristics of Porcha industry, cultural innovation, intelligent tourism, ecological recreation, and livability and idyll.
Zhouzhi Water Street	Broad and Narrow Alley in the North, the ancient town of nocturnal city	Zhouzhi Water Street Shasha River Scenic Area, bordered by the Wei River in the north and the Qinling Mountains in the south, is a national AAAA tourist attraction, the first batch of characteristic towns in Shaanxi Province, and a provincial night-time economic demonstration area, and is regarded as “the most beautiful water town in northern China” and “Guanzhong version of the Riverside Scene of Qingming”.

5. Classical Cases of Xi'an's Cultural Tourism Industry Development

5.1. Difficulties for the Development of Xi'an Culture and Tourism Industry

(1) Actively docking the “Belt and Road” foreign cultural communication, but the lack of core value leadership, so that the influence of Xi'an's foreign cultural communication is insufficient.

(2) Insufficient efforts of cultural integration, failure to deeply explore the cultural content contained in cultural products, overly focusing on the mode of foreign propaganda

which mainly focuses on shaping the image of the country, and underestimating the importance of cultural trade and cultural exchanges, so that the cultural exchange programs carried out between Xi'an and the countries along the “Belt and Road” could not fully achieve the expected results and effects. The failure to clearly construct the identity and symbol of Xi'an is not conducive to the enhancement of the international influence of Xi'an's culture in general, and it has not yet been able to set up a distinctive symbol of “Xi'an's image” in the international arena.

(3) Recognizing the importance of international talents, but lacking a system for cultivating complex talents integrating international cultural exchanges and cultural dissemination.

5.2. Countermeasures for the Development of Xi'an's Cultural Tourism Industry

(1) Actively build Xi'an cultural communication system under the background of "Belt and Road", based on the core concept of "Belt and Road" and related theories of cultural communication, and based on the logic of value production-value dissemination-value consumption-value realization from the supply side and demand side. It constitutes the key index of theoretical analysis [2]. Analyze the driving and constraining factors of cultural communication power in multiple dimensions, and construct the theoretical framework of Shaanxi cultural communication system under the background of "Belt and Road".

(2) Further refine the targeting of communication subjects and targets. We can't be limited to the past one-way propaganda of self-centeredness from inside to outside, nor can we stick to the single, static one-way propaganda. Due to the lack of targeted research and in-depth communication on religions, cultures and folklore along the "Belt and Road" routes, external communication lacks high-quality cultural content and products that can impress specific audiences and consumers, especially young elite consumers.

(3) establish a platform for talent cultivation among universities, set up a system for training, selecting, using, introducing and evaluating cultural communication and creative talents, fail to realize the free flow of cultural and creative talents and innovative mechanisms in foreign cultural communication, and cultivate important internationalized talents for operating large-scale cultural exchange projects and communication activities.

(4) In the tourism development of the Silk Road Economic Belt, it is necessary to play the leading role of the government and strengthen the connection and cooperation of local governments, break down the administrative and geographical barriers, and establish an interconnected tourism area. Set up the Silk Road Economic Belt Tourism Economic Exchange Center to hold regular economic forums and academic exchanges, to promote communication and exchange between high-level government officials, and to provide consulting services for problems that arise during the construction process. At the same time, promote tourism enterprises and non-governmental organizations to participate in the construction of tourism on the Silk Road Economic Belt.

(5) Promote the internationalization of Xi'an's culture and tourism industry, cultivate new cultural and tourism industries, build a new culture and tourism industry cluster and culture and tourism industry innovation system, reasonably apply policies and allocate public resources, do a good job in publicizing and promoting the city's brand and the precise marketing of cultural and tourism products, do a good job in the structural reform of the supply side of the tourism industry, improve the level of tourism financial support services, accelerate the gathering of innovative and creative design talents, and improve the comprehensive service capacity and the development of tourism industry in Xi'an. and improve the comprehensive service capacity and level.

Conflicts of Interest

The authors have no conflicts of interest to declare that are relevant to the content of this article.

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