

INTEGRATION AND DEVELOPMENT OF TANG POETRY ROAD IN EASTERN ZHEJIANG UNDER THE RURAL REVITALIZATION STRATEGY

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Abstract: With the strengthening of China's cultural confidence and awareness of cultural heritage protection, the role of integrated cultural and tourism development in rural revitalization is becoming increasingly prominent. "The Tang Poetry Road in East Zhejiang," as a tourist route filled with historical and cultural resources, not only serves to inherit traditional Chinese culture but also aims to propel local economic transformation, upgrading, and comprehensive rural revitalization. The article analyzes the issues present in the integrated development of the Tang Poetry Road in East Zhejiang, including insufficient exploration of resource connotations, weak integration of resources, inadequate development of tourism products, and an unclear characterization of distinctive tourism images. To address these problems, the article proposes effective approaches such as promoting high-quality integration of culture and tourism, advancing regional cooperation and coordinated development, promoting digital development in cultural and tourism sectors, and advancing the development of villages along the poetic routes. The article emphasizes that under the strategy of rural revitalization, the integrated development of the Tang Poetry Road in East Zhejiang requires unified planning, collaborative development, shared efforts, the establishment of service platforms and management mechanisms, the creation of a multi-dimensional communication system, and the reinforcement of the promotion and publicity of the poetic route brand image. Simultaneously, it encourages the development of leisure agriculture, promotes the branded development of star-rated rural tourism accommodations, advocates progressive promotional methods, fully utilizes the advantages of Internet+, builds multi-directional communication pathways, and shapes the brand image of the "Tang Poetry Road in East Zhejiang." In conclusion, the article summarizes effective approaches to address the issues in the integrated development of the Tang Poetry Road in East Zhejiang under the rural revitalization strategy, providing valuable insights to comprehensively support rural revitalization.

Keywords: Tang Poetry Road In Eastern Zhejiang; The "Rural Revitalization" strategy; Cultural Tourism Integration

1 INTRODUCTION

The "Tang Poetry Road in Eastern Zhejiang" is a specialized term in Chinese literary history, holding significant value for historical and cultural research. It is a key project in the government's efforts to promote the construction of cultural routes, facilitating the continuous integration of poetry routes with cultural tourism development. In 2018, the "Tang Poetry Road in Eastern Zhejiang" was actively promoted, as mentioned in the Zhejiang Provincial Government Work Report. Subsequently, in 2019, the Zhejiang Provincial People's Government initiated the "Development Plan for Zhejiang Poetry Route Cultural Belt," with the "Tang Poetry Road in Eastern Zhejiang" designated as one of the "Four Poetry Routes"[1]. This cultural belt aims to protect historical and cultural heritage, explore the cultural value of poetry routes, advance the utilization of various carriers for heritage exhibition, promote the development of the poetry route cultural industry, and is incorporated into the 14th Five-Year Plan for the economic and social development of Zhejiang Province[2-3].

The "Rural Revitalization" strategy, proposed by General Secretary Xi Jinping in the 19th National Congress report, has become a focal point for regional development[4]. The Central Document No.1 of 2021 outlined measures such as "creating high-quality rural tourism routes," "implementing the development project for digital rural construction," and "promoting leisure agriculture," indicating an acceleration in rural tourism development. Against this backdrop, the integrated development of Tang Poetry Road in Eastern Zhejiang has regained attention as a crucial driver for rural revitalization.

With the continuous strengthening of China's cultural confidence and the increasing awareness of cultural heritage protection, the role of integrated development of culture and tourism in rural revitalization is becoming more prominent. The Tang Poetry Road in Eastern Zhejiang, as a tourism route rich in historical and cultural resources, not only promotes the inheritance of excellent traditional Chinese culture but also propels local economic transformation and rural revitalization comprehensively[5].

2 NECESSITY OF THE INTEGRATED DEVELOPMENT OF TANG POETRY ROAD IN EASTERN ZHEJIANG

2.1 Facilitating the Exploration of a New Paradigm for Rural Revitalization

The integration of Tang Poetry Road in Eastern Zhejiang into cultural and tourism development is both a cultural practice and an industrial revitalization effort. In August 2021, the National Rural Revitalization Bureau issued the "Implementation Opinions on Carrying Out the 'Ten Thousand Enterprises Prosper Ten Thousand Villages' Action," signaling the impact of public dividends on a new paradigm for rural revitalization, enriching dimensions such as industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. [6] Cultural tourism integration is not only a form of tourism but also an indispensable part of the cultural industry. The fusion of Tang poetry culture and tourism is a product of the times, meeting both the psychological needs of tourists and their pursuit of rural cultural characteristics [7]. It forms a new and integrated industry chain that not only drives local economic development but, more importantly, brings cultural and social effects, attracting more tourists, upgrading traditional tourism services, and promoting the inheritance of local traditional culture. The integrated development of Tang Poetry Road in Eastern Zhejiang can not only lead industrial rise but also embody the value proposition of integrated culture and tourism development.

2.2 Standardizing Practices in Rural Revitalization

In April 2022, six national departments jointly issued the "Opinions on Promoting Cultural Industry Empowering Rural Revitalization," emphasizing cultural and tourism integration as a key area. The document advocates molding tourism with culture and using culture to highlight tourism, encouraging localities to strengthen the construction of villages known for Chinese folk culture and arts. This will create rural business cards with regional influence and enhance the quality of rural cultural construction [8].

2.3 Enhancing Cultural Awareness in Rural Revitalization

Tourism integration not only stimulates economic development but also promotes local residents' understanding and recognition of their native culture [9]. Through participating in the construction and operation of cultural tourism projects, villagers gain a deeper understanding of the value of cultural heritage, thereby fostering a conscious and proactive attitude toward protecting traditional culture. Additionally, diverse cultural and tourism activities such as poetry recitations, cultural lectures, and traditional festivals not only enrich rural cultural life but also contribute to elevating the cultural literacy and social harmony of the population [10]. These activities provide villagers with platforms for learning and communication, enhancing their cultural pride and sense of belonging, ultimately raising overall awareness of cultural civilization in rural revitalization.

3 SPECIFIC CHALLENGES IN THE INTEGRATED DEVELOPMENT OF TANG POETRY ROAD IN EASTERN ZHEJIANG

Despite the considerable attention and development efforts dedicated to the cultural resources along the Tang Poetry Road in Eastern Zhejiang, leading to significant advancements in cultural tourism, a comprehensive analysis reveals various challenges in the development process [11]. These challenges include insufficient exploration of Tang poetry resources, a singular development approach, inadequate resource integration, fragmented development of individual attractions, and a lack of innovation.

3.1 Insufficient Exploration of Resource Connotations, Single Development Approach

In recent years, various cities along the Tang Poetry Road in Eastern Zhejiang have focused on the integrated development of culture and tourism, activating the cultural tourism market comprehensively [12]. They have strived to establish a long-term mechanism that makes culture more vibrant, tourism more charming, and consumption more dynamic. Despite efforts to explore the cultural resources of the Tang Poetry Road, there remains an insufficient utilization of Tang poetry cultural connotations, leading to a lack of emphasis on the richness of Tang poetry culture and a tendency towards a single development approach [13].

3.2 Weak Resource Integration, Lack of Agglomeration Effects

The Tang Poetry Road in Eastern Zhejiang is a typical linear cultural heritage, representing a golden route of deep integration between culture and tourism [14]. Stretching across multiple regions and counties, it serves as a crucial economic artery and ecological corridor connecting different areas. The route carries abundant cultural, ecological, and tourism resources. Protecting and inheriting the cultural significance of the route, which spans over a hundred kilometers, requires coordinated efforts from various regions along the route. Despite attempts to establish collaborative mechanisms for the cultural construction of the Tang Poetry Road across different regions, the existing cross-regional cooperation falls short, lacking a sustainable system. Challenges persist in coordinating the protection, utilization, and inheritance of cultural heritage within the linear cultural belt and the coordinated development of the culture and tourism industry [15].

3.3 Insufficient Development of Tourism Products, Lack of Innovation and High-Quality Offerings

The Tang Poetry Road in Eastern Zhejiang faces challenges in accurately positioning and developing tourism products that lack attractiveness. Insufficient communication and collaboration among regions during the development process have resulted in independent and uncoordinated efforts, hindering the effective utilization of Tang poetry cultural resources[16]. The absence of a unified and clear direction in product positioning has led to unclear market differentiation and a prevalence of homogeneity[17]. Currently, tourism products along the Tang Poetry Road are primarily sightseeing-oriented, lacking diversity in the development of experiential tourism products.

3.4 Unclear Distinctive Tourism Image, Traditional Marketing Methods

Homogeneous tourism images can desensitize tourists, making it crucial to highlight local characteristics to attract attention and leave a lasting impression. However, the promotion of the Tang Poetry Road in Eastern Zhejiang lacks a clear and distinctive tourism image due to independent efforts and a lack of a coherent narrative. Traditional marketing methods also contribute to the insufficient emphasis on the distinctive features of the route.

4 EFFECTIVE APPROACHES FOR THE INTEGRATED DEVELOPMENT OF TANG POETRY ROAD IN EASTERN ZHEJIANG

Under the backdrop of the rural revitalization strategy, the integrated development of the Tang Poetry Road in Eastern Zhejiang must adhere to the concept of "building platforms together and sharing brands." All levels of government and departments should elevate their positions, unify thinking, consolidate consensus, establish a unified planning and collaborative development service platform and management mechanism. This approach requires unified actions, unified identification, and leveraging the cultural resources of the Tang Poetry Road, encompassing "mountains, rivers, human culture, poetic sentiments, and artistic depictions[18]". It aims to connect natural landscapes with cultural heritage, historical culture with modern civilization, expand the cultural connotations and extensions of the Tang Poetry Road, create the brand of Tang Poetry Road in Eastern Zhejiang, explore the integrated development and cultural innovation along the route, promote the coordinated layout and effective coordination of Hangzhou, Shaoxing, Ningbo, and Taizhou, collectively build exemplary demonstration windows for cultural tourism, and create a new cultural landmark for Zhejiang to contribute to rural revitalization.

4.1 Promoting High-Quality Integrated Development of Culture and Tourism

Using Tang poetry as a development script, applying the "Tang Poetry+" model to jointly develop with tourism, relevant departments should not only activate Tang poetry resources but also promote local tourism development and operation. This will establish the brand of the Tang Poetry Road in Eastern Zhejiang and develop distinctive tourism routes based on different themes such as poetry-inspired culinary tours, scenic beauty tours, and educational tours. Under the guidance of Tang poetry culture, initiate a dialogue spanning a millennium with Tang people. In the process of developing tourism, each county and city should consciously make cultural tourism projects a key task in promoting the construction of the Tang Poetry Road cultural belt. Focus on enhancing the visibility and experiential nature of scenic spots, venues, and other projects in project design, while also highlighting personalized needs and designing different tourism modes for different groups, expanding the audience and meeting the needs of various groups.

4.2 Promoting Regional Cooperation and Coordinated Development

Developing the cultural and tourism aspects of the Tang Poetry Road in Eastern Zhejiang requires, on the one hand, maximizing the aggregation of resources. It is imperative that planning, construction, culture, radio, television, tourism, and transportation departments actively participate in the overall planning. This involvement aims to integrate the Tang Poetry Road with literature, art, cultural heritage preservation, and tourism, highlighting the cultural charm of Tang poetry and creating a vibrant atmosphere. Mobilizing individuals from various sectors of society, inviting experts from relevant fields to supervise and oversee the development of the cultural belt, and encouraging scholars and the public to provide insights and contribute collective wisdom to the development of the Tang Poetry Road are crucial steps. Collecting and organizing various literary works, searching for lost artifacts, and systematically incorporating them into the corresponding historical context will contribute to the formation of a uniquely charming "Tang Poetry Cultural Resource."

On the other hand, efforts should be made to maximize the utilization of resources. Firstly, it is necessary to clarify the local government's leading role in the local economy. Each region should rely on administrative power, break through the "administrative barriers" between different districts, cities, and counties along the "Poetry Road Cultural Belt," and promote regional cooperation through collaborative efforts. This approach harnesses the strengths of each area, fostering the coordinated development of culture and tourism, achieving a scenario where each region along the "Poetry Road" progresses collectively. Secondly, through multi-faceted collaboration among relevant government departments, industry associations, and various fields, it is essential to strengthen coordination in exploring cultural resources, protecting the environment, and developing tourism along the Poetry Road. This will facilitate the comprehensive development of cultural resources, contributing positively to the construction of the "Cultural and Brilliant Belt" and "Green Ecological Belt." Thirdly, actively promoting regional cooperation between different areas, cities, and towns, achieving mutual connectivity of routes, reciprocal sharing of resources, and mutual benefit in attracting tourists. This

approach should also actively promote the exploration, protection, and inheritance of cultural resources such as "Poetry Culture," "Mountain and Water Culture," "Buddhist and Daoist Culture," and "Cultural Heritage of Famous Figures" in Eastern Zhejiang's "Poetry Road," promoting the coordinated development of the entire region. Lastly, constructing an information exchange platform to facilitate data exchange between various nodes in cities is essential to achieve the goal of resource exchange and sharing.

4.3 Promoting Digital Development of Culture and Tourism

The Tang Poetry Road in Eastern Zhejiang is a shining example of cultural development in Zhejiang, representing the achievements of cultural tourism development in the province. It serves as an innovative development model for the integration of culture and tourism in the new era and holds significant value in the construction of China's Poetry Road. The brand image of the Tang Poetry Road in Eastern Zhejiang must keep pace with the times and innovate, making full use of the advantages of the Internet+[7]. A multi-dimensional and three-dimensional communication system should be constructed to strengthen the promotion and publicity of the Tang Poetry Road brand. The rich cultural landscapes, artistic treasures, folk culture, and folklore left along the route of the Tang Poetry Road in Eastern Zhejiang, along with cultural heritage such as famous villages, ancient towns, and historical sites, provide practical significance and materials for shaping the image of the Poetry Road. In the promotional process, the advantages of the "Internet+" era should be fully utilized. The combination of the official authority of newspapers and television with the short, flat, and fast characteristics of new media platforms such as "Weibo" and "Douyin" should be employed to construct a multi-dimensional and multi-directional communication path. This approach facilitates comprehensive and three-dimensional promotion and recommendation of the "Pearls" along the Poetry Road, shaping the brand image of the "Tang Poetry Road in Eastern Zhejiang."

On one hand, utilizing big data to establish a batch of "Digital Poetry Road" e-terminal experience centers along the route, engaging in smart tourism, and promoting the creation of "Digital Poetry Road" museums are essential. Building on this foundation, virtual reality technology can be leveraged to add new media such as artistic scenes and holographic images, enriching the display methods of the Tang Poetry Road in Eastern Zhejiang. This will reproduce the brilliance of the poetry route, achieve human-computer interaction, blend ancient and modern elements, and construct a Tang Poetry Road in Eastern Zhejiang that seamlessly merges virtual and real experiences. This allows people to better appreciate the charm of the Poetry Road, immerse themselves in the poetic atmosphere, and convey the cultural splendor of the Poetry Road. Simultaneously, establishing a database for the Tang Poetry Road in Eastern Zhejiang and using platforms such as websites, public accounts, and promotional videos to conduct multi-dimensional promotion, actively inheriting and protecting Tang poetry in a dynamic manner. In terms of marketing, combining online channels such as websites, apps, WeChat, Weibo, Douyin, etc., with offline channels such as travel agencies and ticket offices at scenic spots. Integrating online services such as WeChat accounts, QR codes, electronic guides, and voice guides with physical experiences to create a "Digital Tang Poetry Road in Eastern Zhejiang" and enhance the brand image of related scenic areas along the Poetry Road.

On the other hand, integrating online and offline activities to enrich the cultural events along the Poetry Road. For example, Zhejiang TV launched a comprehensive TV program titled "Poetry and Faraway Exploration of Zhejiang Culture" with the goal of exploring Zhejiang's Poetry Road culture and showcasing the beauty of the landscape and humanity along the cultural belt[13]. This effectively conveys the practical value of the integration of Poetry Road culture with tourism, poeticism with life, and history with the present. The establishment of the "Poetry Road Think Tank Alliance" and the "Cultural and Tourism Cooperation Alliance of Tang Poetry Road in Eastern Zhejiang" has promoted the diversified cooperation of the "Tang Poetry Road in Eastern Zhejiang." Events such as the "Poetry Road Cultural IP Conference," the "Yueyun Ancient Poetry Project," "large-scale educational tours along the Tang Poetry Road, academic seminars on the development of the Tang Poetry Road in Eastern Zhejiang and Shaoxing tourism IP, as well as various conferences, forums, and activities jointly organized by associations such as the Writers Association, Art Association, and Photography Association, have attracted increasing attention from scholars and the public. More and more people are starting to "check-in" at the "Internet celebrities" along the Poetry Road, gradually forming the brand concept of the "Tang Poetry Road in Eastern Zhejiang." New media platforms such as Weibo, WeChat, Douyin, Kwai, video live streaming, etc., continue to exert efforts to integrate the authoritative reports of traditional media such as the internet, television, newspapers, etc. Online and offline interactions complement each other, forming a comprehensive and accurate, authoritative and individual, multi-screen interactive, and diverse media communication pattern and matrix. Together, they shape the brand image of the "Tang Poetry Road in Eastern Zhejiang" and promote the contemporary value of the "Poetry Road."

4.4 Promoting the Development of Villages ALONG the Tang Poetry Road

Rural tourism serves as a medium for modern society to return to nature and acts as a new growth point for rural economic development. Leveraging the construction of "five-star standards" and "3A rating" villages, integrate them with homestays, agritainment, and fishing villages along the Tang Poetry Road in Eastern Zhejiang. This integration can transform various local rural customs, rituals, pilgrimages, performances, and festivals into scenic attractions that are both enjoyable and educational[17]. Moreover, it is essential to regulate the rural tourism market, drive the development of star-rated rural tourism accommodation brands, ensuring that visitors can easily access and enjoy their stay,

contributing to the prolonged appeal of the region. Actively developing leisure agriculture and adapting tourism models that align with self-driving tours and leisure vacations are necessary steps. Furthermore, deepen structural reforms on the supply side, utilize Public-Private Partnership (PP) models to support reform, and create a cultural tourism project with high compatibility between supply and demand.

5 CONCLUSION

In the context of the rural revitalization strategy, the integrated development of the Tang Poetry Road in Eastern Zhejiang has witnessed rapid progress. However, it still faces numerous challenges in terms of insufficient resource exploration, a single development approach, weak resource integration, and unclear tourism image. Addressing these issues requires promoting high-quality integration of culture and tourism, advancing regional cooperation and coordination, boosting digital development in culture and tourism, and promoting the development of villages along the Tang Poetry Road. These efforts aim to create distinctive cultural and tourism products, achieve genuine integration of culture and tourism, and comprehensively contribute to rural revitalization. It is through these measures that the Tang Poetry Road in Eastern Zhejiang can become a model for cultural tourism development and play a pivotal role in rural revitalization.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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