

The Integrated Development of Culture and Tourism in Historical and Cultural Ancient Cities from The Perspective of Low-carbon Economy

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Abstract: The integration of culture and tourism has become an important development direction for many historical and cultural ancient cities. At the same time, developing a low-carbon economy has become a global trend. This article discusses the path of cultural and tourism integrated development in historical and cultural ancient cities from the perspective of a low-carbon economy based on four aspects: resource allocation, development model development, integration mode and level of integration. Research methods include a literature review and field survey, and a case study of the ancient city of Shaoxing on history and culture.

Keywords: The integration of culture and tourism, Low-carbon economy, Historical and cultural ancient cities.

1. Introduction

Climate change poses a huge threat to human welfare. Hence, developing a low-carbon economy has become a prevailing and inevitable trend. At the 75th United Nations General Assembly in September 2020, China made a commitment to "reach peak carbon before 2030 and carbon neutral before 2060" to the world. This is a major strategic decision made based on the inherent requirement of achieving sustainable development and building a community of shared future, and also an inevitable choice for the tourism industry to follow the trend of green low-carbon development and achieve high-quality development. China has put the idea of "Improving the cultural and tourism integration development system and mechanism" into the national system construction at a high level. The integration of the tourism industry and the cultural industry is an important way to activate the low-carbon, green and sustainable development of the tourism industry, and also an active response of the tourism industry to achieve its low carbon strategic goals. Based on the perspective of low-carbon economy, this paper explores the development path of cultural and tourism integration in the historical and cultural ancient city of Shaoxing through thinking about the practical experience of cultural and tourism integration, in order to provide reference and model for other areas. The purpose of this research is to provide a comprehensive understanding of the integrated development of culture and tourism in historical and cultural ancient cities from the perspective of low-carbon economy and to provide valuable insights for the sustainable development of culture and tourism in these cities. The results of this research will contribute to the theoretical and practical development of the integrated development of culture and tourism in historical and cultural ancient cities from the perspective of low-carbon economy.

2. Methods

This research adopts a multi-disciplinary approach, including economic, cultural, and environmental perspectives, to analyze the integrated development of culture and tourism

in historical and cultural ancient cities from the perspective of low-carbon economy. Quantitative research methods will be used to collect and analyze data, including literature review, case study analysis. The literature review will provide a comprehensive understanding of the development of culture and tourism in historical and cultural ancient cities and the significance of low-carbon economy in this development. The case study analysis will provide in-depth analysis of the best practices and challenges of the integrated development of culture and tourism in historical and cultural ancient cities from the perspective of low-carbon economy. The results of this research will provide valuable insights for the integrated development of culture and tourism in historical and cultural ancient cities from the perspective of low-carbon economy, and will contribute to the theoretical and practical development of this field.

3. Literature Review

3.1. low-carbon Economy

A low-carbon economy (LCE) is an economy based on energy sources that produce low levels of greenhouse gas (GHG) emissions. GHG emissions due to human activity are the dominant cause of observed climate change since the mid-20th century. Continued emission of greenhouse gases will cause long-lasting changes around the world, increasing the likelihood of severe, pervasive, and irreversible effects for people and ecosystems. Shifting to a low-carbon economy on a global scale could bring substantial benefits both for developed and developing countries. Many countries around the world are designing and implementing low-emission development strategies (LEDS). These strategies seek to achieve social, economic, and environmental development goals while reducing long-term greenhouse gas emissions and increasing resilience to the effects of climate change.

Globally implemented low-carbon economies are therefore proposed as a precursor to the more advanced, zero-carbon economy. China has already taken some policies and actions regarding low carbon practices for protecting climate change effects. It is announced that China will reduce 40% to 50%

CO₂ emission per limit GDP by 2020 and 60% to 65% by 2030. China already initiated National Development and Reform Commission (NDRC). At first stage, 42 cities or province were selected for pilot projects during 2010 to 2012. The number of pilot projects as increased up to 87 at its third phase. NDRC also declared other 55 cities for pilot projects for further demonstration at a various administrative level in 2014. The Chinese government has implemented a nationwide carbon trading scheme, which requires companies to purchase carbon credits in order to offset their emissions. The government has also launched a number of initiatives to promote renewable energy, such as wind and solar power, and has made significant investments in energy-saving technology and low-carbon transportation.

In addition, the government has also taken steps to promote low-carbon tourism, such as developing eco-tourism sites, promoting sustainable tourism practices, and encouraging the use of low-carbon transportation. Cultural and tourism industries, as comprehensive industries and happiness industries that improve people's livelihood and consumption, are the main forces to meet consumer demand and drive economic growth. Under the background of low carbon, the cultural and tourism industry has been given a new mission of reducing carbon emission. In the process of promoting the integrated development of culture and tourism, we should adhere to the dual value concept of low-carbon tourism development and ecological civilization construction, realize the organic combination of economic value and spiritual value, and promote the high-quality coordinated development of economic society and ecological civilization. On one hand, it is necessary to play up the function of enhancing the economic value of the tourism industry. Implement low-carbon tourism development strategy, seek and match the meeting point and fusion point of tourism industry and cultural industry value chain, cultivate and develop green and low-carbon new business forms, new scenes, new products and new services through the integration of tourism resources and innovation of cultural elements, realize the carbonization reduction of tourism consumption subjects, consumption places and consumption services throughout the whole process, and actively create carbon emission depression. Promote the transformation of tourism into a green and low-carbon pioneer industry. On the other hand, cultural industries should play a leading role in promoting spiritual values. Adhering to the concept of ecological civilization, balancing the development of cultural and tourism industries with environmental protection, building a resource-saving and environmentally-friendly society, Incorporate spiritual values into all aspects of the development of the cultural and tourism industries, satisfying the different spiritual needs of tourists while promoting the building of ecological civilization and achieving common prosperity.

3.2. The integration of culture and tourism industry

At present, scholars all over the world have different emphases on cultural tourism industry integration. Foreign scholars pay more attention to the choice of the integration path of the cultural and tourism industry. Addo [1] stressed the importance and necessity of European heritage and cultural diversity for Ghana's tourism industry. To promote the economic development of domestic tourism, tourism facilities should be improved and products should be diversified through innovation, so as to integrate cultural

industry with tourism industry. Through factor analysis and reliability test, Hung [2] and other foreign scholars extracted five motivation factors, namely novelty, exploration, family reunion, restoration of balance, and socialization, to study the motivation of festival tourists and put forward that festival has become one of the fastest growing tourism modes. The research of Ling [3] shows that festival events are increasingly becoming an important tool for economic development, not only through tourism, but also by regarding cities and regions as modern cultural centers. Krakowiak (2014) introduced the potential and importance of Museums in Poland in cultural tourism, which plays an important role in driving the tourism economy. Juzefovic [4] studied creative tourism from the perspective of philosophy, sociology, and communication and proposed that innovative tourism is a new generation of tourism. This new type of tourism no longer manipulates and develops cultural, personal, and natural resources such as traditional tourism, but adds value and enriches cultural, personal, and natural resources.

The research of domestic scholars on the integration of cultural tourism industry mainly focuses on the relationship, integration mechanism, and integration barriers among cultural tourism industries. Zhang and Wang(2010) defined the boundaries of their integration, and conducted qualitative research on the path and mechanism of the integrated development of cultural and tourism industries[5]. Dong Fang (2014) believed that the integration of cultural and tourism industries should be explored from the integration of resources, technology, market, and function[6]. Fu Caiwu and Shen Nianqu (2019) took the Hexi Corridor in Gansu Province as an example and proposed a model innovation for the integration of culture and tourism. Accompanied by the latest round of cultural and tourism management system and institutional reforms in China[7]. Cui et al. (2019) further pointed out that the integration of cultural and tourism departments, resources, festivals and events, projects, and content is the driving force for the high-quality development of cultural and tourism integration. However, the intrinsic contradictions such as differences in development concepts, inefficiencies in the system, talent shortages, and differences in the layout of culture and tourism still hinder the high-quality development of cultural and tourism integration[8].Huang (2021) puts forward specific strategies and path suggestions for urban cultural tourism under the digital economy and high-quality development of cultural and tourism integration in the new era[9]. In addition, Li , Gu and other scholars paid attention to the development level measurement and integration path and strategy of cultural and tourism integration from the perspective of low carbon[10].

In conclusion, the literature review shows that there are significant differences in the theories and practices of cultural and tourism integration between China and the West, with a distinct localization feature. From the perspective of the research stage of cultural and tourism integration in China, the research topics and focus areas directly reflect the reality and evolution of cultural and tourism development and demonstrate outstanding Chinese characteristics. At present, the domestic academic community has achieved substantial results in the research on the integration path, driving mechanism, and countermeasures for cultural and tourism. This provides a theoretical basis for promoting the development of cultural and tourism integration, but there is still deficiencies in the systematic research.

4. Explore the Path of Integrated Development of Cultural Tourism in Historical and Cultural Ancient Cities

The integration of culture and tourism industry will promote the efficient transmission and dynamic inheritance of the cultural industry, effectively improve the connotation quality of tourism products, and stimulate industry investment vitality and consumer potential. It aims to form a new economic growth point and play an important role. Build a modern industrial system in China, promote industrial transformation and upgrading, and achieve green, sustainable and high-quality development. Shaoxing is one of China's first historical and cultural cities, a pilot city of national culture and tourism consumption, a research and tourism destination in China, a national research and tourism model base. It is also the cultural capital of Asia. Using the Shaoxing model, this study examines the development path of cultural and tourism integration in historical and cultural ancient cities through literature collection, expert interviews, and field research, and provides references for other regions. Provide examples and examples.

4.1. Optimize the allocation of cultural and tourism industry resources.

Adhering to the concept of development through promoting tourism with culture, showcasing culture through tourism, and harmonious co-existence, breaking through the limitations of cultural and tourism industry integration in an orderly manner, deeply mining the commonalities contained within, mutually drawing on each other's essence, promoting the integration of industry forms, product integration and market participants, effectively extending the cultural and tourism economic industry chain and supply chain, and enhancing the resilience of cultural and tourism industry integration development. On one hand, continuously improve the system and mechanism, Shaoxing took the lead in completing the merger of the culture, radio, film and television department and the tourism department, gradually clarifying the cultural and tourism integration system and mechanism, introducing a series of tourism support policies, gradually optimizing the policy and regulatory environment for tourism, promoting the standardization work of "one run at most" in the field of culture and tourism, creating a favorable development environment for culture and tourism, forming a new investment pattern in culture and tourism with cooperation between state-owned capital and social capital. On the other hand, Shaoxing is accelerating the transformation and upgrading of traditional industries, and new emerging industries are thriving. The strategic emerging industries and high-tech industries are growing rapidly. Fashion manufacturing, health product manufacturing and cultural manufacturing occupy the forefront in Zhejiang Province and have a good industrial base. During the 13th Five-Year Plan period (2016-2020), the added value of cultural manufacturing industry accounted for 1.5% of GDP, ranking the third in Zhejiang Province. Cultural enterprises adapt cultural and creative products for tourism enterprises to local characteristics, continuously enrich the forms of tourism products, improve the characteristics of tourism elements, unleash the consumption potential of tourists, constantly increasing the impact of cultural products on tourism. Relying on characteristic industrial enterprises such as yellow wine,

silk, pearls, celadon, socks, intelligent manufacturing, and electric kitchen equipment, it pays attention to the integration of industry and tourism, and the creativity of business forms, and forms a batch of innovative industrial tourism demonstration sites (areas) with strong experience, long industrial chain and great influence. Focusing on industrial creative design and fashion brand design, it has established a series of industrial cultural tourism product brands with Shaoxing characteristics and market competitiveness.

4.2. Enrich the cultural and tourism industry to develop business forms.

The development of cultural tourism industry can provide a specific field for cultural innovation, so it's far essential to deeply discover the feature cultural deposits and combine and enhance cultural tourism resources. The development plan of the cultural and tourism industry should be improved to promote the interactive development of the cultural and tourism economy. Efforts should be made to create regional cultural brands, use digital technologies to enhance the connotation of cultural tourism, enrich the formats and industrial models of cultural tourism products, continuously expand the influence of cultural tourism brands, driving the development of other service industries. Shaoxing is exploring its rich ecological and cultural resources, strengthened overall planning, and made every effort to build a cultural pattern of "one corridor and three belts" by connecting cities and counties. One corridor refers to the Shaoxing Cultural and Creative Corridor, which takes the East Zhejiang Canal as the link, supported by green hills and waters and transportation network, with the three blocks of Yuecheng, Keqiao, and Shangyu as the focus, and the five industrial chains of fashion, health, Confucianism, folk custom and handicraft as the focus, forming six culture and creative units including city, park, town, village, street, square, to create Chinese culture export source, international Bay Area strategy bearing ground, revitalizing Shaoxing brilliant innovation. Three Belts means (1) East Zhejiang Tang poetry road cultural belt. Scientific protection, excavation and inheritance, innovation and utilization of the heritage of Shaoxing Tang Poetry Road, strengthen the research, protection and inheritance of poetry road culture, promote the protection and utilization of historical and cultural relics of Tang poetry, strengthen the ecological restoration along the road, restore the landscape artistic concept of Tang poetry, implement the node construction along the poetry road, construct a number of key projects of Tang poetry, upgrade a number of former residences of celebrities, activate a number of ancient cultural villages, Set up a number of digital museums, poetry road post stations, polish a number of Tang poetry business cards, to build the most beautiful ecological corridor, the most story-oriented cultural corridor and the most content of the tourism corridor. (2) East Zhejiang Canal cultural belt. Adhere to the construction concept of cultural guidance, strengthen the research, protection and inheritance of canal culture, implement the construction of nodes along the canal, with Shaoxing ancient City as the center, the canal ancient town as the pearl, the canal as the line, the beads into a chain, to build a brilliant cultural belt following the ancient development of the present, the beautiful green ecological belt with mountains and rivers, the colorful tourism belt renowned at home and abroad, the model of the water town south of the Grand Canal. (3) Ancient Yue culture belt. The project to protect and excavate the

remains of Ancient Yue and decode the ancient Yue civilization will be launched to further consolidate and highlight the academic highland status of Shaoxing Yue Cultural Center through the implementation of the International Exchange Research Center of Ancient Yue Civilization and the project of "Yu Trace Map of China". Around the resources of ancient Yue sites and famous historical and cultural villages, the construction of nodes along the canal will be implemented, and a number of cultural and tourism projects will be planned and constructed at the high starting point. To build a historical and cultural scroll that can be appreciated, experienced and savorable, and realize the transformation of ancient Yue civilization from academic resources to tourism resources.

4.3. Transformation of cultural and tourism industry integration.

Culture is the soul of tourism, and tourism is the carrier of culture. The integrated development of culture and tourism industry requires the integration of culture into the tourism scene, the implantation of tourism resources into the cultural field, the integration of the "soul and body" of the culture and tourism industry, the continuous expansion of the development space of "tourism + culture" and "culture + tourism", and the upgrading of the culture and tourism industry to attract more potential consumers. The government should play a leading and coordinating role and enhance the application of digital technology. Efforts should be made to quickly establish a digital cultural and tourism platform, and to achieve the integration of data use and digital governance in the management of the cultural and tourism industry. Through integration and innovation, the government can promote the deep integration of content and technology and enhance the immersive experience of tourism, leading to an upgrade of cultural and tourism consumption. Shaoxing accelerated the construction of digital culture and tourism. Promote the integration and upgrading of digital technology and tourist attractions, guide tourist attractions to develop digital experience products, popularize the electronic map, route recommendation, voice tour and other intelligent services of scenic spots, and create a number of digital, intelligent, scientific and technological sense of "future scenic spot" and "future resort". Promote the digitalization of rural tourism resources and products, and build a number of future villages and towns. Accelerate digital upgrading of cultural and cultural venues, innovate interactive experience and application, innovate and develop digital systems for cultural and creative products exhibition, sales and purchase, and improve the digital and intelligent level of cultural and cultural venues. Support cultural relics units to cooperate with financial media platforms and digital culture enterprises, develop collection resources by using digital technologies such as 5G, VR/AR, artificial intelligence and multimedia, develop the new model of "Internet + exhibition", and create domestic and foreign leading online cultural and tourism products such as "the Road of Tang Poetry on the Cloud", "online museum" and "online heritage park". Promoting the integrated development of public cultural resources and digital technologies. Promote the application of digital technology in cultural relic restoration, 5G and AR terminals are used together with 4K high-definition images to realize the intelligent restoration of cultural relics with "zero distance, no contact and the same perspective" between experts from other places and local restoration workers. To promote the

creative transformation and innovative development of cultural resources by digital technology, guide the development of new business forms such as cloud tourism, cloud performing arts, cloud entertainment, cloud live broadcasting, cloud exhibition and immersion, and make excellent cultural resources "live" with the help of digital technology. Promote the combination of Shaoxing culture and tourism business cards with digital technology, and build digital platforms such as "Shaoxing Ancient City", "Tang Poetry Road in Eastern Zhejiang" and "study tourism".

4.4. Enhance the level of integration in the cultural and tourism industry.

The theory of cultural reproduction holds that cultural reproduction has stability, can enrich cultural connotation and promote economic and social development. The cultural and tourism industry has a huge system and rich connotation for its integrated development. Regional cultural advantages should be given full play to provide strong support for the development of the cultural and tourism industry. Based on the integration of factor resources, market players and business modes, adhere to the sharing and coordination, iterative integration and cross-border development, and promote the deep connection of the cultural and tourism industry. To widely absorb excellent talents, strengthen cross-border human resources, and provide effective supply for the integrated development of the cultural and tourism industries. Shaoxing vigorously supports young college students, returnees, new farmers and other key groups to start their own businesses, carries out large-scale entrepreneurship training, strengthens policy support, capacity training and environment creation, and strives to build a dynamic and dynamic ecosystem of entrepreneurship and innovation. Actively encourage social capital to actively develop leisure agriculture, rural e-commerce, rural tourism, homestay economy, farming experience, health base and other new models and forms of business, strive to open up new channels of income increase supported by tourism, ecology, e-commerce, elderly care, vigorously support resource development, asset management and other forms of village collective economic development, innovation rural tourism benefit linkage mechanism. Drive farmers to increase income through tourism and get rich.

5. Conclusion

This paper explores the integration of the cultural and tourism industries, which are two key economic growth points and sunrise industries that drive the development of China's national economy. The paper outlines a path for the integrated development of low-carbon economy and historic cultural cities based on four dimensions: resource allocation, development models, integration modes, and integration levels. The paper proposes that cross-industry and emerging models be used as the innovation points for integration, while science and technology provide technical support. This will extend and broaden the cultural and tourism industry chain, continuously enriching its contents and scope.

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