

Research on the Innovative Development of the Integration of Culture and Tourism in the Great Wall National Cultural Park (Hebei Section)

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ABSTRACT

Among the most remarkable chapters in the history of Chinese civilization, the Great Wall, this magnificent ancient military structure, stands out. As a key construction area of the national cultural park, the existing Great Wall (Hebei section) is an important part of Hebei's historical culture and tourism resources. However, currently, in the hasty construction of the Great Wall National Cultural Parks in various places, there are problems such as excessive monotony, similar development models, taking the Great Wall National Cultural Park (Hebei section) as the research object and the integration of culture and tourism as the starting point, innovative research on its development model and other aspects, these issues seriously affect the utilization rate of its cultural value. It is believed that the design of the Great Wall Cultural Park (Hebei section) should follow the principles of preserving the authenticity of the ruins, reflecting regional uniqueness, and cross-regional integration and innovation. The aim is to assist in truly restoring historical scenes, activating the cultural memories of participants, enhancing the local Great Wall cultural brand, and realizing the economic value of cultural and tourism resources. Supported by the unique cultural and tourism resources within the region, it puts a unique soul into the park.

Keywords: Great Wall National Cultural Park; Hebei; Integration of Culture and Tourism

As an important carrier of the Chinese nation's spirit and culture, the Great Wall is an important part of Hebei's historical culture and tourism resources, possessing multiple attributes such as heritage, culture, and spiritual symbols. It is the most powerful cultural symbol of the Chinese nation in international exchanges, with both strong development potential and being an important link for promoting cultural exchanges and driving the social and economic development of the region. The integration of culture and tourism refers to the formation of a new value chain and development model by integrating the two fields of the cultural industry and the tourism industry. The construction and development of the Great

Wall Cultural National Park need to rely on its own cultural and tourism resources. Achieving the goal of the integration of culture and tourism can better exert the value of the Great Wall, enhance its influence and economic benefits.

I. Analysis of Cultural and Tourism Resources of the Great Wall (Hebei Section)

1. Material Cultural Relics

(1) The Remains of the Great Wall Architecture
Main Body and Various Ancillary Facilities

The architectural remains of the Great Wall (Hebei Section) refer to the Great Wall buildings, landscapes, and

related remains preserved within the territory of Hebei Province. Among these architectural remains, the most prominent and characteristic one is the city wall, which is one of the main architectural forms of the Great Wall. In addition to the city wall, the main body of the Great Wall also includes the foundation sites of buildings such as watchtowers, passes, post stations, and beacon towers. Standing majestically, it is just like a Great Wall museum. There are also many important inscriptions near the Great Wall (Hebei Section). These inscriptions usually record historical events or commemorate certain people. Overall, the main body of the Great Wall and its ancillary facilities have a magnificent appearance and possess high historical and cultural value as well as military architectural value.

(2) Folk Settlements

Many traditional residential buildings are still preserved in the villages around the Great Wall. Some of them have endured hundreds of years of wind and rain. As a crucial part of traditional Chinese architecture, they vividly demonstrate the changes in the traditional regional customs and daily lives of the local residents.

Taking the ancient castles in Yuxian County at the foot of the Great Wall as an example, during the Ming Dynasty, the military farming mode of "strengthening the border with the military" was implemented. Influenced by this, the residential buildings in the ancient castles of Yuxian County have inherited the concept of strict hierarchy and regular discipline in the army. Their architectural style has a strong official temperament, attaching great importance to the design and decoration details of the facade, pursuing a grand and magnificent feeling, with a distinct hierarchical concept. On the one hand, it follows the traditional architectural style of northern China, and on the other hand, it incorporates the living wisdom of the people. As a whole, it presents the characteristics of being rigorous and simple while still being flexible and changeable. To a certain extent, it breaks through the conventional architectural norms, but greatly improves the rationality of living, perfectly conforming to the Chinese people's living aesthetic concept of "harmony and unity", and is of great value in both cultural and architectural fields.

(3) Traditional Document Resources

The traditional document resources of the Ming Great Wall cover a wide range and come in various forms, including official archives, official historical records, collections of literati works, local chronicles, inscriptions, drawn maps, and various inspection reports. Their content is rich and complex, closely related to the layout of border towns, the construction of fortresses, and the setting of passes around the Ming Great Wall. It also involves many aspects such as the military defense system, interactions between ethnic groups, economic and trade exchanges, foreign exchanges, displays of folk customs, records of historical figures' deeds, and architectural construction techniques. Such materials are large in quantity and widely distributed, forming an indispensable and important part of the Ming Great Wall resource system.

Overall, the material cultural resources of the Great Wall ruins (Hebei section) are very rich, covering many different fields, demonstrating the achievements of ancient Chinese history, culture, architectural art, and so on.

2. Intangible Cultural Heritage

Around the Ming Great Wall, various ethnic groups have bred extremely rich intangible cultural heritage during their long-term production and life. These intangible heritage items contain extremely high artistic and historical value. They are the crystallization of diverse spiritual cultures created by people in the process of social and historical practice, relying on the unique field of the Ming Great Wall.

There are representative folk literatures in the form of folk stories and legends, such as The Story of Meng Jiangnu and The Legend of the Founding Ancestor of the Khitan People. These stories have been passed down orally, carrying the emotions and wisdom of the people and reflecting the social outlook and people's psychology in specific historical periods.

There is a rich variety of folk entertainment. Typical representatives of traditional music include Xiongxian Ancient Music and Lidongzhuang Music Lao Hui; Traditional dances are led by Jingxing Lahua and Xushui Lion Dance. Traditional operas such as Wu'an Pingdiao Luozi and Erren Tai vividly show various aspects of life.

Quyí represented by Xihe Dagu and Zhangbei Dagu fully demonstrates the artistic charm of the folk. Traditional sports, entertainment, and acrobatics such as Shahe Tengpai Formation and Wen'an Bagua Zhang not only can strengthen the body but also are full of competitive interest.

Folk crafts also bloom in all aspects. Traditional art takes Weixian Paper-cutting and Quyang Stone Carving as models for creation. Traditional techniques include the production techniques of Ding Porcelain and Yishui Inkstone, etc., which are all techniques embodying the wisdom of craftsmen. Weixian Paper-cutting, Fengning Manchu Paper-cutting, Tangshan Shadow Puppetry, Yang-style Taijiquan, Wu-style Taijiquan, Wang-style Taijiquan, Muay Thai etc. have successfully been selected into the UNESCO Intangible Cultural Heritage List.

There are rich and diverse folk rituals and festivals. Ritual activities such as Nuwa Worshipping Heaven, Weixian Lighting Mountain Worship, Shehuo, and Cha Deng all carry the local people's awe of heaven, earth, and their ancestors. Accompanied by specific rituals, they are people's yearning for a better life.

The regional customs and features are also reflected in many aspects such as traditional medicine, diet, and farming life. For example, traditional medicine represented by the Wen's Gynecological Diagnosis and Treatment has been passed down from generation to generation based on the accumulation of experience.

The intangible cultural heritage resources near the Great Wall are indeed too rich. Although this paper tries to elaborate on them in detail, due to the limitations of space and knowledge, it is still difficult to include them all.

3. Geographical and Ecological Landscape Resources

The distribution of the Great Wall along Hebei Province can be roughly divided into two regions: one is the northern boundary defense line area including cities such as Qinhuangdao, Zhangjiakou, and Chengde. These two regions span the mountains and plains of these cities, including the Great Wall. This area is characterized by fewer valleys and gentle mountain slopes. Therefore, the Great Wall here is relatively large in scale and well-

preserved, being one of the important scenic spots for tourists.

The second is the traffic hub area in the northeast direction, including cities such as Tangshan, Datong, and Cangzhou, which is the main traffic artery of the Great Wall. This area is characterized by steep mountains. The Great Wall built by the local people is mainly made of brick and wood structures, and its preservation condition is relatively poor, but it has high historical and cultural value.

Overall, the urban agglomeration of Beijing-Tianjin-Hebei is basically carried out around the distribution of the entire Great Wall (Hebei section). Along the Great Wall, the winding Yanshan-Taihang Mountains, the vast and open Bashang Plateau, the fertile North China Plain, and the meandering and beautiful coast of the Bohai Sea pass through various landforms such as the seashore, mountains, plateaus, and plains. They are integrated into one, forming a unique and magnificent landscape. It has become the most abundant cultural landscape heritage of the Chinese Great Wall, providing fertile geographical soil and solid geographical landscape advantages for the integrated development of culture and tourism.

II. Design Principles for the Integration of Culture and Tourism in the Great Wall National Cultural Park

1. Principle of Preserving the Authenticity of the Ruins

The design of the Great Wall Cultural Park should retain the historical sense of the ruins to the greatest extent. Such a design idea can truly and completely protect the authenticity and integrity of the ruins. It can not only protect the rich material and intangible resource contents of the Great Wall ruins but also preserve the overall geographical and ecological pattern of the ruins. On this basis, the main body of the Great Wall ruins and the surrounding relevant historical environment and material heritage can be utilized to fully display the comprehensive values of the ruins, such as historical, artistic, and scientific values. Yu Kongjian, in his research on the Yuan Capital Dadu Ruins Park, believed that the

ruins park should be a corridor system that combines the functions of heritage preservation, ecology, and leisure and has a role in landscape protection. By preserving the original appearance of the ruins, the authenticity of the scene can be reflected, and also, through the reshaping of local materials, the development process of the passage of time can be introduced.

2. Principle of Reflecting Regional Uniqueness

The unique regional culture is an important cultural resource and a support for tourism traffic. It is the main intangible asset that drives the cultural industry economy along the Great Wall, coheses residents' consensus, and develops the tourism industry. The design of the Great Wall Cultural Park should incorporate the original local cultural heritages and traditional characteristics to endow the Great Wall heritage with cultural significance and value. Through investigation, it is found that currently, the construction of the Great Wall National Cultural Parks that are being hasty in various places is too monotonous and the development models are almost the same. Therefore, the Great Wall Cultural Park should find the regional differences. On the basis of showing the characteristics of local differences, with "regional personalization" as the main strategy, and relying on the unique, culturally connotative, and attractive cultural tourism industry, a unique soul and economic support point of the Great Wall Cultural Park can be formed.

3. Principle of Cross-regional Integration and Innovation

The heritage resources of the Great Wall (Hebei section) are rich. The construction of the Great Wall Cultural Park is a systematic project that requires the overall planning of the historical culture, characteristic economy, ecological landscape, etc. along the line. During the construction process of the Great Wall Cultural Park, resources such as "talents", "culture", "geography", and "special products" should be fully integrated. "Talents" refer to local residents, people with special skills, and various types of talents who can support the cultural and tourism industry. "Culture" is the inheritance and continuation of the common historical culture of the community. "Geography" refers to the geographical

environment, natural landscape, and cultural landscape. "Special products" are the economic activities and characteristic industries along the Great Wall. We should create a living space where emotions converge, cultural heritage is passed on, and industries are vibrant. Through inheriting and spreading the local intangible cultural heritage, folk customs, scenery, and styles, introduce the cultural and creative industry and promote the creation activities of the Great Wall Cultural National Park for cultural heritage.

III. Innovative Model of the Integrated Design of Culture and Tourism in the Hebei Great Wall National Cultural Park

1. In-depth Integration of Resources and Collaborative Development

Construct a cross-regional coordination mechanism for the Great Wall Cultural National Park (Hebei section) and integrate the Great Wall resources of the cities along the line, such as Qinhuangdao, Zhangjiakou, and Chengde. Break down administrative barriers to achieve resource sharing and complementary advantages. For example, combine the historical and cultural heritage of Shanhaiguan in Qinhuangdao with the magnificent landscape of Jinshanling Great Wall in Chengde. Design cross-regional Great Wall cultural tourism routes to connect the important scenic spots and cultural ruins along the line, providing tourists with a more abundant and coherent tourist experience. At the same time, integrate the tourism service resources such as transportation, accommodation, and catering along the line to create an integrated tourism service system, improving the convenience and comfort of tourists throughout the journey.

Promote the in-depth integration of Great Wall culture and the integration of multiple industries. Integrate with the agricultural industry and develop rural tourism projects such as the picking of characteristic agricultural products and farming experience activities along the Great Wall. Combine the local grassland scenery and Great Wall culture to carry out farming experience activities featuring the cultivation of characteristic crops

such as naked oats and potatoes in the Bashang area of Zhangjiakou, allowing tourists to experience the farming culture while appreciating the natural beauty around the Great Wall. Combine with the sports industry and use the unique terrain and landforms around the Great Wall to create challenging and ornamental sports events, attracting the participation of sports enthusiasts and tourists, and enhancing the influence and attraction of the Great Wall culture. Hold Great Wall-themed marathons, hiking, cycling, and other event activities such as the Jinshanling Great Wall Marathon in Chengde.

2. Innovative Development of Cultural and Tourism Products

Carry out in-depth excavation of the cultural connotation of the Great Wall and develop immersive cultural experience products. Adopt virtual reality (VR) and augmented reality (AR) technologies to create experience projects for restoring the historical scenes of the Great Wall. For example, in the Shanhaiguan Scenic Area, tourists can personally experience the scenes of the military defense of the Great Wall during the Ming and Qing dynasties. By wearing VR devices, they can witness the scenes of the army's patrol, drills, and fierce battles, enhancing tourists' understanding and perception of the historical culture of the Great Wall.

Incorporate traditional cultural elements into the design of souvenirs, allowing tourists to be familiar with the connotation of Chinese culture and be able to talk about it in detail when purchasing souvenirs. Establish Great Wall cultural art galleries and cultural experience halls. Through cultural display and interaction, enhance tourists' awareness and understanding of culture.

Focus on the innovation, practicality, and cultural nature of products, and strengthen the design and development of Great Wall cultural and creative products. Taking Great Wall elements as the core, design cultural and creative products with modern aesthetics and practical value, such as creative lamps designed in the shape of the watchtowers of the Great Wall, which not only have the function of lighting but can also be used as home decorations. Establish a research, development, and sales platform for cultural and creative products, encourage

local craftsmen and designers to participate in the creation of cultural and creative products through the combination of online and offline methods. While expanding the sales channels of cultural and creative products, enhance the communication power and influence of the Great Wall culture and increase tourism revenue.

3. Strengthening Brand Marketing and Promotion

(1) Brand Shaping

Create a brand image with Hebei characteristics for the Great Wall Cultural National Park. Extract the unique cultural elements of the Great Wall (Hebei section), such as the architectural style of the ancient castles in Yuxian County and the magnificent scenery of the Jinshanling Great Wall. Through telling brand stories, spread the history, culture, and humanistic customs of the Great Wall (Hebei section), shape a unique brand personality, and enhance the cultural connotation and value of the brand.

(2) Expansion of Diverse Marketing Channels

Use multiple new media platforms for promotion. On social media platforms such as Douyin and Xiaohongshu, release content such as the beautiful scenery, cultural activities, and characteristic tourism products of the Great Wall (Hebei section) to attract users' attention and sharing. Cooperate with travel bloggers and internet celebrities, invite them to experience and publicize the Great Wall Cultural National Park (Hebei section), and expand the brand's popularity with the help of their influence. At the same time, participate in domestic and international tourism exhibitions and cultural exchange activities, display the cultural and tourism resources and products of the Great Wall (Hebei section), and expand the tourist source market to enhance the influence of the Great Wall Cultural National Park (Hebei section) at home and abroad.

4. Talent Cultivation and Introduction

(1) Local Talent Cultivation

Strengthen cooperation with local universities and vocational colleges in Hebei, offer professional courses related to the integration of culture and tourism, and cultivate professional talents that meet the development needs of the Great Wall Cultural National Park (Hebei section). For example, set up professional directions such

as Great Wall culture research, tourism planning and management, and cultural and creative product design. Through the combination of theoretical teaching and practical internships, provide professional talents for the construction and operation of the park. At the same time, carry out training on cultural and tourism service skills for local residents to improve their abilities in aspects such as tour guide interpretation, homestay operation, and catering service.

(2) Introduction of High-end Talents

Formulate preferential policies to attract high-end talents and innovative teams in the cultural and tourism field at home and abroad to participate in the construction of the Great Wall Cultural National Park (Hebei section). For example, attract talents with rich experience in tourism project planning and cultural industry operation to inject new vitality and concepts into the development of this region and promote the integration of culture and tourism to a higher level. Provide preferential conditions such as housing subsidies, research start-up funds, and project support for high-end talents.

Conclusion

Having weathered thousands of years of trials and tribulations, the Great Wall is a precious cultural heritage of the Chinese nation. The construction of the national cultural park enriches the cultural life and historical perception of the people. It is conducive to building national confidence, stimulating cultural identity, and constructing a common spiritual homeland. Therefore, polishing the name card of the national cultural park and telling the stories of Chinese culture well will surely bring the people a greater sense of fulfillment, enhance social cohesion, and present a thriving image of China to the world. The Great Wall Cultural National Park, which integrates culture and tourism, needs to continue exploring new development paths. By enriching tourism content, introducing the cultural and creative industry, creating distinct brand IPs, and gathering outstanding talents, the integration of culture and tourism can be effectively achieved, and the influence and economic benefits of the Great Wall Cultural National Park can be

enhanced.

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