

Exploration of the Innovative Utilization of Traditional Culture in Modern Society Based on the Development of Cultural Tourism

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Abstract: Culture is the root and soul of a nation and a country to develop for a long time. In the new era, promoting the promotion and inheritance of fine traditional Chinese culture through the integration of culture and tourism is an important measure to stimulate the vitality of traditional Chinese culture, promote the construction of a strong cultural country, and show the "new look" of socialist culture to the world. Therefore, it is necessary for this paper to explore the value and innovative utilization of Chinese traditional excellent culture in the development of modern society from the perspective of the culture and tourism integration.

Key words: Culture and Tourist Integration; Traditional Culture; Innovative Utilization

1. Introduction

In the new era, the development of the tourism industry is closely related to the cultural industry, and the catering, leisure, entertainment and viewing activities related to tourism can not be separated from the cultural industry. It can be said that the culture has endowed the modern tourism industry with profound "ideological connotations" and "value foundations", and also opened up a new way for the inheritance and innovation of traditional culture. Therefore, exploring the innovative utilization of traditional Chinese culture in modern society from the perspective of the integrated development of culture and tourism is of great significance to stimulate the vitality of traditional Chinese culture, broaden the space for the development of traditional culture, achieve win-win development of culture and tourism, and further meet the diversified consumption needs of consumers.

2. The Value and Significance of Realizing the Innovative Utilization of Traditional Culture in Modern Society from the

Perspective of Cultural Tourism Development

2.1 From the Perspective of Culture

Culture is a country, a nation, and a political party's full affirmation of its own cultural connotations and values, and is a high recognition of its own cultural characteristics and vitality. Under the background of cultural confidence, it is of great significance to realize the innovative utilization of traditional Chinese culture and promote its vigorous vitality in the tourism industry to accelerate the spread of traditional Chinese culture, cultivate the cultural confidence of the public, and give the traditional Chinese culture a new connotation of the times.

2.2 From the Perspective of Tourism

China is rich in tourism resources because of its vast territory and abundant resources. However, there are still many valuable and meaningful tourism resources that have not been fully exploited and utilized, resulting in a waste of resources. Promoting the integration of culture and tourism and strengthening the development of traditional culture in tourism resources can effectively enrich the value and connotation of tourism resources in China, and then make these resources stand out in the fierce tourism market, and drive the vigorous development of China's tourism market.

2.3 From the Perspective of Economy

Culture is the soul of tourism and tourism is the carrier of culture. In the era of ever-changing consumption concepts, promoting the integrated development of culture and tourism industry and stimulating the innovative vitality of traditional culture can effectively enhance the value and connotation of tourism products, and provide more diversified forms and carriers for the dissemination and innovation of traditional culture, so that tourists can achieve both material and spiritual satisfaction, so as to

bring greater market development space and consumption space, and make the cultural travel industry become an important engine of economic growth in China

2.4 From the Perspective of Social Development

From the perspective of social development, culture is an important part of people's social life. To promote cultural construction in our country, it is necessary to place it in a more important position. By promoting the integration and innovation of cultural entrepreneurship and tourism industry, traditional culture can be integrated into the life of the public in a more palatable form, which can strengthen the ideological and value guidance of the people in a subtle way, promote the active practice of the traditional culture in social practice, and be of great significance for the construction of a stable and harmonious society.

3. Innovative Utilization Paths of Traditional Culture in Modern Society under the Background of the Cultural Tourism Development

3.1 Digging Deep into the Characteristics of Traditional Culture and Creating Excellent Cultural Tourism Programs

Traditional Chinese culture has profound historical deposits, rich ideological connotations and times values. Under the background of cultural tourism development, digging deep into the characteristics of traditional Chinese culture and creating excellent cultural tourism programs will help to enhance the dissemination and effectiveness of traditional Chinese culture. For example, the cultural tourism experience program "Homeland Dreamland" launched by CCTV actively shows the natural and human beauty of China to Chinese and foreign tourists by providing practical travel information and capturing real-life scenes, and carries forward the profound traditional Chinese culture [1]. Therefore, under the background of culture and tourism integration, local governments and culture and tourism departments can also realize the innovative dissemination of traditional culture by digging deeply into local traditional cultural characteristics and creating excellent cultural tourism experience programs.

First of all, it is necessary to innovate program design forms, and highlight cultural characteristics. In the context of the development of integrated media, actively trying to live performance, outdoor adventure, cultural search and other program forms can be more favored by the audience. Therefore, the design of the cultural tourism program should actively take the traditional Chinese culture as the core, highlight its cultural connotation, and present it in the form that the audience likes. For example, the TV program "Chinese Drama Universe" launched by Shandong Radio and Television Station takes traditional Chinese opera culture as its spiritual connotation and the form of "Chinese opera +" as its design idea, to vividly show the unique charm of traditional Chinese opera culture to the audience by visiting many places to look for classic plays and classic character stories.

Secondly, some games and interactive links can be added appropriately in the design of cultural tourism programs, and guests or audiences can be encouraged to participate in the program interaction, so that local cultural traditions and customs can be actively displayed. For example, a popular variety show, in the form of reality show and game interaction, goes deep into natural scenic spots and famous cultural tourism cities in China, actively shows local characteristics and folk customs to the audience, and attracts a large number of tourists, which is of great significance for promoting cultural transmission and stimulating the economic benefits of local cultural tourism.

Finally, with the continuous development of cultural tourism programs, it has become a highlight of current cultural tourism programs to present traditional stories and historical legends to the audience through a variety of media such as comics, animations, games and other forms. For example, the Henan Satellite TV and the game "Journey to the West" jointly launched the "Wonderful Youth Tour", which combines the form of games and animations, with the story of a teenager's adventure as the main line, to reproduce the prosperity of the Tang Dynasty. It not only runs through the local characteristics of history and culture, and mythological stories, but also caters to the aesthetic needs of the current young audience, which makes the program appear in a more vivid and interesting form in front of the audience, enhance the attraction of cultural

tourism programs to the audience and strengthen the transmission effect of traditional culture.

3.2 Innovating the System of Culture and Tourism Integration Products with Traditional Culture as the Core

Under the background of culture and tourism integration, regional cultural characteristics are an important core of the integrated development of culture and tourism, and innovating the system of culture and tourism integration products and accelerating the development and innovation of cultural tourism products are important measures to achieve high-quality development of regional culture and tourism integration.

First of all, local government and culture and tourism departments should deeply integrate and develop local cultural resources in various aspects such as history, culture, art, folklore, science and technology, and craft, and through in-depth cooperation with historians, writers and artists, jointly find potential cultural elements that can be integrated into the development of cultural tourism products [2].

Secondly, local governments and culture and tourism departments should take the initiative to increase innovation cooperation with culture and tourism integrated product enterprises, utilize the professional teams of enterprises to investigate the demand for cultural tourism products and consumer preferences in the current market, and conduct product research and development, innovation and market launch from a professional perspective, so as to promote the rapid spread of local traditional culture while driving the local economic development.

Thirdly, in the new era, to realize the development and innovation of cultural tourism products, we should also pay attention to the development of digital cultural tourism products. For example, virtual reality technology can be used to simulate the real scene in the local museum, history exhibition hall, science and technology museum, cultural museum and so on, so that the audience can be placed in the dynamic traditional culture and feel its unique charm. Another example is the use of AR technology to create a large-scale immersive stage play, which can make the tourists talk and interact with actors and historical figures, and enhance the cultural

experience of tourists.

Finally, it is necessary to plan a characteristic travel route. Local governments and culture and tourism departments can actively cooperate with cultural enterprises and local tourist attractions to plan characteristic tourist routes based on traditional cultural context as the design concept. For example, the eastern section of the "Land Silk Road" from Chang'an to Tianshan Corridor was successfully included in the UNESCO World Heritage List as early as 2014. This route is not only an important channel to promote economic and trade between China and the West, but also an important witness of culture exchanges between China and the West. Through the design of characteristic cultural tourism routes, the characteristic scenic spots of the same region and different regions can be connected in series to bring unique and rich tourist experience to tourists [3].

3.3 Focusing on Cultural Experience and Creating New Business Forms of Culture and Tourism Integration

Creating new business forms of culture and tourism integration is an important measure to promote the deep integration of local cultural industry and tourism industry and stimulate the local economy. Therefore, local governments and culture and tourism development departments should take "cultural experience" as the construction center to actively create new business forms of culture and tourism integration, and create characteristic cultural tourism projects, in order to enhance the attraction of the local area to tourists.

First of all, local governments and culture and tourism departments can take the initiative to organize rich and diversified health and cultural activities in combination with local characteristics, such as fruit tree planting, rural tourism, rural leisure, medical health and other cultural activities, and can combine with the local characteristics agricultural culture, rural culture, medical culture, health culture, folk culture and so on, so that tourists can feel the unique charm of traditional Chinese culture through firsthand experience and participation. Secondly, food culture is also an important representative of local characteristic traditional culture. Local governments can rely on local specialties to actively build "food culture cities" and develop activities such as food

cooking and traditional skills experience. For example, the ancient city of Xinzhou in Shanxi Province takes Shanxi noodle culture as the core to build a number of handmade workshops, including yogurt workshop, chili workshop, vinegar workshop, noodle workshop, tofu workshop and wine workshop, which helps tourists to understand the production process of food while buying food and promotes the inheritance and innovation of local food culture [4].

Thirdly, it is necessary to develop art culture experience activities. China's art culture is rich and bright, including silk weaving, chinaware, opera, dance, music, calligraphy, paper-cutting, printing and other cultural heritage. In this regard, local governments and culture and tourism departments can not only actively invite local folk art inheritors to participate in the development of local cultural tourism products with local characteristics, but also build various forms of folk culture experience activities, such as paper cutting experience, clay sculpture experience, chinaware experience, and so on, in order to allow tourists to further feel the unique charm of traditional Chinese art culture during the tour.

Finally, China has rich natural ecological resources and historical and cultural resources. Therefore, local governments and culture and tourism departments can also rely on these resources to actively carry out new tourism projects. For example, the Grand Tang Dynasty Ever-bright City in Xi'an is a comprehensive tourist attraction that integrates catering, entertainment, accommodation, shopping, with the "Tang culture" as its ideological core, where tourists can wear Tang Dynasty clothing during the tour, watch characteristic cultural performances and be immersed in the charm of Tang culture.

4. Conclusion

To sum up, promoting the integration of culture and tourism can not only carry forward

traditional culture and stimulate economic growth, but also create new business forms, which is of great significance for the construction of China's cultural power and the construction of beautiful China. Therefore, under the background of the integrated development of culture and tourism, local governments and culture and tourism departments should take traditional culture as the core, create high-quality culture and tourism programs, innovate the system of culture and tourism integration product, and new business forms of culture and tourism integration, so as to provide the public with rich, diversified and attractive cultural tourism products and experiences, and then better realize the transformation and utilization of traditional cultural resources and promote the vigorous development of cultural tourism industry.

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