

Research on Experiential Deep Development of Ancient Towns in Guangxi Zhuang Autonomous Region

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Abstract: From the perspective of tourism experience, this paper analyzes the development of tourism products in ancient towns in Guangxi. The perspective of tourism experience is based on a special perspective of tourists. It integrates the promotion of tourism products in ancient towns of Guangxi with tourists' experience and perception, studies the path of cultural information resources and cultural creative industries in ancient towns of Guangxi under the experiential mode, and analyzes the current situation of cultural industries in ancient towns of Guangxi, such as Huangyao Ancient Town, Mo's Toast in Xincheng, three temples and one temple in Gongcheng, etc. Deconstruct and reconstruct the modern cultural value and economic value of the ancient town culture in Guangxi. This paper enriches the information of industrial integration and innovates the cultural industry of ancient towns in Guangxi.

Keywords: Ancient towns in Guangxi; Experiential.

1. Introduction

The report of the 20th National Congress re-emphasize that "culture shapes tourism, tourism enhances culture", and required "promoting the in-depth integration and development of culture and tourism", indicating the development direction for China's tourism development. The development of domestic experiential tourism started late and is still in the exploratory stage. With the rapid development of China's economy, high-tech, a variety of creative promotion, China has also ushered in the beginning of the experience economy. This projection into the field of consumption is to pursue high-quality consumption, pay more attention to personal experience and services, and pursue green consumption.

2. The Historical and Cultural Resources of Ancient Towns in Guangxi Are Profound

The Imperial Palace of Zhuang nationality, Xincheng chieftain's culture. The complete Tusi architectural cultural heritage - Motusi Yagency, in 1996 was identified by The State Council as a national key cultural relic protection unit, known as the "The Imperial Palace of Zhuang nationality ", the living fossil of the study of Tusi culture. Gongcheng Confucian Temple, three temples and one hall. Gongcheng County consists of Temple of literature, temple of Wu, Temple of Zhou King, Hunan Guild hall of four ancient buildings, which makes Gongcheng County in the long history of the formation of a strong "civil and military relaxation", "loyalty, integrity and integrity" [1].Huangyao ancient town, temples and shrines. There are more than 20 temples and shrines, more than 10 pavilions, and a large number of Lingnan style buildings of Ming and Qing dynasties have been well preserved. Most of the house styles in the ancient town are in the form of perforated and brick walls, surrounded by walls, and the entire layout adopts the style of nine directions eight symbols. Yangmei ancient town, ancient buildings of Ming and Qing dynasties, Set rice culture, Han and Zhuang culture, Luoyue culture in one. Luoyue stone

pillars in Jinma Pier are the images of the primitive religious beliefs of the ancestors of Luoyue in the south of Lingnan[2]. Dayu Ancient Town has a profound commercial culture. Dawei ancient Town with convenient land and water transportation has been a freight center for trade and distribution since ancient times. Which began in the Song Dynasty, and it was already a prosperous market town in the Northern Song Dynasty. In the Ming Dynasty, it became one of the four great wei towns in Guangxi[3].

3. Current Situation of Tourism Resources

3.1. The homogenization of project design is serious. Gongcheng, Huangyao ancient town, housing construction is similar.

Dayu Ancient Town and Yangmei Ancient Town are dominated by landscapes, and the houses are old, and the government has not carried out unified planning and repair. The stone lion on the head of the Longevity Bridge has not been repaired after being destroyed. There is no characteristic product promotion and development, such as Guangchang cloth shop is a traditional cloth shop in Dayu ancient town, which is still a shop and can visit a limited place. The market value of cultural exploration is not high.

3.2. Current situation of tourism products

Most of the primary processing products, such as Xincheng glutinous corn, Guangxi as the earliest entrance of corn, soft and hard particles moderate, excellent taste, but the publicity is not in place, the market sales situation is general. Gongcheng oil tea, a traditional food of Yao, is not easy to preserve due to the special use of materials and production, and is basically purchased by local people.

4. Problems Existing in The Experiential Development of Ancient Towns in Guangxi

4.1. The understanding of historical and cultural tourism resources lags behind

Such as Dayu Ancient town, Gongcheng, Xincheng and other historical and cultural tourism resources development is weak, and the development of the entire tourism industry is not suitable, its due tourism value can not be fully played. Lack of publicity and low visibility of historical and cultural tourism resources[4]. Everyone knows that "Guilin landscape is the best in the world", but they do not know the millennium cultural heritage of Guangxi ancient town. The development of cultural tourism is obviously insufficient, and the types of high-quality and high-connotation tourism products are lacking. Historical and cultural tourism and ethnic minority customs tourism have not been deeply cultivated and developed. There are Zhuang, Miao, Yao, Dong and other ethnic minorities in Guangxi ancient town, but there is no deep exploration of their national festivals, customs and culture.

4.2. The local government lacks macro-management, and the infrastructure and service system are not sound

Public facilities such as roads, toilets, parking lots, and farmhouses around tourist sites are relatively simple, and health facilities and fire fighting facilities are still not perfect, which greatly affects the tourist experience. Charging is disorderly. Such as Huangyao ancient town to attract tourists, there is a base of people, began to appear a variety of arbitrary charging phenomenon. Ticket prices have soared, many smaller attractions charge extra, and food prices are sky-high. Most tourism practitioners lack historical and cultural literacy, and the development of high-quality tourism needs the support of professionals with high education and high-tech. Talent directly affects the effect of tourism transformation. Government supervision is insufficient, consumer rights violations occur from time to time, and the platform complaint rate is high. Relevant government data show that the platform refund review is slow and not timely, overlord terms, travel season order processing delays, poor after-sales service has been a hot issue of complaints. Related policies and laws are not perfect, leading to the damage of consumer rights and interests.

5. Countermeasures On the Experiential Transformation Path of Tourism in Ancient Towns of Guangxi

5.1. Attach importance to interactive design and innovative visitor experience

Tourists can independently design or choose different types of travel experience projects according to their own conditions[5].

5.1.1 The cloud of suspicion. Turn the Motosi Government Office into a large game replica event venue for a story full of puzzles and adventures. At the end of the Qing Dynasty, the local government Office was holding a birthday celebration. Local rich businessmen, gentry and so on have attended, each

bright behind the unknown secret, to explore the mystery of the Motusi Yamen.

5.1.2 The Confucius Temple worship ceremony links tourism with activities popular with tourists. such as "religious vegetarian tasting", "New Year prayer bell ringing", and "religious cultivation and health".

5.1.3 Zhuang Yao style culture, Zhuang wedding. combined with offline development of Zhuang wedding tourism experience activities, to enhance users' cultural experience of Guangxi ancient town. Let users participate in it and experience the charm of Zhuang culture in the interaction, which can bring users profound cultural feelings. Wearing black wedding clothes, "sitting", the bride swabbing fresh water, stealing the groom's shoes, etc. The marriage customs of the Yao people are divided into "recruiting lang" and "marrying women", and there is a crying marriage ceremony when the woman is married.

5.1.4 Win the championship in one fell swoop. The imperial examination. For Yangmei ancient town characteristic resources development, the ancient town can create an ancient scientific examination scene near Kuixing Tower, tourists as students participate in it, give tourists a set of scientific examination questions about the history and culture of Yangmei Ancient town, the answer is hidden in the introduction of various scenic spots, when tourists play various scenic spots later to Kuixing Tower School answer, and the top three names of the exam results are the number one, the second, and the flower, Give corresponding rewards to create an immersive cultural tourism experience for tourists. Yang Mei celebrity anecdotes can be set up, through the display of celebrity archives to introduce celebrity deeds reflect the characteristic culture[3].

5.1.5 Slow tour of the old town. The food culture of Dayu Ancient Town has strong local characteristics, and the local dog meat and clear water fish of the Li River make people applaud. Rice wine from Dayu Ancient Town is also a local rarity. The use of the ancient town's wine culture elements, around the "drunk, drink pleasant" concept to open a rice tavern, tourists can taste local characteristics of rice wine here, can also participate in a certain part of the wine culture into the local Kwai opera, color, dragon boat song and other forms of performance, so that tourists can also feel the cultural charm of Dayu Town in leisure. Dayu ancient Town also has bamboo weaving workshop, straw shoe workshop, grass medical room and a number of ancient manual workshops, can be transformed into bamboo weaving and straw shoe workshop into an ancient school, tourists can play the role of students, personally participate in learning production. In addition to popularizing the utility of some common plants, the workshop can also provide some basic and scientific physiotherapy services, so that the body of tourists can also be relaxed.

5.2. Digitalization of ancient town

With the rapid development of network technology in the era of big data, the digitalization of tourism can solve the problems of inadequate tourism promotion and insufficient impetus for industrial upgrading and transformation in ancient cities and towns in Guangxi.

5.2.1 Local governments build digital infrastructure. build large databases, VR, AR technology. Real-time analysis of passenger consumption changes, search records, to provide high-quality personalized services for tourists. Promote the integration of online and offline development, establish a

large database to analyze changes in passenger consumption in real time, search search records, and provide high-quality personalized services for tourists.

Network security has always been a concern for tourists when using big data, with personal information being leaked and monitored. All the activity records of tourists during the trip will become data. Under the guidance of professional laws, the government formulates all kinds of tourism standard contracts and makes clear legal agreements on the rights and obligations of both parties to the contract. Consumers and operators can sign a fair and just tourism contract through the platform, agree on the disposal method and arbitration institution to be adopted in case of disputes, and realize the marking operation through Internet technology to preserve the evidence.

Using the network platform to carry out online tour guide services, the platform strictly review the management of tour guides. Deal with complaints in a timely manner and make relevant penalties.

5.2.2 Self media marketing. The boom in digital technologies such as virtual reality (VR), augmented reality (AR) and mixed reality (MR), "Immersion" has become an extraordinary experience for consumers to interact with virtual environments. The ancient town scenic spot is set up with live broadcast function, and the high-definition camera set up in the scenic spot can achieve all-weather real-time live broadcast. In the live broadcast, the host or the selected tourists and the audience interact in real time and exchange bullets. Guide users to download and use the app developed by the platform, TV series to promote "Toast", Tiktok and Weibo to push such as Guangxi vernacular "Wine Today Drunk Today", cross-dressing videos, etc.

5.3. Ancient Town Cultural and Creative Products

Small horse boy production, to create their own cultural and creative brand. "Xiao Ma Zai" has a history of more than 800 years. It is usually made of 12 Chinese zodiac animals. It is mainly made of raw and cooked, dry and wet rice flour and painted to worship the moon during the Mid-Autumn Festival. Create a DIY specialty food experience kitchen.

Create "Huang Yao San Bao (black beans, yellow essence and plum)" cooking research, tourists do things after processing can be used as tourist souvenirs. "Lingnan Old Style" dim sum blind box. On the first, fifteenth and New Year's Eve of each month, the "Millennium Town Long Street Banquet" activities can be carried out, and the residents of each family will put their family's New Year's Eve dinner on the antique long street to share the happiness of welcoming the New Year with tourists.

5.4. Strengthening government policy guarantees

Historical and cultural tourism is a comprehensive industry involving a wide range and strong driving force. Its development cannot be separated from the great attention of the government and the strong support of relevant departments. In the construction and development of tourist attractions, we must break the shackles of separate administration, joint development and unified management. Strengthen policy guarantees and adhere to the road of governing tourism according to law. Tourism management should be based on laws and regulations, and should be based on relevant laws and regulations formulated by the state to

standardize the construction of historical and cultural tourist attractions, market operation and tourism enterprise behavior, strengthen tourism management, and provide guarantee for the development of historical and cultural tourism resources in ancient towns.

5.5. Planning transportation routes

5.5.1 bullet train route planning. Constantly improve the measures for the construction of tourism transportation in the whole region.

5.5.2 Carriageway planning. Reasonable organization of traffic and tour functions in the ancient town area.

5.5.3 Pedestrian path planning. Historical streets and buildings of the late Qing and early Ming dynasties, can be set up horseback riding, donkey riding and other sightseeing methods. Set tourist rest point, stage node. The main traffic arteries and streets, it is recommended that every 500m distance, set up a traffic link station for tourists to rest.

5.5.4 Hydrophilic walk. Combing the ecological environment of the ancient town, to create a hydrophilic leisure space with sightseeing and water playing as the main function. Massage stepping, paddling pool, hot spring pool.

5.6. Strengthen the experiential tourism industry of ancient towns with the support of talents

5.6.1 Artistic and creative operation team. Tourism researchers and planners must accurately grasp the historical and cultural development of ancient towns, understand the strong cultural needs of tourists, and carry out scientific planning of historical and cultural tourism resources of ancient towns [4].

5.6.2 First-class service project team. Establish a think tank, including professionals from related disciplines such as tourism, history, culturology, folklore, archaeology, anthropology, geography, architecture, etc., and people with insight.

5.6.3 Establish a talent competition mechanism and implement an open recruitment system. Preferential policies have been introduced in terms of treatment and use to attract historical and cultural tourism professionals to work in the ancient town.

6. Conclusion

From the perspective of tourism experience, this paper analyzes the tourism promotion of ancient towns in Guangxi. There is still a long way to go for the development of tourism resources in ancient towns in Guangxi, which should be adapted to local conditions and guided by the situation. With its unique cultural location advantages and rich cultural content, ancient towns in Guangxi will attract more and more attention from the world. The market operation mode is more commercial and convenient. More dependent on consumer demand, based on services and other tertiary industries. Therefore, in such a big background, how to guide the business, how to understand and use the policy call is crucial. Guangxi Zhuang Autonomous Region is rich in ethnic resources, and different regions have different cultural customs. The government will formulate a scientific development plan, while retaining the activity and participation of private capital, so that each ancient town can show its own characteristics. It is the inevitable way out for future development. Ancient town culture must have great

potential for development in the future.

Acknowledgment

This paper was supported by Research on Cultural Inheritance and Historical Confidence of Chinese Nation in Lingnan Area of Tang Dynasty (Project Number: GXKS2023QN026)

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