

# Research on the Integration and Development of Zigong Culture and Tourism to Consolidate the Achievements of Poverty Alleviation and the Effective Connection Path of Rural Revitalization

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## Abstract

The rich salt culture resources provide the basic conditions for Zigong City to promote the integration of cultural and tourism development, consolidate the achievements of poverty alleviation, and empower rural revitalization. On the basis of clarifying the mechanism of consolidating poverty alleviation achievements and empowering rural revitalization through the integration of salt culture and tourism in Zigong City, this article explores the practical difficulties of consolidating poverty alleviation achievements and empowering rural revitalization through the integration of cultural and tourism resources, industries, functions, and markets, and explores countermeasures and suggestions to promote the integration of cultural and tourism in Zigong City.

## Keywords

Integration of Culture and Tourism; Salt Culture; Rural Revitalization; Eradicate Absolute Poverty; Rural Tourism.

## 1. Introduction

In 2018, the establishment of the Ministry of Culture and Tourism achieved the integration of culture and tourism in its organizational structure, laying an inevitable trend for integrating culture and tourism development. In 2021, the State Council issued the "14th Five-Year Plan for the Development of Tourism Industry", which clearly pointed out the need to adhere to the principle of using culture to shape tourism, promoting the prosperity and development of cultural undertakings, and promoting the integrated development of culture and tourism[1]. In 2022, the State Council issued the "14th Five-Year Plan for Promoting Agricultural and Rural Modernization", emphasizing the need to promote the prosperity and development of excellent rural culture through the development of rural characteristic cultural industries. In the same year, the report of the 20th National Congress of the Communist Party of China proposed to comprehensively promote rural revitalization, and made important instructions on developing rural characteristic industries, expanding channels for increasing farmers' income, promoting deep integration of culture and tourism, and enhancing national cultural confidence. To fully implement the spirit of the 20th National Congress of the Communist Party of China, Zigong City has issued the "Implementation Plan for Creating a National Comprehensive Tourism Demonstration Zone and Building a Unique World Cultural and Tourism City in Zigong City (2023-2025)", which points out the need to deeply explore the salt industry, salt merchants, salt transportation, and salt industry culture in Zigong, and create a "salt life corridor" tourism route product [2]. In the stage of consolidating and expanding the achievements of poverty alleviation and empowering rural revitalization, actively promoting the integrated development of rural cultural and tourism industry, cultural and tourism resources, cultural

and tourism functions, and cultural and tourism markets is an effective way to achieve the prosperity of rural industries, civilized rural culture, effective governance, and affluent living. It is also an important means of optimizing the supply side to meet the growing needs of consumers for a better life and stimulating the demand side to fully unleash the consumption potential of the cultural and tourism market.

With the establishment of the Ministry of Culture and Tourism of China and the implementation of the rural revitalization strategy, the research on the path of cultural and tourism integration empowering rural revitalization has begun attracting widespread attention from the academic community. At present, the research results on the path of cultural and tourism integration in the academic community are mostly based on a macro perspective, with how to promote "supply side" innovation to stimulate "demand side" consumption as the main research axis, focusing on the construction of cultural and tourism brands, the creation of new cultural and tourism scenarios, the cultivation of new cultural and tourism formats, and the digital development of the cultural and tourism industry to explore the specific path of cultural and tourism integration empowering rural revitalization. The empowerment of rural revitalization through cultural and tourism integration is feasible and inevitable. The focus of cultural and tourism integration empowerment lies in starting from the main body, technology, market, and industry [3], promoting the comprehensive integration of products, factors, services, and benefits [4]. By combining resources, integrating products, and adapting systems, we focus on creating cultural scenes and cultural scenes, which can dynamically promote the protection, utilization, inheritance, and promotion of culture [5]. Accelerating the Digital transformation of rural cultural and tourism resources and industries and transforming rural intangible cultural heritage into digital cultural and tourism core resources can help to achieve rural revitalization. [6] Recently, some scholars have proposed specific practical paths such as reforming management systems, innovating publicity forms, and highlighting cultural connotations in response to the practical challenges of the integration of salt culture, culture, and tourism in Zigong City. [7].

The existing research results provide reference for promoting the integrated development of salt culture, culture, and tourism in Zigong. However, due to the transformation of the industrial structure in Zigong City and the fact that the integrated development of rural salt culture and tourism is still in the exploratory stage, based on the practical dilemma of the integrated development of salt culture and tourism in Zigong, we will further explore the path of the integrated development of salt culture and tourism in Zigong. It is of great significance to fully leverage the integrated development of salt culture and tourism in Zigong, consolidate the achievements of poverty alleviation, and empower rural revitalization.

## **2. The Mechanism of Action of the Integration of Salt Culture and Tourism in Zigong to Consolidate the Achievements of Poverty Alleviation and Empower Rural Revitalization**

### **2.1. Integration of Cultural and Tourism Resources: Promoting the Excellent Cultural Spirit of Rural Areas and Helping to Achieve Rural Civilization.**

As a birthplace of Chinese salt culture, the origin of salt culture in Zigong has shaped its unique historical and cultural accumulation. The existing salt cultural resources can be roughly divided into six categories: firstly, they reflect the ruins and production tools of well salt production in previous dynasties, especially the salt well ruins such as Shenghai Well and Dagong Well, as well as the production tools such as overhead crane and Jiandao, which are the most representative; The second is the ancient streets, towns, and dock sites used for well salt transportation and trade, such as Niufo Ancient Town, Zhonghua Road, etc; The third is the residential and shanzhai buildings that reflect the abundant capital and prosperous life of salt

merchants in the past, such as the Yang Family Courtyard and Sanduo Village; The fourth is an ancient venue building that records the leisure activities of salt merchants and workers, such as the Western Qin Guild Hall; The fifth is the eclectic and unique local cuisine - Yanbang cuisine; The sixth is a local festival that showcases the hardworking and adventurous spirit of salt merchants and workers in the production and sales of well salt, such as the Ox King Festival and the Land Festival. The creation of these achievements in material and spiritual civilization reflects the great wisdom of the people of Zigong over the past two millennium. Promoting its integration with rural tourism is conducive to the in-depth exploration, promotion, and inheritance of the salt culture spirit in rural areas, enhancing cultural confidence, and helping to achieve "rural culture and civilization".

## **2.2. Integration of Cultural and Tourism Industries: Cultivating New Economic Growth Points in Rural Areas and Helping to Achieve Industrial Prosperity.**

The strong correlation and weak boundary characteristics of the tourism industry endow it with significant radiative driving effects, promoting the integration and development of salt culture industry and tourism industry in Zigong rural areas. It can directly affect the blurring of the boundaries of the three industries in rural areas, promote the adjustment and optimization of rural industrial structure, and thus promote "tourism and culture and education", "tourism and culture and agriculture" The cultivation of new formats such as "tourism and culture and e-commerce" and "tourism and culture and art", as well as the promotion of the creation of "experiential economy" forms such as salt culture museums, salt making technology experience halls, salt culture tourism product production halls, salt culture drama performance halls, salt culture themed restaurants, and homestays in rural areas. The vigorous development of new or composite formats generated by the integration of cultural and tourism industries can help awaken the "sleeping economy" in rural areas of Zigong City, assist in the transformation and upgrading of the profit form of Zigong's rural tourism industry from "service economy" to "experience economy", and expand and extend the three rural industries from independent "single economy" to mutually integrated "deep economy". By promoting the integration of cultural and tourism industries and continuously cultivating new economic growth points in rural areas, Zigong City has a positive incentive effect on achieving the goal of "industrial prosperity" in rural areas.

## **2.3. Integration of Cultural and Tourism Functions: Shaping Rural Cultural Value Identity and Helping to Achieve Effective Governance.**

On the one hand, achieving the goal of "effective governance" in rural areas not only requires the protection of the legal system, but also requires the constraints of their own moral values. Culture has the function of shaping the value cognition of rural residents, improving their comprehensive literacy, and regulating rural social order. Tourism has the function of spreading and inheriting culture, promoting the integration of the educational function of Zigong Salt Culture and the communication function of tourism. It helps rural residents shape their own sense of identity with rural and rural culture in the process of spreading culture to tourists, and gradually internalizes this sense of identity into value cognition, It is conducive to enhancing the cohesion, centripetal force force and sense of belonging of community residents, thus mobilizing the enthusiasm of community residents to participate in the governance of rural public affairs. On the other hand, the development of salt culture tourism in rural areas will inevitably promote the construction of public service facilities such as salt culture museums and salt culture libraries. This will be conducive to promoting the integration of the leisure function and cultural education function of rural tourism, enriching the spiritual and cultural life of community residents, and better meeting their aspirations for a better life. Therefore, promoting the integration of cultural and tourism functions is conducive to achieving the goal of "effective governance" in rural areas in Zigong City.

## **2.4. Integration of Cultural and Tourism Markets: Improving the Living Standards of Rural Residents and Helping to Achieve Prosperity.**

Firstly, promoting the integrated development of rural cultural and tourism markets helps rural residents achieve material prosperity. The main manifestations are: firstly, it can create more entrepreneurial and employment opportunities to increase the household operating income and wage income of rural residents, thereby ensuring their sustainable livelihoods and helping them achieve material prosperity. Secondly, it is beneficial to leverage marketing channels in the cultural and tourism market to upgrade agricultural products with lower demand elasticity to tourism products with higher demand elasticity, thereby promoting the sales of agricultural and sideline products and increasing their added value, thereby increasing the net agricultural income of rural residents and helping them achieve material prosperity. Secondly, promoting the prosperity and development of the rural cultural and tourism market helps rural residents achieve spiritual prosperity. The main manifestations are: firstly, it helps to increase the collective economic income of the village, thereby increasing investment in cultural facilities such as libraries and reading rooms in rural areas, enriching the spiritual and cultural life of rural residents, and helping them achieve spiritual prosperity. Secondly, it is conducive to shaping a strong rural cultural atmosphere, promoting the excavation and inheritance of local rural culture, enhancing the cultural confidence of rural residents, and assisting them in achieving spiritual prosperity.

## **3. The Realistic Dilemma of Consolidating the Achievements of Poverty Alleviation and Empowering Rural Revitalization through the Integration of Salt Culture and Tourism in Zigong**

### **3.1. At the Level of Cultural and Tourism Resource Integration: Insufficient Resource Integration Efforts, Cultural Themes are not Yet Prominent.**

At present, the integration of salt culture, culture and tourism resources in Zigong still faces problems such as insufficient resource integration and lack of prominent cultural themes, resulting in a weak role in empowering rural revitalization through the integration of salt culture, culture and tourism in Zigong. Firstly, the insufficient integration of resources is mainly manifested as follows: firstly, due to insufficient exploration of salt culture resources, some ancient salt paths and ancient site resources rich in salt culture have not yet been developed and utilized for tourism; Secondly, there is a lack of systematic planning based on the overall situation, resulting in poor resource linkage between scenic spots and the lack of a distinctive salt culture tourism loop, which is not conducive to the overall increase of cultural and tourism economic benefits between scenic spots. Secondly, the cultural theme is not yet prominent, which is mainly reflected in: First, the commercial atmosphere of most rural tourist attraction has seriously enveloped the already thin salt culture atmosphere, and the lack of cultural core competitiveness has led to the strong substitutability of these tourist destinations. Secondly, the tourism products in various scenic spots generally lack the connotation and meaning of salt culture, and there are almost no representative tourism souvenirs related to salt culture, resulting in low commemorative value of tourism products, weak attraction to tourists, and worrying sales.

### **3.2. At the Level of Cultural and Tourism Industry Integration: The Institutional Mechanism is not Yet Sound, and the form of Industry Integration is Single.**

At present, the integrated development of cultural and tourism industries in Zigong City still faces institutional and institutional constraints. One is that the immature integrated system between regions and industries has little effect on promoting the flow of rural land, capital, and

labor resources. However, due to factors such as land use, it is difficult to fully guarantee the land demand for the construction of cultural and entertainment venues and activities in scenic areas. Secondly, the departmental coordination and linkage mechanism needs to be optimized. Promoting the integration and development of rural cultural and tourism industries requires the joint cooperation and systematic deployment of several departments, including the Ministry of Agriculture and Rural Affairs, the Ministry of Culture and Tourism, and the Ministry of Industry and Commerce. At present, due to the imperfect departmental coordination and linkage mechanism, Zigong's rural tourist attraction still generally lack the overall strategic planning for the integrated development of the cultural and tourism market, which greatly affects the enthusiasm of rural residents to engage in rural tourism production and business activities, leading to the weak state and little effect of the integrated development of the cultural and tourism market in most scenic spots. In addition, the integrated development of salt culture and tourism industry in Zigong City is also facing the siege of a generally single form of industrial integration. The existing forms of salt culture and tourism industry integration are mainly presented in popular forms such as ancient towns, ancient streets, and museums. However, the construction of new "culture and tourism+" formats such as salt culture and art corridors and salt culture research venues is seriously insufficient, narrowing the tourism profit channels of Zigong's salt culture resources.

### **3.3. At the Level of Cultural and Tourism Functional Integration: Cultural Service Facilities are Lacking, and the Degree of Functional Integration is Still Shallow.**

First of all, because the cultural service functions of public service facilities such as museums, exhibition halls, libraries, reading rooms, smart screens and tourism are integrated with each other, ensuring the supply of public cultural service facilities in rural tourist attraction can effectively improve the cultural sense of community residents and tourists and enhance their cultural self-confidence. However, at present, the rural tourist attraction with salt culture as the theme in Zigong City generally show an obvious lack of public cultural service facilities, resulting in the rural residents and tourists' understanding of salt culture is still a mere formality or confined to one corner. Secondly, the degree of integration of cultural and tourism functions is still shallow. On the one hand, it is manifested as the mutual separation of the educational function of salt culture and the educational function of agricultural civilization, and the separation and embedding of the educational function of salt culture and the cognitive function of tourism. This weakens the utility and value of cultural and tourism composite functions such as "culture and tourism and science popularization" and "culture and tourism and research", and suppresses the development of tourism forms such as educational tourism and research tourism. On the other hand, the lack of integration of information technology functions in rural tourist attraction and the lack of smart cultural and tourism facilities make it difficult to give full play to the dissemination and sharing value of salt cultural resources.

### **3.4. At the Level of Cultural and Tourism Market Integration: Competition for Homogeneous Products Intensifies, and Promotional forms Need to be Optimized.**

The rich variety and diverse forms of salt culture resources in Zigong City have given various ancient towns and villages the resource conditions to follow a differentiated development path. However, currently, most scenic spots have experienced intensified competition for homogeneous products in the development process. For example, as a famous historical and cultural town in China and a cultural tourism characteristic town in Sichuan Province, Xianshi Ancient Town has a long history of salt culture and unique and distinct salt culture resources, However, due to insufficient exploration of the connotation of salt culture, it has fallen into a

dilemma of lacking innovation in tourism products, lacking characteristics in tourism projects, and weak market competitiveness. In recent years, with the prosperous development of the ancient town economy, various ancient towns have carried out tourism construction. Therefore, ancient towns lacking characteristics will face the threat of substitutes and new entrants. The deep integration development of the cultural and tourism market in Zigong City is not only hindered by intensified competition for homogeneous products, but also hindered by outdated promotional forms[8]. The form and strategy of publicity largely affect the development trend and direction of the cultural and tourism market. Currently, the form of cultural and tourism promotion in Zigong City is generally outdated and single, failing to fully leverage the buzzing marketing effect of online influencers and the sustained news focusing effect of scenic spots to create momentum for scenic spot promotion. As a result, the popularity and popularity of scenic spot business cards are generally low, and the cultural and tourism market is facing the dilemma of integration and development with limited passenger traffic and low revisit rates.

#### **4. The Integration and Development of Salt Culture and Tourism in Zigong Consolidating the Achievements of Poverty Alleviation and Empowering the Optimization Path of Rural Revitalization**

##### **4.1. Strengthen Resource Integration Efforts and Fully Showcase Cultural Themes**

Strengthening resource integration is an important means to maximize resource utilization efficiency, and fully highlighting cultural themes is a powerful means to shape the core competitiveness of scenic spots. First of all, it is necessary to deeply explore and systematically integrate the salt culture resources of rural tourist attraction, fully integrate the salt culture connotation and implication into the packaging design of tourism products, publicity and marketing of tourist attraction, perception experience of tourist venues, cooking and processing of featured food and other links, and run it through the whole process of tourists' visit, which is conducive to shaping the unique salt culture theme attraction of the scenic spot to stimulate tourists' perception, It is also conducive to activating the economic role of salt culture resources in promoting agricultural income. Secondly, various scenic spots should focus on innovation in "Salt Culture and Tourism+" products, the creation of new venues for "Salt Culture and Tourism+", and the planning of special tourism routes for salt culture and tourism. They should strengthen the expansion of salt culture and tourism resource integration channels and innovation in integration forms, such as creating new cultural and tourism scenes such as salt history lecture halls and salt history electric cinemas, or classifying and planning historical well salt production sites and relics tours, well salt transportation and trade ancient streets and towns tours Special tourism routes such as the Salt Gang Cuisine Cooking and Processing Experience Tour will not only strengthen the systematic integration of salt cultural resources, but also promote the active inheritance of salt cultural resources.

##### **4.2. Improve Relevant Institutional Mechanisms and Enrich the Forms of Industrial Integration.**

The healthy integration and development of the cultural and tourism industry cannot be guaranteed without a sound institutional mechanism. One is to gradually improve the regional and industrial integration system and talent introduction system, effectively play the regulatory role of market allocation and the regulatory function of government departments, promote the reasonable and free flow of resource elements, and maximize the protection of the land demand for the construction of cultural and tourism venues in scenic areas and the talent demand for the development of the cultural and tourism industry. The second is to improve the coordination and linkage mechanism between departments, strengthen the cooperation

between government departments, and improve the overall strategic plan for the integrated development of cultural and tourism markets in rural tourist attraction as soon as possible, so as to activate the development vitality of cultural and tourism markets in rural tourist attraction. In addition, the form of cultural and tourism industry integration is an important factor affecting the degree of cultural and tourism integration development. To promote the deep integration and development of the salt cultural tourism industry in Zigong, it is also necessary to actively promote the cultivation of new formats such as "tourism and salt culture and e-commerce", "tourism and salt culture and research", and "tourism and salt culture and art" in rural areas. This not only helps to broaden the economic income channels of rural residents, but also enhances the market competitiveness and risk resistance of scenic spots, in order to cope with the volatility, vulnerability, and sensitivity of the tourism industry.

#### **4.3. Improve Cultural Service Facilities and Strengthen the Degree of Functional Integration.**

Improving cultural service facilities is an important way to enrich the spiritual and cultural life of rural residents and tourists, and also an important support for expanding the tourism service functions of scenic spots. As public facilities, cultural service facilities need the government to continue to increase financial investment and build salt culture museums and exhibition halls in rural tourist attraction such as Niufu Ancient Town and Xianshi Ancient Town. Build salt culture smart screens and exhibition rooms in scenic areas such as Yangjia Courtyard and Sanduozhai. Secondly, the government should encourage and guide social capital investment and financing, such as introducing tourism companies for comprehensive planning, construction, and operation management of scenic spots, with more abundant financial support and scientific risk prevention and control capabilities of tourism companies as guarantees, and increasing investment in public service facilities in scenic spots. Secondly, the government should not only improve support policies such as credit guarantees and fund advances to encourage tourism enterprises, cultural media enterprises, and others to actively explore and innovate models and approaches for the deep integration of cultural and tourism functions and "cultural and tourism+" composite functions, but also play a leading role in continuously promoting and strengthening investment promotion work, strengthening regional cooperation, and forming a "enclave economy", To enhance the depth and breadth of the integration of cultural and tourism functions and "cultural and tourism+" composite functions.

#### **4.4. Improve the Market Supervision System and Innovate Marketing Promotion Forms.**

Firstly, a sound regulatory system for the cultural and tourism market is an important guarantee for avoiding product homogenization competition. On the one hand, local government departments should gradually improve the regulatory system of the cultural and tourism market, improve the reward and punishment mechanism, increase the intensity of rewards and punishments, and standardize the market operation order. On the other hand, various district and county government departments should strengthen micro guidance for the development of cultural and tourism markets in various regions under the guidance of macro policies, effectively promote the creation of cultural and tourism zones with different themes in different regions based on cultural resource deposits, and connect them into a line by the municipal government's cultural and tourism supervisory department, forming a regional tourism dedicated line. This will not only promote the development of the entire cultural and tourism market in Zigong City, but also prevent intensified competition for homogeneous products, To promote the concerted efforts of various regions to shape representative brands. Secondly, all regions and rural tourist attraction should be good at using new media technology in marketing and publicity. For example, relevant short videos or series of micro films such as Salt Gang Cuisine cooking, local festival performance and salt culture history story explanation

should be put on platforms such as Tiktok, Xiaohongshu and other popular platforms to enhance the advertising attraction and stimulate tourists' perception of Zigong's salt culture. At the same time, the rural tourist attraction can also explore the implementation of joint ticket marketing to give play to the mutual drainage effect between scenic spots and fully activate the consumption potential of the cultural tourism market.

## 5. Summary

Promoting the integrated development of rural culture and tourism is an important way to help rural areas achieve industrial prosperity, rural civilization, effective governance, and a prosperous life. By fully exploring and systematically integrating salt culture resources, fully highlighting the theme of salt culture, improving the relevant institutional mechanisms for promoting the integration and development of the cultural and tourism industry, enriching the integration forms of the cultural and tourism industry, optimizing the construction of service facilities for promoting the integration of cultural and tourism functions, strengthening the integration process of cultural and tourism functions, and improving the regulatory system for promoting the integration and development of the cultural and tourism market, Exploring innovative marketing and publicity forms for the cultural and tourism market, and optimizing the integration of cultural and tourism resources, industries, functions, and markets in Zigong City, in order to better leverage the role of salt culture in the integration of cultural and tourism development, promote the consolidation of poverty alleviation achievements and empower rural revitalization in Zigong City.

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