

# Research on Cultural Tourism Integration and Study Path in Wuxi, Chongqing, China

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## Abstract

*The development of cultural and tourism integration in Wuxi is still in the primary stage, and its main features are slow growth of the tourism economy, low cultural added value, insufficient share of the tourism industry, the initial formation of the market impact, but not enough to highlight the "regional" culture. Therefore, our team carried out an attempt to integrate culture and tourism services in Wuxi County, Chongqing, integrating resources and technology, and combining local cultural characteristics and their own characteristics, through field research and investigation, we tailored the study tour path and detailed planning for the entire study tour process of food, accommodation, transportation. Through the excavation of folk culture, enhance the cultural elements of tourism and study industry, turn the invisible cultural resources into visible study paths, and promote culture and tourism to complement each other, symbiosis and win-win, integrated development.*

## Keywords

*Study path; Wuxi County; cultural tourism integration; traditional villages.*

## 1. Introduction

"Heaven and earth spirit of a witch, meltwater sinks stream", Wuxi ancient called "ancient salt capital", now known as "Xiaxian Peach Source", is the national rural revitalization of the key support county, the national key ecological function county, In 2022, the "Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job of Comprehensively Promoting the Key Work of Rural Revitalization in 2022" pointed out that we should give full play to the leadership role of the rural grass-roots party organizations, and do a good job of the key work of rural development, rural construction, and rural governance in a solid and orderly manner, so as to promote rural revitalization to make new progress, and make new strides in modernizing the agricultural and rural areas. During the "14th Five-Year Plan" period, China will enter a new stage of development, and the development of the national culture and tourism industry will show a new trend of "integration of culture and tourism, high quality of life, and high quality of development", and a new trend of "one integration and two highs". The market demand and supply of culture and tourism on both sides have undergone significant changes, the culture and tourism industry has entered a new era of quality development. In this context, the cultural industry and tourism industry as a new growth point for economic development, and the local rich folk culture, and rural tourism

resources as a change in the mode of agricultural development, increase the income of local residents as a breakthrough. This is of great significance for fully tapping local advantageous resources, increasing residents' income, and improving people's living standards.

This paper combines the background of the era of rural revitalization strategy, combined with the cultural characteristics of Wuxi County, Chongqing Municipality, to research, analyze, and design the path of integrated development of culture and tourism and study routes.

## **2. Significance of the integrated development of the following tourism under the rural revitalization strategy**

- 1) Enhancing the vitality of rural development: the development of rural tourism can effectively drive the development of the rural economy, revitalize the local characteristics of rural tourism resources, and promote the improvement of rural infrastructure so that the rural economy can be better integrated into the development of the national and global economy.
- 2) Improvement of ecological civilization: the development of rural tourism, the ecological environment has become the villagers' dependence on wealth, which is conducive to stimulating the farmers to better protect and improve the local ecological environment with enthusiasm and initiative, and to promote the sustainable improvement of the rural ecological environment.
- 3) Contributing to the modernization of rural areas: The development of rural tourism can greatly promote the modernization of rural areas, enhance the convenience of rural life, improve the level of rural public services, and consolidate the country's agricultural foundation.
- 4) Tapping into local advantageous resources, the cultural industry and tourism industry can develop together and realize a win-win situation. In turn, it is conducive to highlighting the characteristics and advantages of local cultural resources and tourism resources and promoting the win-win situation and development of the culture and tourism industry, which also plays an important role in promoting the development of the local tourism industry and attracting more travelers to come for sightseeing and tourism.
- 5) Adhering to the people-centered approach to building and sharing, so that the people can enjoy a fuller and richer spiritual and cultural life. Implement the people-centered development concept, rationalize the allocation of various types of resources, improve the level of basic public services to build and share, expand the supply of high-quality cultural and tourism products, and meet the people's diversified cultural and tourism consumption needs.

## **3. Advantages of Cultural and Tourism Integration Development in Wuxi County, Chongqing Municipality under the Rural Revitalization Strategy**

### **3.1. Rich in natural resources**

Wuxi is at the confluence of Chongqing, Shaanxi, and Hubei provinces, with diverse and complicated geographic environments, creating a variety of landscapes Wuxi, there are 7 scenic spots in the county, more than 180 natural attractions, with five "world's first": the

world's first valley of the Lanying Grand Canyon, the world's first Xiuxi Daining River, the world's first waterfall, the world's first waterfall, the world's first white dragon across the river, the world's first salt capital Wuxian ancient country, the world's first wonders of summer ice cave. Salt Wuxian ancient country, the world's first wonders of Xiabing Cave. The history of the "East Mountain Phoenix, West Ridge scale, South Abyss leap carp, North Pavilion Mission, Autumn River moonlight, spring flowers, two streams fishing fire, ten thousand stoves of salt smoke," Wuxi eight scenic spots, endless flavor, the site still exists. Through the development of the above natural landscape resources of Wuxi, a large number of tourists can be attracted to go there during holidays, thus making use of the natural resources to develop tourism, which is conducive to promoting the implementation and advancement of the strategy of rural revitalization.

### **3.2. Diverse cultural resources**

Wuxi County is located in the southern foothills of the eastern section of the Daba Mountains in the combined area of Chongqing, Shaanxi, Hubei, and Hubei provinces and cities. Not only has its unique geographic location created a rich natural landscape, but the humanistic environment with the intermingling of various ethnic groups has also formed a distinctive ethnic culture. Its non-heritage resources include traditional fine arts, such as Daninghe embroidery, Tongcheng stone carving, wood carving, and paper-cutting; traditional techniques, such as Wuxi traditional handmade salt-making techniques, traditional handmade paper-making, Daninghe traditional ceramic production techniques, brick and tile firing techniques, traditional handmade weaving techniques, Wuxi baked fish production techniques, Ning factory "walking dish mat" production techniques, Wuxi eagle tea traditional production techniques, etc.. Traditional medicine, traditional snakebite therapy, traditional bruise therapy, Daning River herbal medicine prescription, traditional massage techniques, burning lamps, etc.

Wuxi's diverse ethnic cultures are worth digging deeper into and researching and need to be protected and carried forward. Combining cultural dissemination with rural revitalization, through designing cultural creations and carrying out research and study, not only raises the popularity of Wuxi's culture but also promotes the enhancement of the confidence of the national culture.

### **3.3. Great potential for the development of the herbal medicine industry**

Wuxi County's unique topographical conditions have prompted it to become an important base for traditional Chinese medicine farming, while the planting of traditional Chinese medicinal herbs is mainly concentrated in Lanying Township, and the current planting of medicinal herbs in Lanying Zhai has formed a vertical diversified extension of the characteristic industrial chain of the Agricultural Tourism and Sightseeing Park, which is mainly based on the traditional Chinese medicinal herbs industry and the tourism industry, and the all-round development of the industrial chain based on traditional Chinese medicinal herbs. The specific situation that upward to the raw materials of authentic Chinese herbs, medicine leaf farming and processing of Chinese herbal products mainly industry trade industry extension, through the local Chinese herbal resources, downward development of tourism, recreation, and health care industry, to build a vertically diversified development of the characteristics of the industry chain. The soundness and development of the characteristic

Chinese medicine industry can not only enhance the strength of China's traditional Chinese medicine industry and vigorously develop traditional Chinese medicine culture but also integrate the rural revitalization strategy to drive villagers to get rich and promote farmers to open up a road of high-paying sideline business.

## 4. Design of study paths

### 4.1. Line Profile

#### Line name

Line 1: "White Deer by Immortal Springs, Picked Flowers Laughing at Spring Breeze"-Ningfang Ancient Town Witch Salt Cultural Inheritance and Natural Landscape

Route 2: "The Peculiar Lanying Township, the Herbal Road out of Poverty" - Study on Herbal Medicine Cultivation and Religious Culture Propaganda in Lanying Township

#### Theme of the route

Developing Wuxi's characteristic ancient culture, driving the development of the Chinese herbal medicine industry, and helping to revitalize the countryside.

#### Line slogans

Wuba culture promotes cultural tourism, picking flowers to craft new heritage; and Chinese herbal medicine to help run a prosperous, sowing new hope for wealth.

### 4.2. Cultural context of the route

#### 4.2.1. Wuxi Local Folk Crafts--Picked Flowers

The history of Wuxi flower picking with clear inheritance genealogy began in the Guangxu period of the Qing Dynasty, and its earliest appearance was in the form of patches. Wuxi flower picking is widely used for decorating cloth-made articles of daily life, and its motifs are taken from the daily life of the mountain people, through the local embroiderer's abstract artistic treatment, different motifs are combined into a complete flower picking pattern, which has strong local characteristics and strong artistic expression, and reflects the aesthetic interests of the people of the Wuxi area.

**Needlework:** Traditional Wuxi embroidery "emphasizes on picking but not on embroidery", the basic needlework of Wuxi embroidery consists of two types: cross needle and one-word needle, and the cross needle can be divided into three types: straight yarn needle, right-angle needle, and diagonal yarn needle by the difference of the threads. The embroidery principle of "one stitch to the end" ensures that the embroidery threads will not fall apart due to disconnection, and meets the practical needs of wear-resistant and wash-resistant in the local mountain life.



**Figure 1:** Tightly and neatly crafted stitches

**Composition:** The traditional Wuxi folk embroidery pattern is created in the form of "patchwork", in which the local embroiderers will choose different themes and patterns according to the theme they want to express, and then combine them with each other, and then present them on the same embroidery panel. Through the practice of life and the experience of picking and embroidering passed down from one generation to another, the embroiderers will design balanced and harmonious picking and embroidery patterns, combining and interspersing various patterns and different themes, and finally reach a harmonious sense of form and beauty in the visual sense. Through her life practice and experience of picking embroidery passed down from generation to generation, the embroiderer designs a balanced and harmonious composition of picks with a good degree of spacing and density.

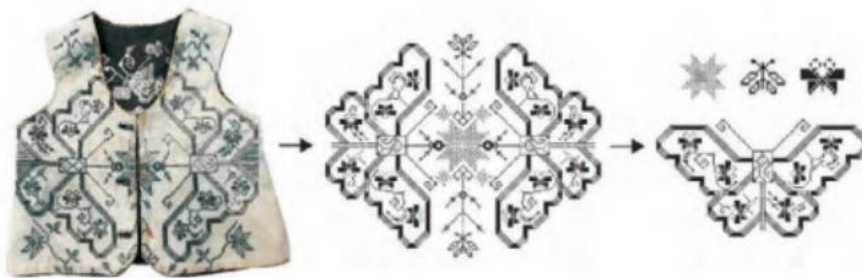
**Pattern theme:** Wuxi County is geographically remote and is a typical mountainous agricultural county, where agriculture, forestry, animal husbandry, fishing, and other agricultural programs have always been the local primary industry. Traditional Wuxi women live in the mountainous areas, and flower picking is part of their daily labor and one of the means by which Wuxi women record their lives in the mountains. Based on interviews and pictures, the patterns of Wuxi flower picking can be mainly categorized into five aspects: animals, birds and beasts, plants and flowers, people's lives, words and geometry, and myths and celestial phenomena.

Influenced by traditional folk praying for good luck, the patterns of Wuxi flower picking are mostly based on folk auspicious patterns as the theme, such as Jin Yu Mantang, which symbolizes wealth and prosperity, Ao Yu Xiang Yun, which signifies a high promotion, and Jin Ji Peony, which is used to drive away evils and avoid disasters, all of which have sent the emotional needs of the local residents for praying for good luck and avoiding bad luck.

**Modern inheritance and application of Wuxi flower picking:** Traditional Wuxi flower picking uses the technique of "patchwork" to freely intersperse different forms of patterns with each other for pattern design so that in each complete Wuxi flower picking pattern, the pattern elements of different themes can be extracted. In the contemporary cultural space, combining the art of Wuxi flower picking with modern products and exploring the development of Wuxi flower picking as a folk art can help promote its dissemination in the modern cultural environment.



**Figure 2:** Pick flower cultural creation



**Figure 3:** Extracted elements and digitization of the picket pattern

Wuxi pick flower is an important part of Chinese folk embroidery craft and the crystallization of Wuxi local folk decorative culture. It presents strong local artistic characteristics in terms of stitch craft, pattern composition, pattern form, and color matching.

This work will include the Wuxi flower-picking base in the cultural tourism route, and invite professionals from the base to explain the traditional crafts to tourists. We will contact local craftsmen to help tourists complete their own artwork, feel the charm of the art in hands-on production, and practically experience the local customs of Wuxi.

### 4.3. Line design

#### 4.3.1. Ancient culture of Ning factory and natural landscape of Lingwu Mountain

#### **Threading:**

Imperial Hotel-Walk 5min-Wuxi Museum-Drive 8min-Wuxi Ning Embroidery Base-Walk 2min-Baojiom Grilled Fish- Drive 35min-Ningfang Ancient Town-Walk 3min-Salt Field Ruins-Drive 7min-Lingwu Cave Scenic Spot



**Figure 4:** Route organization chart 1

**Attractions:**

Imperial Hotel: Accommodation

Wuxi Museum: It mainly exhibits Wuxi's humanistic history, folk customs, culture and art, landscape scenery, etc. It shows Wuxi's profound cultural heritage and humanistic deposits in the form of pictures, texts, objects, and simulated scenes, and is the exhibition center of Wuxi County's tangible and intangible cultural heritage.

Wuxi Ning embroidery base: intangible cultural heritage - picking flowers learning base, belonging to the poverty alleviation workshop, and providing poverty alleviation jobs, developed more than 2,000 embroidery households, sales of embroidery more than 2 million pieces per year



**Figure 5:** Wuxi Ning Embroidery Base

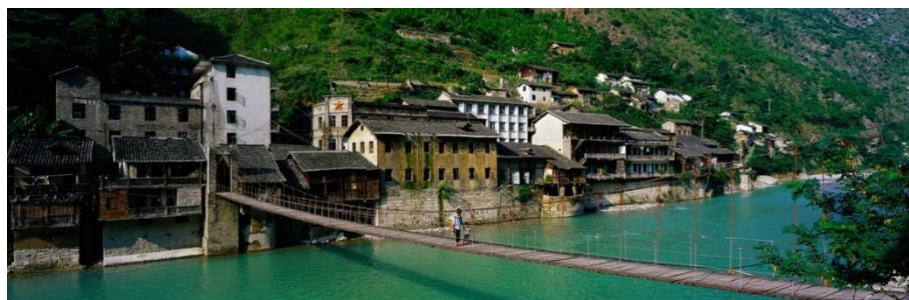
Baojiom Grilled Fish: Wuxi Grilled Fish, Chongqing Intangible Cultural Heritage, has more than 2,000 years of history and was first invented by boatmen on the Daning River. Wuxi baked fish has formed a variety of flavors such as spicy, spicy, hot and sour, pickled peppers, etc. Wuxi County is currently declaring the creation of the "International Baked Fish Township".





**Figure 6:** Grilled Fish with Abalone and Chicken Mushroom

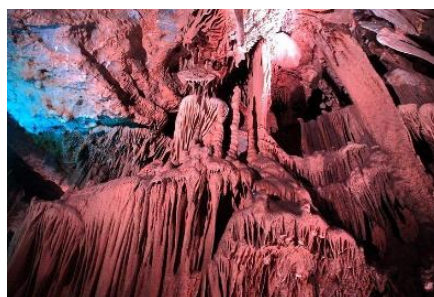
Ningfang Ancient Town: Located near Wuxi County in Chongqing, Ningfang Ancient Town is one of the early salt-making places in China. With more than 4,000 years of salt-making history, Ningfang Ancient Town was a happy place in ancient times, where "no performance, no scripture, no clothing; no crop, no boom, no food", and it was the home of Wuhuam State and the seat of the first meeting in the Tang Yao period, which was very prosperous for a while. At the same time, it is also the birthplace and cradle of ancient human civilization in the Three Gorges area, which is called the "ancient salt capital" and the "originator" of the world's handmade workshops. It is now entitled "Ancient Historical and Cultural Town of China".



**Figure 7:** Ningchang Ancient Town

Salt Farm Ruins: The eighth list of national key cultural relics protection units records the production scenes of the ancient salt farms and enables visitors to experience the charm of salt production up close.

Lingwu Cave Scenic Spot: Lingwu Cave mainly consists of "cave tours, cable car slide, Daning River rafting" three major experience projects, is located in the Scissors Gorge on the east bank of the main cave Lin Gong, a total length of 1,500 meters, by the Hall of the Immortal Weng, Jade Bamboo Forest, Yaochi, the Hall of the Dragon King, the undersea world of the five major parts of the composition.



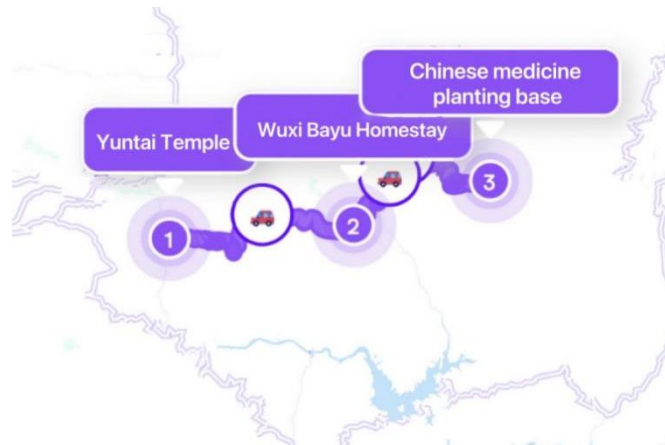
**Figure 8:** Lingwu Cave Scenic Spot

#### 4.3.2. Promotion of Traditional Chinese Medicine in Lanying Township and Religious Culture of Yuntai Temple



**Routing:**

Yuntai Temple-Drive 33min-Wuxi Bayu Minshuku-Drive 1h20min-Lanying Township Traditional Chinese Medicine Planting Base



**Figure 9:** Route organization chart 2

**Attractions:**

**Yuntai Temple:** Yuntai Temple was built in the period of Emperor Yang of the Sui Dynasty (about 608 A.D.), initially known as Yuntai Guan, more than 1,400 years ago, is the earliest Taoist temple in East Sichuan, known as "the crown of the ancient temples in East Sichuan". Yuntai Guan was later converted into a Buddhist temple and has now built the gate, bell tower, Yuantong Hall, Nianfo Hall, Manjushu Hall, Ten Thousand Buddha Pagoda and other Buddhist buildings. At the foot of the mountain is a stone staircase that circles up from the bottom of Daning River to the highest peak of Yuntai Temple, which is called "Ten Thousand Steps of Cloud Stairs". You can also see the Myo Gorge - "Ninghe seven gorges of the first", a total length of about 22 kilometers, both sides of the rock wall up to more than 900 meters high, it is long gorges, mountain heroes, bends, the water is fast, dangerous beaches, the scenery, waterfalls strange known. The Myriad Gorge has retained the humanistic landscape and canyon landscape of the ancient trestle in the Three Gorges area in its original location and flavor, and is known as the "original flavor of the Three Gorges".



**Figure 10:** Yuntai Temple

Lanying Township Chinese medicine planting base: Wuxi County is located at the junction of Chongqing, Shaanxi, and Hubei provinces, with forest coverage of 65.4%, rich in medicinal

plants, known as the "natural sea of medicine". Commonly used varieties of about 320 species, in the varieties and number of Chinese medicinal herbs in Chongqing City, the development potential is huge, Lanying Township is the national key Taoist Chinese herbal medicine base county. The main planting of Chinese medicinal herbs is shellfish. In recent years, the company has adopted the mode of "company + base", "village collective + cooperatives + farmers" and other modes to expand the area of planting of local herbs, such as shellfish, and to enhance the scientific level of shellfish planting and management, and to open up a road to prosperity for the villagers.



**Figure 11:** Traditional Chinese Medicine Planting Base in Lanying Township

## 5. Conclusion

Using Wuxi County's rich and diversified natural resources, traditional culture, and the Chinese herbal medicine industry with great development potential, we promote the integrated development of culture and tourism through the cooperation between the government, enterprises, and the people, creating high-quality personalized routes, and cultivating excellent cultural and tourism talents, thus further promoting the implementation of the strategy for the revitalization of the countryside. At the same time, we constantly reflect on the shortcomings and improvements of culture and tourism integration to summarize the review and find the most suitable path for the development of culture and tourism in Wuxi County. Through this way, on the one hand, find a new direction of rural economic development, drive villagers to get rich; on the other hand, promote the dissemination of Wuxi County's excellent resources and carry forward, promote the creative transformation of traditional culture, innovative development.

## Acknowledgements

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