

Research on The Application and Innovation of “Study+” Mode in the International Communication of Tang Poetry Culture in the Context of Cultural and Tourism Integration

-- Taking the Tang Poetry Road in Eastern Zhejiang as an Example

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Abstract

With the deep integration of culture and tourism, the modern communication of traditional cultural resources is constantly innovated. Taking the Tang Poetry Road in Eastern Zhejiang as an example, the “Study+” mode, as an emerging form of cultural and tourism integration, not only promotes the inheritance and innovation of Tang Poetry culture but also provides new perspectives and paths for international communication. By combining academic research, practical experience and tourism activities, this model combines in-depth interpretation of Tang poetry culture with field trips, providing a platform for international friends to gain a deeper understanding of Chinese classical literature and traditional culture. Taking the Tang Poetry Road in Eastern Zhejiang as an example, this paper discusses the application and innovation of the “Study+” mode in the international communication of Tang poetry culture under the background of cultural and tourism integration. By analyzing the cultural resources and tourism development status of Tang Poetry Road in Eastern Zhejiang, the importance and feasibility of “Study+” mode in the international communication of Tang poetry culture are elaborated. Various innovative modes such as “Study + tourism”, “Study + education”, “Study + cultural creativity” are proposed and analyzed in depth with actual cases, and the “study+” mode is also a good choice for the international communication of Tang poetry culture. The future development of “Study+” mode in the international communication of Tang poetry culture is proposed.

Keywords

Culture and Tourism Integration; “Study+” Mode; Tang Poetry Culture; International Communication; Applied Innovation; Tang Poetry in Eastern Zhejiang.

1. Introduction

1.1. Background of the study

The development of globalization has made cultural exchanges between countries increasingly close, so international communication has become an important means for countries to show their cultural charm and enhance national soft power. As a concentrated manifestation of the excellent traditional Chinese culture, Tang poetry contains high artistic value and cultural connotations, and its international dissemination is not only the trend of “telling China’s story in a foreign language”, but also an effective way to implement the Literacy Training Program

and cultivate the cultural self-confidence and critical consciousness of a new generation of young people.

In today's society, the study - tour market is vast. Many units such as official scenic spots, travel agencies, education and training bases, and overseas study service intermediaries have joined in and launched a large number of study - tour routes. In 2019, the People's Government of Zhejiang Province proposed: "Linking articles with poems (poetry, lyrics, and odes)" and "Linking belts with roads (water - system ancient roads)" to respectively draw the "Four Poetic Routes" of the Tang Dynasty Poetry Route in Eastern Zhejiang, the Grand Canal Poetic Route, the Qiantang River Poetic Route, and the Oujiang Landscape Poetic Route. Among the four poetic routes, "Building the Golden Tourism Belt of the Tang Dynasty Poetry Route" has become the key content of Zhejiang's "All - Region Tourism Promotion Project" and the top of the "Ten Landmark Projects in the Great Garden Construction". These poems on the Tang Dynasty Poetry Route in Eastern Zhejiang not only record the natural scenery and humanistic landscapes at that time, but also carry profound historical and cultural connotations. However, restricted by factors such as geography and publicity, these cultural resources have not been fully developed and utilized yet. In view of this, how to deeply excavate the cultural connotations of Tang Dynasty poetry, make it a learning resource that can be absorbed by foreign friends in a reasonable translation form, and use the background of the integration of culture and tourism and the "Study - tour +" model to realize "Learning Tang Dynasty Poetry along the Geography" has become a research - worthy topic.

1.2. Purpose and Significance of the Study

The purpose of this paper is to explore the application and importance of the "study+" mode in the international dissemination of Tang poetry culture through the study of the cultural resources and tourism development status of the Tang Poetry Road in Eastern Zhejiang. On the basis of the policy guidance and industry norms provided by the state, the government further exerts its guiding role and strengthens the coordination with the education system and the cultural and tourism system. For example, the Ministry of Education, in conjunction with other departments, issued the "Opinions on Promoting Study - tour in Primary and Secondary Schools" (2016). By integrating a bunch of resources including culture, education, and tourism, this "Study+" mode is highly expected to create research products and souvenirs with local characteristics while regulating several high-quality and study-oriented tour routes in order to attract dozens of tourists and scholars, no matter abroad or world-wide, gathering together to visit, study, or even exchange the wonderful culture hidden in Tang poems. Therefore, the cultural tourism industry in eastern Zhejiang is set to experience rapid development, and the international influence of Chinese culture will gradually rise.

2. Cultural Resources and Tourism Development Status of Tang Poetry Road in Eastern Zhejiang

2.1. The Cultural Resources of the Tang Poetry Road in Eastern Zhejiang

The Tang Poetry Road in Eastern Zhejiang refers to the landscape and humanistic road of poets in the Tang Dynasty who traveled through the seven states of Eastern Zhejiang (Yuezhou, Mingzhou, Taizhou, Wenzhou, Zhizhou, Wuzhou and Quzhou), leaving behind a large number of popular poems. This route is rich in natural and humanistic landscapes, such as Tianmu Mountain, Hepai River, Lanting, Dayu Mausoleum, Tiantai Mountain, etc. These landscapes not only have beautiful natural scenery, but also carry a deep historical and cultural heritage, which is an important carrier of Tang poetry culture. In the hot economic development of China's tourism industry, the development trend of the convergence and fusion of culture and tourism is emerging, a hot topic in China's cultural tourism landscape is the fusion of culture and tourism,

and study tourism is another new star under the fusion of culture and tourism. With the rapid rise of study tours in China, it combines the new experiential teaching concept with the hot economic development of cultural tourism, attracting a large number of scholars and tourists. The development of study travel is inseparable from the study travel destination bearing, in the era of cultural and tourism integration and development, study travel education content is increasingly subdivided, "Study +" mode gradually become the development of study travel an important product choice. As a cultural route integrating natural scenery, humanistic landscape and history and culture, Tang Poetry Road in Eastern Zhejiang has unique resource advantages. It is not only an important birthplace of Tang poetry culture, but also an important carrier of Tang poetry creation and dissemination. However, the cultural resources of the Tang Poetry Road in Eastern Zhejiang have not yet been fully developed and utilized, and its international influence needs to be further enhanced (Zhang & Li, 2021). Through the integration of cultural, educational and tourism resources, we can create study products and fine lines with local characteristics to attract more domestic and foreign tourists and scholars to visit, study and exchange so as to promote the rapid development of the cultural tourism industry in Eastern Zhejiang and enhance the international influence of Chinese culture.

2.2. The Current Status of Tourism Development on the Tang Poetry Road in Eastern Zhejiang

In recent years, with the continuous promotion of cultural and tourism integration, the tourism development of the Tang Poetry Road in Eastern Zhejiang has achieved remarkable results. Local governments have increased their efforts to develop the Tang Poetry Road, and launched a series of tourism products and routes. For example, Shaoxing's "Follow Tang Poetry to Shaoxing", Taizhou's "Eastern Zhejiang Tang Poetry Road", Taizhou's "Cultural Rooting Tour", etc. Tourism infrastructure has also been improved, transportation has become more convenient, and tourism service quality has been improved. However, at present, there are still some problems in the tourism development of the Tang Poetry Road in Eastern Zhejiang, such as the single tourism product, insufficient cultural connotation mining, and low international popularity.

3. The Importance of the "Study+" Model in the International Communication of Tang Poetry Culture

3.1. Enriching the Content of International Communication

As a treasure of Chinese culture, Tang poetry not only has high artistic value, but also embodies the spirit of the Chinese nation. Through the implementation of this paper, it can promote the international dissemination of Tang poetry culture, deepen the international community's understanding and recognition of Chinese culture, and enhance the international influence of Chinese culture. The "Study +" mode can combine Tang poetry culture with tourism education, cultural creativity and so on, providing richer and more diversified contents for international dissemination. Through field trips and experiential learning, international friends can gain a deeper understanding of the connotation and charm of Tang poetry culture.

3.2. Enhancing the Effectiveness of International Communication

The "study+" mode focuses on teaching for fun, combines learning with practice, and through field trips and hands-on experience, students can more intuitively feel the charm of Tang poetry. Compared with traditional classroom teaching, this interactive and experiential teaching method can not only stimulate students' interest and enthusiasm in learning, but also cultivate their cultural literacy and aesthetic ability, and promote their all-round development. Compared with the traditional way of international communication, the "Study +" mode pays

more attention to interactivity and experience, which can better attract the participation and attention of international friends. For example, activities such as writing Tang poems in calligraphy and organizing Tang poetry recitals in tourist attractions allow tourists to feel the charm of Tang poems while enjoying the beautiful scenery in the field of education, activities such as Tang poetry culture courses and summer camps are carried out to allow international students to learn about the historical background and artistic value of Tang poetry; in the field of culture and creativity, cultural and creative products themed on Tang poems are developed, so that more people can learn about and love the cultural heritage. By personally experiencing the charm of Tang poetry culture, international friends will be more likely to resonate with it, thus enhancing the effect of international communication.

3.3. Promoting Cultural Exchanges and Cooperation

The "Study +" mode can provide a platform for international friends to communicate and cooperate, and promote cultural exchanges and cooperation among different countries and regions. By studying and discussing the Tang poetry culture together, we can enhance mutual understanding and friendship, and contribute to the building of a community of human destiny. By creating research and study products and high-quality lines with local characteristics, more domestic and foreign tourists can be attracted to visit, study and exchange, which will lead to the development of related industries and promote the prosperity of the local economy (Ji & Wang, 2022).

4. Innovative Application of the "Study+" Model in the International Communication of Tang Poetry Culture

4.1. "Study+ Tourism" Model

4.1.1. Developing the Theme Tourism Line of Tang Poetry Culture

Combined with the cultural resources and tourist attractions of Tang Poetry Road in Eastern Zhejiang, the Tang Poetry Culture Theme Tourist Route is developed. Such as "Tang Poetry Road landscape tour", "Tang Poetry Road Cultural Roots Tour" and so on. The design of the route will focus on the combination of natural scenery and humanistic landscape, so that tourists can feel the charm of Tang poetry culture while enjoying the beautiful scenery.

4.1.2. Organizing the Tang Poetry Culture and Tourism Festival

The Tang Poetry Culture and Tourism Festival is held regularly to demonstrate the charm of Tang poetry culture through poetry recitation, calligraphy exhibitions and folklore performances. Domestic and foreign poets, scholars and tourists are invited to participate in the festival to expand the international influence of Tang poetry culture. For example, Shaoxing is an important node city of Tang Poetry Road in Eastern Zhejiang Province and has rich Tang poetry cultural resources. In recent years, Shaoxing City has launched the "following the Tang poetry to tour Shaoxing" study tour program, which has received wide attention from domestic and foreign tourists. Using Tang poetry as a thread, the project organically incorporates the historical culture, natural scenery and folk customs of Shaoxing to create a distinctive learning tour route. Tourists can visit the Orchid Pavilion, Shen's Garden, Lu Xun's hometown and other attractions under the guidance of tour guides to feel the charm of Tang poetry culture, and can also participate in poetry recitation, calligraphy competitions, folk performances and other activities to increase the interactivity and experience (Chen & Chen, 2020).

4.1.3. Create a Town characterized by Tang Poetry and Culture

In order to further promote the communication and popularization of Tang poetry culture, the group plans to build a number of special towns themed on Tang poetry culture by cultivating Shaoxing's regional advantages. For example, the Lanting Calligraphy Town in Shaoxing, with

calligraphy culture as its core, has successfully attracted many tourists and enhanced the influence of local culture by creating a series of cultural facilities and activities related to calligraphy; and the Yueju Opera Town in Shengzhou, featuring Yueju Opera culture, has built up a platform for Yueju Opera culture to display, experience and inheritance, and has played a positive role in promoting the development of Opera culture. Drawing on these successful experiences, the creation of a Tang poetry culture town will help to inherit and promote Tang poetry culture and enhance its cultural value and influence in contemporary society. In the construction of the town, emphasis will be placed on combining Tang poetry culture with local history, culture and folk customs to create a tourist destination with strong local characteristics.

4.2. “Study+ Education” Model

4.2.1. Carrying out International Educational Exchange on Tang Poetry Culture

In cooperation with schools and educational institutions at home and abroad, international educational exchanges on Tang poetry culture have been carried out. For example, we hold summer and winter camps on Tang poetry culture, and organize field trips for students to study the Tang Poetry Road in Eastern Zhejiang. Through these activities, international students can learn about Tang poetry culture and enhance cultural exchanges and cooperation. For example, the School of International Culture and Education of Zhejiang Normal University cooperates with universities in South Korea, Japan, the United States and other countries to carry out international educational exchanges on Tang poetry culture. Every summer vacation, students from these countries come to Zhejiang Normal University to participate in a two-week summer camp on Tang poetry culture. During the camp, students learn Tang poetry appreciation, Tang poetry writing, calligraphy and painting courses, visit the attractions on the Tang Poetry Road in Eastern Zhejiang, and feel the charm of traditional Chinese culture (Yang, 2024). Through these activities, the international students not only improved their Chinese language proficiency and cultural literacy, but also enhanced cultural exchanges and cooperation among different countries.

4.2.2. Developing an International Educational Program on Tang Poetry and Culture

In order to meet the needs of international students for learning Tang poetry and culture, we have developed a series of international education programs on Tang poetry and culture according to the needs and levels of international students, taking into account the characteristics of international education. The content of the course covers the historical background and artistic characteristics of Tang poetry, and the curriculum includes appreciation of Tang poetry, writing of Tang poetry, translation of Tang poetry, etc., aiming to help students fully understand the connotation and value of Tang poetry culture. These courses can be taught online and offline, providing international students with convenient learning channels. Through these courses, international students will be able to better understand and appreciate Tang poetry as a Chinese treasure while improving their own cultural literacy and aesthetic ability.

4.2.3. Cultivating Talents for International Communication of Tang Poetry Culture

Strengthening cooperation with universities and scientific research institutions to cultivate talents for the international communication of Tang poetry culture. Through the establishment of relevant courses, such as the specialization in international communication of Tang poetry culture, a group of complex talents with knowledge of Tang poetry culture as well as international communication ability will be cultivated. Through the organization of training courses and seminars, the professional level of existing practitioners will be improved. These talents will not only be able to publicize and promote Tang poetry culture on the international stage, but also provide strong support for the research and inheritance of Tang poetry culture.

4.3. “Study+ Cultural Creativity” Model

4.3.1. Developing Cultural and Creative Products of Tang Poetry

The first step in implementing this model is to develop creative products by incorporating elements of Tang poetry culture. For example, designing several types of stationery, jewelry and clothing with the Tang poetry culture as a theme is part of it. These products are not only practical, but also have cultural connotations, and can be used as travel souvenirs or gifts, expanding the scope of communication of Tang poetry culture. For example, Keqiao District, Shaoxing City, Lanting Cultural Tourism Resort have developed a series of Tang poetry culture creative products, such as Lanting Preface Calligraphy Set, Lanting Yaji Tea Set, Lanting Culture Shirt, etc. These products are themed on Lanting culture. These products are based on the theme of Lanting culture, combined with modern design concepts, both practical and cultural connotations. The resort also sells them through e-commerce platforms, tourist attractions and other channels, expanding the scope of communication of Tang poetry culture.

4.3.2. Organizing the Tang Poetry Cultural Creativity Competition

The Tang Poetry Culture Creative Competition is held regularly to collect excellent creative works from home and abroad, such as poetry creation, calligraphy writing, and animation production. Through the competition, it will stimulate people's enthusiasm for creation, explore excellent creative talents, and provide new ideas and methods for the international communication of Tang poetry culture.

4.3.3. Creating a Tang Poetry Culture and Creative Industrial Park

Taking Tang poetry culture as the core, a creative industrial park can be created. In the construction of the park, emphasis is placed on combining culture and creativity with tourism, education, science and technology, forming a complete industrial chain, and through the operation and management of the park, effectively transforming the Tang poetry culture into market-competitive products and services, so as to realize a win-win situation in terms of cultural and economic benefits. For example, Lanting Cultural and Creative Industrial Park in Shaoxing and the Yueju Opera Cultural and Creative Industrial Park in shengzhou. These parks have not only made positive contributions to local economic development, but also become important windows and platforms for displaying Tang poetry culture and promoting the industrialization of Tang poetry culture.

5. Prospects for the Future Development of the “Study+” Model in the International Communication of Tang Poetry Culture

5.1. Strengthening International Cooperation and Exchange

The future development of international communication of Tang poetry culture requires enhanced collaboration and exchange among domestic and foreign universities, research institutions, and tourism enterprises to jointly carry out research and practical initiatives for the global promotion (Li, 2024). Through cooperation in organizing academic seminars, cultural exchange activities, tourism promotion activities and other forms of sharing resources and complementing each other's strengths, an international exchange platform has been built to enable more people to understand and know the Tang poetry culture, and to jointly promote the internationalization of the Tang poetry culture. At the same time, it will actively introduce advanced foreign technologies and concepts to continuously improve the quality and level of international communication of Tang poetry culture.

5.2. Innovative Ways and Means of Communication

Some modern information technologies, such as the internet, or the new social media platforms, are highly required to be fully utilized as innovative means and methods for the dissemination

of Tang poetry culture. For example, the development of Tang poetry culture APP, WeChat official account, short video, etc., shows the charm of Tang poetry culture to international friends through images, text, audio, video and other forms. Virtual reality, augmented reality and other technologies can also be used to create an immersive cultural experience project of Tang poetry to improve the communication effect.

5.3. Developing a Cadre of Professionals

The whole society is highly expected to strengthen the training of talent for the international exchange of Tang poetry and culture, and build a high-quality and specialized team of talent. Through university education, vocational training and the introduction of talents, we can cultivate talents who know both Tang poetry culture and international communication (Gao, 2023). Incentive mechanisms can also be set up to attract more excellent talents to devote themselves to the cause of international communication of Tang poetry culture.

5.4. Promoting Industrial Integration and Development

Taking Tang poetry culture as the core, we will promote the integration and development of culture and tourism, education, science, technology, and creative industries. Through the integration of industries, we can create more rich and diversified Tang poetry cultural products and services to meet the needs of tourists at different levels. It can also promote the development of local economy and realize the win-win situation of cultural and economic benefits. Specifically, Tang poetry culture can be combined with tourism industry to develop a series of tourism routes and products with characteristics of Tang poetry culture; Tang poetry culture can be combined with education industry to develop a series of educational courses and teaching materials for different age groups and needs; Tang poetry culture can be combined with science and technology industry to enhance the communication effect and influence of Tang poetry culture by using modern scientific and technological means; Tang poetry culture can be combined with creative industry to develop a series of products and services to meet the needs of tourists at different levels. The implementation of these initiatives will inject new vitality and impetus into the international communication of Tang poetry culture.

6. Conclusion

To sum up, in the context of cultural and tourism integration, the "study+" model provides new ideas and methods for the international communication of Tang poetry culture. Through the application of models like "research+ tourism", "research+ education", and "research+ cultural creativity", it can enrich the content of international communication, enhance the effect of international communication, and promote cultural exchange and cooperation. Taking the Road of Tang Poetry in Eastern Zhejiang as an example, remarkable achievements have been achieved through the development of tourism routes themed with Tang poetry culture, international educational exchange activities of Tang poetry culture, and the development of creative products of Tang poetry culture. In the future, we should further strengthen international cooperation and exchange, innovate communication methods and means, cultivate professional talents, promote industrial integration and development, and make greater contributions to the international communication of Tang poetry culture.

7. Grant

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