

# Research on Sustainable Development Planning Strategies Under the Background of Rural Revitalization: Taking Yichang Cultural Tourism Town as an Example

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Received: April 3, 2023

Accepted: April 13, 2023

Online Published: May 8, 2023

doi:10.5539/ass.v19n3p26

URL: <https://doi.org/10.5539/ass.v19n3p26>

## Abstract

Under the background of "promoting rural revitalization in an all-round way," it is of great significance to study the sustainable development planning strategy of cultural tourism towns to realize rural revitalization. Taking the current situation of the development of cultural tourism towns in Yichang City as an example, this article deeply analyzes the development of cultural tourism towns in Yichang City. It also examines the phenomenon of blindly following the trend and homogenization in the development of rural cultural tourism towns in Yichang, including the hollowing out of town characteristics and the vulnerability of transition relying on a single tourism industry to market fluctuations.

The article proposes a good job in the integrated development of cultural tourism towns and urban tourism resources to realize the outstanding characteristics of small towns, tap the potential of the physical industry of cultural tourism towns, do a good job in the cultivation and development of cultural and creative industries, and support the sustainable development of cultural tourism towns through planning strategy. The research results show that adopting a reasonable sustainable development planning strategy, focusing on the scientific planning and construction of cultural tourism towns, can effectively promote the coordinated development of rural and urban areas.

**Keywords:** Yichang, rural revitalization, sustainable development, cultural tourism town, planning strategy

The action of "comprehensively promoting rural revitalization" is an important policy in China at this stage. This policy emphasizes the development of rural characteristic industries and broadens the channels for poor farmers to continue to increase their income and become wealthy (Jining Evening News, November 11, 2022). Doing a good job in the sustainable development planning research of cultural tourism towns is an effective way to realize rural revitalization. Yichang is an excellent tourist city in China, with 4 national 5A-level tourist attractions, ranking fourth among all cities in the country (Nanhai Vision, February 24, 2018). Yichang is also the location of several important water conservancy projects such as the Three Gorges Hydropower Station and the Gezhouba Hydropower Station, making it known as the "hydropower capital of the world." With its beautiful landscapes, numerous historical and cultural relics, buildings, and humanistic scenic spots, the cultural tourism industry is one of the six billion-dollar industries in Yichang. Under the guidance of the historical background proposed by the new round of rural development and revitalization strategy, the rural areas of Yichang City have rich and unique regional cultural tourism development resources, which can be said to be one of the most important forces to promote rural revitalization and development. The sustainable and stable development of the rural cultural tourism town industry can more effectively protect rural cultural heritage, enhance the economic vitality of local industries, and help surrounding villagers gradually broaden the channels for industrial income growth and development.

## 1. An Analysis of the Development Basis of Rural Cultural Tourism Towns in Yichang City

### (1) Beautiful natural environment and urban construction environment

Yichang City is located in the southwestern part of Hubei Province. There are many mountains and hills in the territory, and the topographical elevation difference is obvious. The regional distribution of water resources and mineral resource reserves in various places within the territory is also very uneven. The vegetation in the territory is lush and the biological species are rich and diverse. There are many parks in the urban area of

Yichang City, providing citizens with convenient leisure and entertainment places. These parks beautify the urban environment, but they cannot produce obvious economic benefits, and their role in stimulating the tourism industry is not obvious. In recent years, the development and prosperity of tourism in the suburbs of Yichang, such as Danyang Yuquan Temple and Zhijiang Anfu Temple Youth Research Base, have developed different scenic spots according to the different needs of different groups of people, forming distinctive and large-scale rural tourism characteristics.

#### (2) Diversified cultural and ecological environment

Yichang is the birthplace of Bachu culture, has unique Qujialing culture and Daxi culture, and has two historical and cultural celebrities, Qu Yuan and Zhaojun. Yichang has outstanding people, and the traditional folk culture of each county and city is diverse and rich. The local folk culture activities of each county and city have their own characteristics. After historical development, they have been passed down from generation to generation and continue to develop. There are various forms of traditional folk culture such as Zhijiang Nanguan and Bashan Dance. Yichang is a typical multi-ethnic area, with 45 ethnic minorities including Tujia, Miao, Hui, Man, Zhuang and Mongolia. The mountainous villages around Yichang are mostly mountainous and hilly, and some of them are natural villages dominated by ethnic minorities. Due to certain natural geographical characteristics and historical reasons, they are relatively closed, and they maintain their relatively natural and simple primitive features and natural cultural traditions. Villagers' wedding customs, musical instruments, handmade products, clothing, food, folk etiquette and habits also have their own characteristics, forming a unique social and cultural ecological environment in Yichang. (Wang, Ren, Sun, & Yao, 2022)

#### (3) Rich rural landscape

Yichang has 5 municipal districts, 3 county-level cities, 3 counties, and 2 autonomous counties. It has 19 townships, 67 towns, 24 streets, and 1,033 administrative villages (Tian, 2022). Zhicheng Town, Yidu City was rated as a famous historical and cultural town in China. During the "13th Five-Year Plan" period, Yuan'an County was approved as a national demonstration zone for all-for-one tourism, and Yichang Three Gorges Tourist Resort and Bailihuang Tourist Resort became provincial-level tourist resorts. The city added 7 4A-level scenic spots and 15 3A-level scenic spots, created 8 national key villages for rural tourism, added 1 county, 4 famous towns, and 6 famous villages in Hubei (Yichang Municipal Government Office, 2022). As of November 2022, Yichang City has a total of 63 A-level tourist attractions, including cultural and folk themed scenic spots, hydropower scenic spots, religious scenic spots, and natural scenery themed scenic spots. There are various types of scenic spots. Yichang is rich in rural tourism resources. Among them, there are many scenic spots dominated by natural scenery, few cultural and folk scenic spots, a large number of tourist scenic spots distributed in counties, and few scenic spots in the suburbs of cities.

#### (4) Abundant cultural resources

Yichang is rich in excellent folk culture resources. In 2009, the Chinese Dragon Boat Festival and the Dragon Boat Festival customs of Qu Yuan's hometown were selected into the United Nations "List of Representative Works of Intangible Cultural Heritage of Humanity". Yichang also has a total of 19 items that have been included in the representative list of national intangible cultural heritage, 50 items in the provincial list, 109 items in the municipal list, and a total of 308 items in the county (city, district) level, involving folk literature, traditional music and dance, drama, folk art, sports entertainment and acrobatics, traditional art, traditional skills, traditional medicine, folklore and other intangible cultural heritage categories (Liu, 2014). Among them, there are 10 national key cultural relics protection units, and about 48 provincial and important district-level cultural relics protection units. The city's ecological culture, hydropower culture, Batu culture, religious culture, celebrity culture, historical culture of the Three Kingdoms, military culture, food culture, intangible cultural heritage items and other regional characteristic cultural resources are relatively rich and diverse and rich in inheritance. In addition, there are 17, 103, 493, and 1,592 inheritors at the national, provincial, city, and county levels, respectively (Three Gorges Daily, 2018).

## **2. Problems Existing in the Development of Rural Cultural Tourism Towns in Yichang**

#### (1) Blindly follow the trend and homogeneity is serious

In 2022 alone, 14 A-level scenic spots will be added. In particular, rural tourism in the suburbs, such as the Three Gorges Longyin Valley Ecotourism Area, the Ancient Chaoyin Cave Holiday Cottage, and the Three Gorges Qitan Scenic Area, etc., mostly focus on seeing the natural scenery of mountains and rivers. The competitiveness of tourist attractions in the suburbs of Yichang is not strong, the brand characteristics of cultural tourism town tourism projects are not obvious, the development of county-level tourist attractions is relatively scattered and

developed independently, and there is no coordinated development of tourist route areas. Each tourism project still has its own scattered development ideas. Many project products are in the state of spontaneous development and operation by villagers' collectives or owners. The overall design and development of sightseeing tour routes and landscape sequence products have not passed scientific demonstration and professional evaluation, and the creativity and characteristics of tourism product development are not strong. The design completion of tourism projects is not high, and there are random modifications during the construction process. For example, Zhijiang's "Oriental Years" and "Concentric Flower Sea" are both developed by private capital. They both design the main flower viewing landscape and organize students and reception units to expand activities. There are two homogeneous scenic spots in the same location, and the resources are underutilized. There are shortcomings such as homogeneous landscape sightseeing, single leisure and entertainment, and poor health and vacation.

#### (2) Hollowing out the characteristics of small towns

Cultural tourism towns around Yichang are dotted around, and many villages and towns in the suburbs rely on the advantages of natural resources to label various special tourism. But there is no cultural content closely related to it in the small town, and there is no cultural soul and content. Take Zhaojun's hometown in Baoping Village, Xingshan County as an example. The hometown of Zhaojun attracts tourists with the main buildings of Zhaojun Terrace and Zhaojun House and the surrounding beautiful natural scenery. Although Wang Zhaojun is labeled, there is a lack of in-depth development and research on the excavation of Zhaojun culture, the cultural tourism products derived from Zhaojun culture, and the immersive experience projects for tourists on Zhaojun culture. Just relying on a few small ancient buildings and the surrounding natural scenery is not enough for tourists to have a profound tourism experience of Zhaojun culture. Although the town is characterized by the historical and cultural celebrity Zhaojun, it has not been integrated into the specific tourism experience.

#### (3) Over-reliance on a single tourism industry is affected by market fluctuations

The competitiveness of tourist attractions in the suburbs of Yichang is generally not strong, the brand characteristics of cultural tourism town tourism projects are not obvious, the county-level tourist attractions are scattered, and the regional coordination of tourist routes is not strong, and a closed-loop tourism operation system has not yet been formed. There is also a scattered development idea for tourism projects (Wang, Ren, Sun, & Yao, 2022). The world today is undergoing major changes unseen in a century. The international environment is severe and complex. The impact of the new crown pneumonia epidemic is extensive and far-reaching. During the epidemic, the number of tourists dropped sharply. Cultural tourism towns with tourism as the main industry have a single industry, and there are more service personnel than tourists. The income of villagers serving the small town has declined severely. The development of cultural tourism towns is very unstable with the fluctuation of the tourism market.

### 3. Sustainable Development Strategy of Cultural Tourism Town in Sanyichang City

Under the background of building a new pattern of "leading by one main body, driving by two wings, and coordinating across the region" and supporting the integrated development of the "Yijing Jingen" urban agglomeration in the whole province, the "14th Five-Year Plan for Tourism Development in Hubei Province" clearly provides support. With the construction of Yichang as a national-level tourism and leisure city, coupled with the transformation of transportation such as the Zhengwan High-speed Railway, the Yanjiang High-speed Railway, and the Shenwu Expressway, the strategic position of Yichang's culture and tourism development has become more prominent. To coordinate regional competition and cooperation, Yichang's cultural and tourism development must take the initiative, improve its position, and strive for the first place, so as to achieve high-quality development and leapfrog development of cultural tourism towns.

#### (1) Relying on the business card resources of tourist cities, do a good job in the integrated development of cultural tourism towns and urban tourism resources.

Yichang is an excellent tourist city in China. Yichang is known for its "two dams and one gorge" tourism, and is one of the 11 key tourist cities in the country. In Yichang, there are Sanyou Cave, Baima Cave, Taohua Village, Huangling Temple, Golden Lion Cave, Ginkgo Tree Waterfall, Xiaofeng Hanging Coffin, Xiaoting Ancient Battlefield, Gaolan Scenery, Gezhouba Project, Three Kingdoms Ancient Battlefield, Yuquan Temple, etc., which are well-known inside and outside the province. Many historical and cultural monuments and scenic spots (Wuhan Local Treasure, 2014). The planning of cultural tourism towns around Yichang should make full use of these rich resources, do a good job in overall planning and design, make full use of Yichang's convenient transportation, and play the role of gathering and distributing connections between cities and villages, and scenic spots. The characteristic function positioning of the town is considered and planned in coordination with the surrounding scenic spots, the distribution of scenic spots and the characteristic positioning of the entire Yichang

area. The entire Yichang city tourism traffic is a game of chess. In accordance with the planning and construction ideas of "tourism leading, integrated development, co-construction and sharing, and value enhancement", promote the "integration of multiple plans" such as tourism planning, urban and rural planning, land use planning, and environmental protection planning, and lead new urbanization with leisure tourism. Each cultural tourism town finds its own functional positioning. Cut itself organically between well-known attractions. Actively participate in the Yangtze River Three Gorges International Tourism Festival, Qu Yuan's Hometown Dragon Boat Festival, Yangtze River Piano Music Festival, Dragon Boat Rafting Race, China Three Gorges Supercross Race, Yichang International Marathon, Three Gorges Tourism Expo and other important festivals and events to continuously expand its popularity.

(2) Do a good job of subdividing the characteristics of cultural tourism towns, and accurately locate the prominent town characteristics.

If cultural tourism towns want to continue to develop, distinctive positioning is the key. The town must combine its own surrounding environment, resource and talent advantages to accurately position the characteristics of the town. The in-depth performance is further in-depth analysis and excavation of various factors such as the industrial development strategy of famous historical and cultural towns and villages, historical constraints, and human ecology. Take Chexi Folk Custom Scenic Area in Tucheng Township, Yichang City as an example. At the beginning, Chexi mainly promoted natural scenic spots such as Tianlongyun Cave and Lotus Cave to attract tourists, mainly to enjoy the natural landscape. With the continuous excavation of the scenic spot and the pastoral scenery near Chexi, the Tujia customs and customs of Yichang have been deeply excavated, and the theme of "Dream Home" has been established. There are pastoral scenery and primitive traditional Tujia folk customs in the scenic spot. Tujia-specific folk experience projects such as throwing hydrangea to recruit relatives and crying for marriage have been designed, so that tourists can experience the ancient Bachu Tujia culture immersively. There is also an exhibition area for ancient workshops in the park, so that all domestic and foreign tourists can also watch the papermaking workshops, clay pottery workshops, tie-dyeing, printing and dyeing workshops, wine-making workshops of the Northern Song Dynasty, and experience "bamboo into paper, mud into pottery, and corn". You can watch the whole process of the manual production process in the "wine" production workshop. In addition, in the Three Gorges Folk Village, you can enjoy various Tujia songs and dances and original ecological folk performances. Chexi Folklore Scenic Area, from the homogeneous appreciation of natural landscapes with unclear characteristics to the combination of Tujia folk customs in Yichang, accurately locates the unique Tujia folk culture and highlights the characteristics of the town. It stands out among many tourism projects in Yichang. It has developed into a well-known 4A-level scenic spot. The success of Chexi is due to the full exploration of the regional characteristics of Yichang, the display of Tujia folk culture, and the precise highlighting of local cultural characteristics.

(3) Relying on the tourism economy, dig deep into the potential of the real industry of the cultural tourism town.

The development of cultural tourism towns is very unstable with the fluctuation of the tourism market. In order to realize the sustainable development of the cultural tourism town, relying on the tourism economy and vigorously developing the real industry of the town, the town can continue to grow and develop, the villagers can achieve sustainable growth in income, and the villagers can stay in the town well live. The exploration of real industries should fully combine various perspectives such as local natural resources, human resources, characteristic industries, geographical advantages, and current social demand hotspots. Still take the hometown of Zhaojun as an example. The local natural environment is very suitable for the growth of citrus, so we can do more in the deep processing of citrus and develop agricultural and sideline products with the theme of Zhaojun. The "peach blossom fish" in the Xiangxi River, Zhaojun's hometown, is a local characteristic species, which is of great ornamental value. The artificial breeding method of peach blossom jellyfish has been studied, the transportation problem can be solved, and new markets can also be developed. Zhaojun was a beauty in the Han Dynasty, and research and sales of Hanfu can also be used as an idea to increase income. With the development of the real economy, the tourism industry and the real industry can walk on two legs, which can reduce the impact of tourism market uncertainty on cultural tourism towns.

(4) Carefully design the cultural business card of the cultural tourism town, and do a good job in the cultivation and development of the cultural and creative industries.

The cultural and creative industry is an emerging industry with creativity as the core that emerges under the background of economic globalization, emphasizing that a main culture or cultural factor relies on individuals (teams) to develop and market intellectual property rights through technology, creativity and industrialization. The content of cultural and creative industries is very broad: environmental art, crafts and design, fashion design,

broadcasting, film and television, animation, audio and video, media, visual art, performing arts, sculpture, advertising decoration, software and computer services and other aspects of creativity (Wang, 2021). Yichang is rich in tourism resources. It has newly launched cultural and tourism products such as "Zhaojun Heqin Road", "Yangtze River Night Tour" and "Yichang Travel in Clouds", and has won the title of "China's Most Popular Global Tourism Destination". However, there is a general problem of insufficient research and development of cultural and creative products in various scenic spots, and explosive cultural and tourism products are scarce. There is an urgent need to change the direction of tourism from "selling landscapes" to "selling culture" and "selling experiences" (Yichang Municipal Government Office, 2022). The government should take the lead in building professional tourism cultural and creative teams and introducing cultural and creative talents. Each scenic spot combines its own characteristics, hires a professional team to develop cultural and creative products, promotes its own characteristics through the design and dissemination of cultural and creative products, and establishes its own cultural business card.

#### 4. Conclusion

Under the background of "promoting rural revitalization in an all-round way", Yichang has a good foundation for vigorously developing rural cultural tourism towns. 1. Beautiful natural environment and urban construction environment. This is the basic requirement for a tourist city. 2. The diverse cultural and ecological environment and rich rural landscape can bring tourists different and rich cultural life experience. 3. Unique historical culture and matching customs. This has laid a foundation for the vigorous development of Yichang's cultural tourism industry, which is conducive to creating cultural tourism stories with Yichang's local characteristics. However, in the process of development, there is a serious problem of blindly following the trend and homogenization, which is also the same problem that all local tourism industries are facing under the revival of the tourism industry. Accompanied by this problem, there are also problems such as the hollowing out of the town's characteristics, excessive reliance on a single tourism industry and being vulnerable to market fluctuations, etc. These have seriously hindered the sustainable development of Yichang's cultural tourism town.

In response to the above problems, the author proposes to rely on tourism city business card resources to do a good job in the integrated development of cultural tourism towns and urban tourism resources; Tap the potential of the physical industry of the cultural tourism town; carefully design the cultural business card of the cultural tourism town, and do a good job in the cultivation and development of the cultural and creative industries to achieve the planning strategy of sustainable development of the cultural tourism town. Only by finding another way and grasping the particularity and indispensable cultural elements of Yichang's cultural tourism industry can we weave a blueprint for future development and stand out among numerous tourism industries. It is hoped that through the research sample of sustainable development planning strategies of Yichang cultural tourism towns, it will provide useful assistance to the sustainable development of cultural tourism towns in various places.

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