

# Research on High-Quality Development Strategies for Temple Garden Tourism in Zhengding from the Perspective of Cultural and Tourism Integration

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## ABSTRACT

From the perspective of cultural and tourism integration, the high-quality tourism of Zhengding's temple gardens carries rich historical and cultural information, embodies profound religious beliefs and philosophical ideas, and possesses unique landscape value. This paper takes Zhengding's temple gardens as the research object, exploring the challenges faced by the high-quality development of Zhengding's temple garden tourism from the perspective of cultural and tourism integration. By deeply exploring and integrating the cultural connotations, historical value, and natural landscapes of Zhengding's temple gardens, digital intelligence can empower the development of cultural tourism, shaping a cultural tourism brand with local characteristics and providing impetus for high-quality development. Emphasis is placed on the inheritance and protection of temple garden culture, while also catering to modern tourism needs by innovating cultural and tourism development methods, designing attractive cultural and tourism products, and broadening the path for high-quality development. The improvement of facilities, the enhancement of tourism reception capacity and service levels, the provision of comfortable and convenient travel experiences for tourists, and the improvement of tourism supply quality all deepen service guarantees for high-quality development. Innovating cultural and tourism development ideas, helping Zhengding Ancient City to create new highlights in cultural and tourism, and enhancing market competitiveness can provide reference direction for the reform and high-quality development of other temple gardens.

**Key words:** temple garden; integration of culture and tourism; high-quality development; digital intelligence empowerment; cultural and tourism products; tourism supply quality

Temple gardens have perfectly combined religious culture with garden art and are one of the three basic types of Chinese gardens. Generally, temple gardens not only have exquisite buildings and beautiful natural landscapes but also contain profound historical heritage and unique folk culture, occupying an extremely important position in Chinese classical gardens. Temple gardens are important places for people to aspirations their Buddhist cultural beliefs and integrate religious, tourism, cultural and ecological functions. Here, tourists can find inner peace in the hustle and bustle of life and experience the profound charm of traditional culture. The solemnity of

the temple and the beauty of the garden complement each other, allowing every tourist to experience the wisdom of Buddhism and the harmony of nature, making it a place for the soul to rest.

## 1 Overview of Temple Gardens in Zhengding

Zhengding has a history of over 1,600 years. Historically, it was known as one of the "Three Great Northern Towns" along with Beijing and Baoding, and was an important political and military center in ancient North China. It is also a significant Buddhist holy land with profound culture. Zhengding is famous for its "Nine

Towers, Four Pagodas, Eight Great Temples, and Twenty-Four Golden Arches", and was called a "treasure house of ancient architecture" by Mr. Liang Sicheng. Among the eight great temples, they are Longxing Temple, Tianning Temple, Guanghui Temple, Kaiyuan Temple, Linji Temple, Chongyin Temple, Hongji Temple, and Sheyi Temple. Chongyin Temple, Hongji Temple, and Sheyi Temple have been destroyed. As a historical and cultural treasure, Zhengding's temple gardens have numerous historical relics. For instance, Longxing Temple was called "the first famous temple outside Beijing" by Mr. Liang Sicheng. It is currently the earliest, largest, and most complete ancient building complex of the Northern Song Dynasty in China. The Mani Hall in the temple, with its double-eaved hip roof and rare "four-attached halls", is a rare cross-shaped layout in existing ancient Chinese architecture, known as a "unique example in the world", showcasing the superb aesthetic sense of the Song Dynasty craftsmen and containing unique cultural charm.

Zhengding's temple gardens, with their rich cultural connotations and unique architectural styles, attract a large number of tourists and have become the main places for people to understand humanistic history, appreciate religious philosophy, relax and entertain. At the same time, they have also driven the local tourism economy. However, with the arrival of tourists, various problems have emerged, providing clues for experts to broaden their thinking and conduct related research, creating conditions for further exploration of the connotations of temple garden tourism resources, and facilitating the inheritance of temple garden culture.

## 2 Research Background and Significance

Zhengding's temple gardens are important carriers of Chinese history and culture, with rich cultural connotations and unique landscape values. They are valuable resources in the integration of culture and tourism. In recent years, Zhengding County has made unified plans for its tourism resources, upgrading and standardizing tourist attractions such as Longxing Temple, Yanghe Tower, Rongguo Mansion, and the South Gate area. However, with the acceleration of globalization

and digitalization, Zhengding's temple gardens face challenges and opportunities in the upgrading of tourism consumption. It is urgent to explore new paths for the integration of culture and tourism.

Through in-depth exploration and utilization of temple gardens, optimizing the strategies for the integration of culture and tourism, promoting cultural inheritance and innovation, and attracting more tourists, it is of great significance for promoting local economic development, inheriting historical culture, and improving tourism quality. At the same time, it can break through industrial boundaries and achieve diversified development, providing references and examples for the integration of culture and tourism in other regions' temple gardens, and promoting the healthy development of temple garden tourism integration across the country.

## 3 Current Situation and Trends of Cultural and Tourism Integration at Home and Abroad

Domestically, with the continuous expansion of the tourism market and the diversified changes in consumer demands, the integration of culture and tourism has become a new trend in the development of the tourism industry. Take Chengdu as an example. The city has actively combined its rich cultural heritage with modern tourism by creating a "culture and tourism" brand, attracting a large number of tourists and promoting the development of the tourism industry. However, in this process, there are also huge challenges, such as insufficient cultural inheritance and creativity, and incomplete tourism facilities, which limit the further development of the integration of culture and tourism.

Abroad, countries like Europe and the United States have relatively mature integration of culture and tourism, and they also attach great importance to the inheritance and creative development of culture. They integrate modern creative industries when protecting cultural heritage, providing tourists with rich and diverse tourism experiences. For instance, many cities in Europe showcase their unique history and culture through forms such as museums, art exhibitions, and cultural festivals, allowing tourists to immerse themselves in the local

cultural atmosphere. The United States, on the other hand, attracts tourists to experience diverse cultures through theme parks, cultural events, and creative markets.

With the advancement of technology and the transformation of consumer demands, the integration of culture and tourism will focus more on intelligent, digital, and networked development. By leveraging modern information technology methods such as big data and cloud computing, the optimal allocation and effective utilization of tourism resources can be achieved, enhancing the intelligence of tourism services and customer satisfaction. The rise of new media platforms such as live streaming and short videos will provide new channels for the dissemination and marketing of the integration of culture and tourism.

#### **4 Problems Faced by the High-Quality Development of Cultural and Tourism Integration in Zhengding's Temple Gardens**

(1) Weak technological empowerment and insufficient publicity

Technology is the driving force for the high-quality development of the integration of culture and tourism, and digitalization has become an important means to inherit excellent traditional culture and promote the development of the cultural and tourism industry. Currently, due to the economic development level of Zhengding, its digital infrastructure coverage is limited, which affects the technological empowerment of cultural and tourism resources in temple garden, resulting in insufficient development of collaborative industrial projects and hindering the high-quality development of cultural and tourism in Zhengding's temple garden.

Zhengding County has rich historical and cultural resources, but its promotion and publicity are still insufficient. Currently, Zhengding still uses traditional publicity methods and channels to promote and disseminate the city's cultural and tourism resources. However, in the era of "information explosion" and "eye-catching", this is no longer applicable.

(2) Single development model of cultural and tourism, insufficient depth of exploration

Zhengding's temple garden, as an important religious and cultural carrier in North China, carry profound historical heritage and rich cultural connotations. However, at present, there is still insufficient exploration and utilization. This is mainly reflected in two aspects. First, the exploration of cultural and tourism resources is insufficient. Zhengding's temple garden have achieved certain results in the creation of cultural and tourism brand images, such as the "Eastern Beauty" Longxing Temple Inverted Sitting Guanyin and the "Unique in the World" Longxing Temple Mani Hall. However, after tourists arrive, they only visit and tour, without other fresh or participatory activities. Other temple garden in Zhengding are even less well-known, with weak marketing awareness, failing to highlight the profound cultural attributes of Zhengding's temple garden, unable to meet the needs of tourists, resulting in insufficient cultural and tourism brands and lack of core selling points, with low appeal to tourists. Second, the depth of exploration of temple culture is insufficient. For example, Kaiyuan Temple has a different layout from other temples, with the pagoda and bell tower standing side by side instead of being symmetrical, reflecting the transition of Buddhist temple architecture from early pagoda-centered to later hall-centered. However, the current exploration of cultural and tourism resources in Kaiyuan Temple is insufficient, only allowing simple visits to the bell tower, Sumeru Tower, and Xiezhi, without in-depth exploration of its cultural connotations and historical background, and the development of cultural and tourism products that leave a deep impression on tourists, unable to fully demonstrate its unique charm. The development of cultural and tourism in Zhengding's temple garden generally still remains at the most basic and low-level stage, lacking in-depth development of high-level religious cultural and tourism products.

(3) Low quality of tourism supply and large shortage of professional talents

The quality of tourism supply encompasses not only the service quality of tourism practitioners but also the quality of various supporting facilities provided for tourists, such as road traffic, the environment of tourist

attractions, and accommodation and dining conditions. As a historically and culturally significant county, Zhengding has attracted a large number of tourists, but the low quality of tourism supply has become a bottleneck restricting the development of its tourism industry. This is mainly reflected in the tourism reception capacity and tourism service system. At the same time, with the accelerated development of the cultural and tourism industry, the demand for talents in the tourism industry is increasing, especially in some highly specialized fields, the demand and requirements for specialized talents are even higher, such as cultural guides and tourism planners.

### **5 Construction of High-Quality Development Strategies for the Integration of Cultural and Tourism in Zhengding's Temple Gardens**

(1) Empowering cultural and tourism development with digital intelligence to provide high-quality development momentum

In the process of cultural and tourism integration, Zhengding's temple garden tourism should actively explore the paths of intelligent and digital construction, introduce modern information technologies such as big data and cloud computing, comprehensively improve the quality of tourism services, and make the tourism experience more convenient and efficient. Vigorously developing smart tourism, introducing digitalization throughout the entire tour, obtaining real-time information of tourists can provide personalized services, and create an intelligent tour environment for tourists. By leveraging big data analysis, garden managers can better understand the needs of tourists, optimize resource allocation, and enhance operational efficiency. At the same time, the application of cloud computing technology can make information sharing faster, thereby promoting the integration and intercommunication of various cultural and tourism resources. The transformation of Zhengding's temple garden tourism towards intelligent and digital methods will drive its high-quality development, which can not only increase tourist satisfaction but also deepen the intensity and expand the scope of cultural inheritance. This innovative model of cultural and tourism

integration will surely bring new vitality to Zhengding's temple garden tourism, making it a more intelligent and humanistic tourist destination.

Zhengding's temple gardens attract many tourists from the surrounding areas due to their unique cultural connotations, but their national popularity is still relatively low. Therefore, it is necessary to rely on multi-channel marketing and promotion strategies for publicity. First, use social media platforms such as Weibo, WeChat, and Douyin to quickly spread information and attract more tourists' attention. By sharing beautiful pictures and videos and tourists' real experiences, the image in the public's mind can be effectively enhanced. Second, by leveraging the professionalism and wide user base of tourism professional websites, cooperation can make more potential tourists aware of the charm of Zhengding's temple gardens. At the same time, cooperate with tourism associations, cultural institutions, and other relevant units to jointly create a tourism brand with local characteristics and achieve more influential marketing promotion effects.

(2) Innovating cultural and tourism development forms to broaden high-quality development paths

By integrating the garden characteristics of Zhengding's temples, local traditional culture, and modern tourism demands, innovating the forms of cultural and tourism development is an important driver for high-quality cultural and tourism integration. Zhengding's temple garden tourism can enhance its popularity and build a tourism brand through effective marketing and promotion as well as cultural exploration. Additionally, by holding cultural festivals, art exhibitions, and other activities, the cultural connotations of Zhengding's temple gardens can be deeply explored, unique tourism products can be created, and the diverse needs of tourists can be met to achieve sustainable development.

The demands of different tourist groups vary, especially among young tourists. To meet their needs, it is necessary to attach importance to the exploration and transformation of cultural connotations and develop diverse and interesting tourism products. As a unique cultural tourism destination, Zhengding's temple garden tourism urgently needs to increase product innovation

efforts and hold a variety of characteristic activities to enhance tourists' cultural experiences and the attractiveness of the scenic area. For example, cultural experience tours or regular cultural festival and religious ceremony activities can be launched to enable tourists to deeply understand the history and traditions of the temples, participate in religious ceremonies and cultural activities, and deeply experience the religious culture and folk traditions of Zhengding. Given the growing interest in Zen practice, developing Zen practice tours that offer courses such as meditation and Zen study can help people find inner peace in their busy lives. Establishing Zen-themed guesthouses and restaurants can not only showcase local traditional culture and cuisine but also provide tourists with unique accommodation and dining experiences, making them feel more at home. Ecological leisure tours are also a feasible direction. By creating beautiful temple garden landscapes and ecological environments, tourists can relax and enjoy the charm of nature.

Innovative research and development of cultural tourism products are crucial for improving the quality and competitiveness of tourism. By integrating modern technological means, such as virtual reality (VR) technology, immersive cultural experiences can be created, allowing tourists to experience the history and culture of temple gardens in a virtual environment, enhancing interactivity and increasing tourists' participation and interaction. Through these measures, Zhengding's temple gardens can better meet the needs of tourists, attract more people to this cultural treasure, and appreciate its unique charm and profound historical connotations. With the implementation of these measures, Zhengding's temple gardens tourism will become an integrated tourism destination that combines culture, tourism, and religion.

(3) Improving the quality of tourism supply and laying a solid foundation for high-quality development

A complete infrastructure is the fundamental guarantee for high-quality development. Therefore, it is necessary to strengthen the construction of scenic area infrastructure, including improving

transportation, sanitation, and safety facilities to enhance the overall experience of tourists. The construction of tourism infrastructure and supporting facilities is the foundation for improving the quality of tourism supply. To attract more tourists, improving transportation conditions is particularly important, including improving the transportation network and enhancing public transportation services. In addition, improving accommodation and catering conditions is also an important part. High-quality accommodation environments and diverse catering options can greatly enhance the experience of tourists. Relevant departments should increase investment and improvement in tourism infrastructure to meet the growing tourism demand and promote the sustainable development of the tourism industry.

Strengthening talent cultivation adds impetus to the improvement of tourism supply quality. Tourism practitioners are the direct participants in tourism services, and their professional level and service ability will directly affect the experience of tourists. Tourism practitioners should receive regular training to enhance their professional knowledge and skills, and strengthen their service awareness and professional ethics. In addition, a complete incentive mechanism should be established to encourage practitioners to continuously improve their own qualities and provide better services to tourists. In some specialized fields, experts and scholars in temple culture and intangible cultural heritage inheritors can be invited to serve as "cultural mentors" to teach tourism practitioners about the history and culture of Zhengding's temple gardens and Buddhist culture. Experts in cultural tourism enterprises can be invited to conduct practical training for tourism practitioners on cultural tourism integration marketing and immersive cultural tourism integration scene design, and build a "tourism planner" talent cultivation system.

## 6 Conclusion

Constructing a high-quality development system for cultural tourism integration in Zhengding's temple gardens is an innovative path to achieve high-quality

development of the cultural tourism industry in Zhengding County and has strategic significance. From an industrial perspective, constructing a high-quality development path for cultural tourism integration in Zhengding's temple gardens can promote the transformation of temple garden tourism resource advantages into economic advantages, drive the economic development of the county, stimulate the supply vitality of temple garden tourism products, and promote the brand development of temple garden cultural tourism industry. From a policy perspective, the development of temple garden cultural tourism industry is of great significance for the utilization of temple garden tourism resources and the inheritance of religious culture in various regions of China.

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