

# THREE KEY DIMENSIONS IN CONSTRUCTING THE TANG POETRY ROAD IN EASTERN ZHEJIANG

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**Abstract:** This paper explores the construction of the Tang Poetry Road in Eastern Zhejiang from three important dimensions. Firstly, the close connection between the Tang Poetry Road in Eastern Zhejiang and the inheritance of Chinese traditional culture is discussed. By delving into the historical origins of the Tang Poetry Road in Eastern Zhejiang, the paper examines the inheritance and development of Chinese traditional culture along the Tang Poetry Road in Eastern Zhejiang, as well as its cultural value. Secondly, the paper analyzes the integration of culture and tourism development along the Tang Poetry Road in Eastern Zhejiang, exploring strategies for cultural resource exploration, integration, and development of cultural tourism resources along the poetry road, and the integration and development of culture and tourism. Lastly, the focus is on empowering the rural revitalization strategy through the Tang Poetry Road in Eastern Zhejiang, analyzing the background and importance of the rural revitalization strategy, the practice of promoting rural revitalization through the Tang Poetry Road in Eastern Zhejiang, and implementation strategies.

**Keywords:** Tang Poetry Road in Eastern Zhejiang; Chinese traditional culture; Culture-tourism integration; Rural revitalization

## 1 INTRODUCTION

As time progresses and society advances, the inheritance and development of culture have become an integral part of national construction. Eastern Zhejiang, as one of the important birthplaces of Chinese civilization, bears rich historical and cultural heritage. Tang poetry, as a treasure of Chinese literature, has been praised by people since ancient times. Against this backdrop, the construction of the Tang Poetry Road in Eastern Zhejiang becomes a task of profound significance, aiming to inherit excellent traditional Chinese culture, promote the integration of culture and tourism, and support the implementation of rural revitalization strategies.

By delving into these three key dimensions, this study aims to provide theoretical support for the construction of the Tang Poetry Road in Eastern Zhejiang, while also offering insights and guidance for local cultural inheritance, economic development, and the formulation and implementation of rural revitalization strategies. Furthermore, by exploring the developmental trajectory of the Tang Poetry Road in Eastern Zhejiang, it contributes to the prosperity and inheritance of Chinese culture.

## 2 THE INHERITANCE OF CHINESE TRADITIONAL CULTURE ALONG THE TANG POETRY ROAD IN EASTERN ZHEJIANG

### 2.1 Historical Origins of the Tang Poetry Road in Eastern Zhejiang

“The Tang Poetry Road in Eastern Zhejiang” was first proposed by Mr. Zhu Yuebing, a scholar from Xinchang, in 1988, and officially named and announced by the Chinese Tang Dynasty Literature Society in 1993. In the literary geography of China, the Tang Poetry Road in Eastern Zhejiang is comparable to the Silk Road and the Ancient Tea-Horse Road in terms of its scenic beauty. According to research, more than 450 Tang poets left over 1,500 poems along this road. The Tang Poetry Road in Eastern Zhejiang is a cultural route that traverses the landscapes and humanities of seven prefectures in Eastern Zhejiang (Yuezhou, Mingzhou, Taizhou, Wenzhou, Chuzhou, Wuzhou, and Quzhou). Most of the poets departed from the Qiantang River, passed through the ancient capital of Shaoxing, crossed the Cao'e River from Jinghu Lake to the south, entered the Jianxi River, passed through Jianzhong, and arrived at the Tian Tai Mountain's Shiliang Feipu. This route extends to Wenzhou and then returns to the Qiantang River from the Ou River. Starting from Xixing and ending at Tian Tai Mountain, the main line passes through Xiaoshan, Yuezhou, Jinghu, Keyan, Ruoye Creek, Cao'e River, Jianxi River, and Tian Tai Mountain. The formation of the poetry road is related not only to the terrain, landscape, and beautiful scenery but also to the political and economic promotion, the influence of wars and the migration of scholars and aristocrats to the south, the attraction of religious culture, the joint promotion of native and non-native poets, and the influence of the tradition of reclusion. The Tang Poetry Road in Eastern Zhejiang is a treasure trove of Chinese culture that integrates Confucianism, Buddhism, Taoism, poetry, calligraphy, tea culture, drama, pottery, folklore, dialects, and mythological legends. The natural landscapes and cultural heritage along the route are rich and diverse, exerting significant domestic and international influences[1].

### 2.2 Inheritance and Development of Traditional Chinese Culture in Eastern Zhejiang

The Tang Poetry Road in Eastern Zhejiang is a poetic cultural route. A total of 451 Tang poets visited Eastern Zhejiang, accounting for one-fifth of the total number of poets included in the Complete Collection of Tang Poetry, leaving behind over 1,500 poems. The convenient transportation, prosperous economy, beautiful natural landscapes, and profound cultural and historical heritage of Eastern Zhejiang during the Tang Dynasty have earned widespread social recognition for its unique mountain and water features, humanistic history, and local customs, thus ensuring the enduring influence of the poetry road. [2] In the history of Chinese culture, there are few cultural routes like the “Tang Poetry Road” where Chinese landscapes, painting and calligraphy art, and religious thoughts collide [3].

The Tang Poetry Road in Eastern Zhejiang not only embodies poetry but also holds significant historical and cultural significance and outstanding universal values as world cultural heritage. It possesses seven major historical and cultural heritages: first, the birthplace of Chinese landscape poetry; second, the center of the Sinicization of Buddhism; third, the consolidation and enrichment period of Taoism; fourth, the holy land of Chinese calligraphy art; fifth, the birthplace of Chinese landscape painting; sixth, the center of aristocratic culture; seventh, the prosperous land of folk literature and customs. These traditional cultures still have profound influences on contemporary society, providing a solid cultural foundation for the harmonious development of local communities.

### 2.3 Cultural Value of the Tang Poetry Road in Eastern Zhejiang

The Tang Poetry Road in Eastern Zhejiang inherits and promotes the art of Tang poetry literature. The Tang Dynasty was a glorious period in the history of Chinese literature, and Tang poetry epitomized this era. As an important place for Tang Dynasty literati to travel and create, the Tang Poetry Road in Eastern Zhejiang has left behind a large number of excellent poems. [4] These poems not only reflect the social customs and natural landscapes of the time but also demonstrate the artistic charm and cultural connotations of Tang poetry.

The Tang Poetry Road in Eastern Zhejiang explores and showcases regional culture. Eastern Zhejiang has a rich cultural heritage, nurturing numerous literati and artists. The construction of the Tang Poetry Road in Eastern Zhejiang can not only deeply explore the cultural resources of this region but also integrate these cultural resources organically to form a cultural brand with local characteristics. Through the promotion and dissemination of this brand, more attention and understanding can be attracted to the historical culture of Eastern Zhejiang, promoting the inheritance and development of regional culture.

The Tang Poetry Road in Eastern Zhejiang drives and leads modern cultural innovation. In the process of constructing the Tang Poetry Road in Eastern Zhejiang, the combination of Tang poetry culture with modern elements creates cultural products that are both traditional and modern. This cultural innovation can not only satisfy the aesthetic needs of modern people but also promote the development of cultural industries and the prosperity of cultural markets. At the same time, the construction of the Tang Poetry Road in Eastern Zhejiang can also lead a new trend of cultural tourism, promoting the upgrading and transformation of the cultural tourism industry.

The Tang Poetry Road in Eastern Zhejiang promotes international cultural exchange and cooperation. Tang poetry, as a treasure of Chinese culture, enjoys high reputation and influence internationally. By constructing the Tang Poetry Road in Eastern Zhejiang, the Tang poetry brand can be promoted to the international stage, strengthening cultural exchanges and cooperation with countries around the world. This cultural exchange and cooperation can not only enhance friendship and understanding among people of all countries but also promote the centrality of Chinese culture on the world stage.

## 3 INTEGRATION OF CULTURE AND TOURISM DEVELOPMENT ALONG THE TANG POETRY ROAD IN EASTERN ZHEJIANG

### 3.1 Exploration of Cultural Resources along the Tang Poetry Road

#### 3.1.1 *Sorting out the characteristics of Tang poetry culture*

The Tang Poetry Road in Eastern Zhejiang, named after the vast number of poems left by Tang Dynasty literati along this route, not only boasts beautiful natural landscapes but also possesses profound cultural and historical heritage. It traverses the mountains, rivers, and cultural circles of ancient Yue culture, Chan Buddhism culture, and maritime culture in Eastern Zhejiang, showcasing the unique charm of Jiangnan water towns and the rich literary atmosphere. In history, the Tang Poetry Road in Eastern Zhejiang was not only a place for literati and scholars to roam but also a place for them to seek inspiration and express their feelings. Tang poets such as Du Fu, Bai Juyi, and Li Bai have left behind renowned poems here, depicting not only the beautiful landscapes of Eastern Zhejiang but also profound insights into the era, life, and nature [5].

#### 3.1.2 *Excavating the Tang poems in Eastern Zhejiang*

The “Tang Poetry Road in Eastern Zhejiang” is a condensed summary of Tang people’s roaming routes by modern scholars. Although there are no exact records of it in historical texts, nor clear signposts and explicit names, poetic creation flourished and thrived, leaving behind a vast amount of poetic works [6]. During the Tang Dynasty, Chinese poetry had become increasingly sophisticated, with abundant forms, techniques, and creative experiences, and a wider range of subjects. Among the more than 2,200 poets included in the Complete Collection of Tang Poetry, 451 poets had visited this place, leaving over 1,500 poems with vigorous poetic sentiments. In the book *The Complete Compilation of Tang Poetry on the Tang Poetry Road in Eastern Zhejiang*, author Lu Shengjiang proposes a new perspective. The book includes over 550 poets related to the Tang Poetry Road in Eastern Zhejiang, with more than 2,500 poems. Extracting

the locations related to the Tang Poetry Road from Tang Dynasty poetry, corresponding to modern geographical spaces, understanding the geographical locations and spatial distribution characteristics of each important node, and then connecting them, a physical tourist route that matches the ancient Tang Poetry Road can be developed. The scenic spots along the Tang Poetry Road in Eastern Zhejiang were the destinations longing for Tang Dynasty poets. Early travel literature mainly focused on landscape literature, and Tang poets, with their romanticism, enjoyed visiting famous scenic spots and historical sites. Jishan and Jian water were particularly beautiful and enticing. Roughly tallying up, poets visited dozens of scenic spots, including Jinghu Lake, Lanting Pavilion, Yu Cave, Fushan Mountain, Mount Kuaiji, the ancient canal, Yunmen Temple, Shanyin Road, Mount Qinwang, Ruoye Creek, She's Mountain, Shifan Mountain, Rizhu Ridge, and the stone inscriptions of Li Si. Especially, many poems were written at Jinghu Lake, Ruoye Creek, and Yunmen Temple, totaling over a hundred poems. Ruoye Creek is the largest tributary of Jinghu Lake, and the scenery along the short stretch from Jinghu Lake to Ruoye Creek is the densest, where the most poets visited and the most Tang poems were produced[7].

### **3.1.3 Exploring poets and their creative backgrounds**

During this period, numerous Tang poets, renowned for their poetry, visited Shaoxing.[8] Some wandered widely, seeking famous mountains, such as Du Fu and Zhang Hu; some chose to retreat from the world, like Quan Deyu, Lu Yu, and Dai Shulun; some visited friends to alleviate inner melancholy, like Meng Haoran; some were appointed to official positions or exiled, like Song Zhiwen, Li Yong, Liu Changqing, Bai Juyi, Yuan Zhen, and Du Mu; some turned to Buddhism or Taoism to satisfy their spiritual needs. Tang poets came to Eastern Zhejiang for various reasons, purposes, and circumstances. Their poems, whether spontaneous personal compositions or obligatory collective creations, are rich in content. They describe natural landscapes, battlefields, borderlands, peasants, merchants, political realities, historical stories, class struggles, women's issues, philosophical reflections, and parting loves. This elevation of poetry's status and the demonstration of poets' active life pursuits, magnificent life realms, and distinctive personalities embody the vibrant spirit and culture of the Eastern Zhejiang region.

## **3.2 Integration and Development of Tourism Resources along the Tang Poetry Road in Eastern Zhejiang**

### **3.2.1 Planning and designing tourism routes along the Tang poetry road**

Guided by the overall concept of integrating culture and tourism, the integration of culture and tourism along the Tang Poetry Road in Eastern Zhejiang must adhere to the concept of "building platforms together and sharing brands." [9] The development approach of integrating culture and tourism will focus on the cultural resources of the Tang Poetry Road, such as landscapes, cultural heritage, poetic sentiments, and artistic conceptions. It will connect natural landscapes with cultural heritage, historical culture with modern civilization, and expand the cultural connotation and extension of the Tang Poetry Road. A series of high-quality tourism routes centered around the Tang Poetry Road will be created. Selecting scenic spots along the Tang Poetry Road with abundant poetic works, designing food routes, scenic routes, and study routes according to travel needs. For example, in Shaoxing Xinchang, a "Tang Poetry Feast" theme can be used to link important attractions in Xinchang, achieving the sharing of food and scenic beauty along the Tang Poetry Road. [10] Mountain and water routes can be categorized based on different natural landscapes. Additionally, focusing on Shaoxing as a "destination for study tours in China," study routes such as calligraphy and celebrity study tours can be designed, for example, following Li Bai's footsteps in Shaoxing. Moreover, in route planning, diverse tourism activities and experiential projects should be set up to meet the needs and interests of tourists, such as poetry recitals, cultural lectures, and interactive experiences, allowing tourists to appreciate the beauty of landscapes while deeply understanding and experiencing the charm of Tang poetry.

### **3.2.2 Development and promotion of cultural and tourism products along the Tang poetry road**

Based on the cultural connotation and tourism resources of the Tang Poetry Road in Eastern Zhejiang, a series of distinctive Tang poetry cultural tourism products will be developed. These products, themed around Tang poetry, combined with local history, culture, and natural landscapes, will offer diversified tourism experiences. Cultural experience tours, poetry study tours, and other tourism products can also be developed. Through creative design and interactive experiences, tourists can feel the charm of Tang poetry and enhance the quality and attractiveness of cultural tourism. Leveraging the advantages of the "Internet +" era, combining the authority of newspapers and television with the characteristics of short, flat, and fast new media platforms such as "Weibo" and "Douyin," a multidimensional and multi-directional communication path will be constructed to comprehensively promote and endorse the "pearls" along the Tang Poetry Road. [11] This will shape the brand image of the "Tang Poetry Road in Eastern Zhejiang," for example, by following Tang poetry dramas on parade. Additionally, in the branding strategy of the Tang Poetry Road in Eastern Zhejiang, specialized research is crucial. Through the establishment of high-end think tanks, the cultivation and construction of research teams, and the organization of academic forums and seminars, theoretical and practical support will be provided for the construction of the Tang Poetry Road brand.

## **3.3 Strategies for the Integrated Development of Culture and Tourism along the Tang Poetry Road in Eastern Zhejiang**

### **3.3.1 Strengthen policy guidance and support**

In the process of integrating culture and tourism along the Tang Poetry Road in Eastern Zhejiang, the role of the government is crucial. To fully leverage the guiding and supporting role of the government, a comprehensive and clear

development plan and strategy must be formulated. This not only provides clear development directions for integrated culture and tourism projects but also offers clear policy guidance for relevant enterprises and institutions.[12] To effectively reduce business costs and stimulate market vitality, the government needs to take a series of substantive measures.[13] This includes establishing special funds to support integrated culture and tourism projects, implementing tax exemptions and loan preferential policies to reduce the financial burden on enterprises, optimizing approval processes, streamlining procedures, improving administrative efficiency, and providing more efficient and convenient services to enterprises. Additionally, government supervision and evaluation of integrated culture and tourism projects are crucial. By establishing a sound regulatory mechanism, project quality and efficiency can be ensured, avoiding low-level redundant construction and resource waste. Furthermore, through regular project evaluations, problems can be timely identified and addressed, ensuring the sustainable and healthy development of projects.

### ***3.3.2 Deepen industry-academia-research collaboration and innovation***

In promoting the integrated development of culture and tourism along the Tang Poetry Road in Eastern Zhejiang, deepening industry-academia-research collaboration and innovation is crucial. By establishing close cooperation with universities, research institutions, etc., the intrinsic value of Tang poetry culture can be jointly explored, providing a continuous source of inspiration and driving force for the innovation of tourism products and services. Universities and research institutions possess rich academic resources and research capabilities, providing theoretical support and cultural guidance for integrated culture and tourism projects. Through collaborative research, academic exchanges, etc., the inheritance and innovation of Tang poetry culture in Eastern Zhejiang can be promoted, providing new ideas and methods for the innovation of tourism products and services. Moreover, encouraging enterprises to increase research and development investment is also an important means to promote integrated culture and tourism innovation. Enterprises should actively use new technologies, materials, and processes to upgrade tourism products and services, enhancing their quality and attractiveness. For example, using modern technology to recreate the natural landscapes and character portraits depicted in Tang poetry, providing tourists with a more vivid and authentic experience. In addition, organizing forums, seminars, and other activities for the development of integrated culture and tourism is also an important way to promote information exchange. These activities can not only gather wisdom and resources from all parties to jointly promote the development of integrated culture and tourism innovation but also strengthen cooperation and exchanges among governments, enterprises, universities, and research institutions, promoting in-depth integration of industry, academia, research, and application.

Through the implementation of strategies such as strengthening policy guidance and support, deepening industry-academia-research collaboration and innovation, the integrated development of culture and tourism along the Tang Poetry Road in Eastern Zhejiang can effectively achieve more significant results. This will inject new vitality and momentum into the local economic and social development while providing tourists with richer and higher-quality tourism experiences.

### ***3.3.3 Enhance tourism quality and service levels***

In the process of integrated development of culture and tourism along the Tang Poetry Road in Eastern Zhejiang, enhancing tourism quality and service levels are crucial. High-quality tourism experiences and service quality are key to attracting tourists and maintaining tourist satisfaction. Firstly, it is necessary to enhance the cultural connotation and creativity of tourism products. By deeply exploring the unique charm of Tang poetry culture in Eastern Zhejiang and combining it with tourism products, distinctive tourism projects can be created. For example, Tang poetry-themed cultural tourism routes can be developed, allowing tourists to appreciate the charm and artistic conception of Tang poetry while enjoying natural landscapes. Secondly, it is essential to improve tourism service facilities and service levels. Increase investment in tourism infrastructure construction to improve tourism reception capacity and service quality. At the same time, strengthen the training and education of tourism practitioners, enhance their professionalism and service awareness, and ensure that tourists can enjoy professional and thoughtful services. Additionally, strengthen market supervision and management. Establish a sound tourism market regulatory mechanism, regulate market order, prevent problems such as price fraud and poor service quality. Meanwhile, strengthen tourism safety management to ensure the personal safety of tourists.

### ***3.3.4 Strengthen regional cooperation and coordinated development***

The integrated development of culture and tourism along the Tang Poetry Road in Eastern Zhejiang needs to strengthen regional cooperation and coordinated development. By cooperating and exchanging with other regions, a cultural tourism brand centered around Tang poetry culture can be jointly created to expand market influence. Establish tourism cooperation mechanisms with neighboring areas to jointly develop cross-regional tourism routes and products, achieve resource sharing and complementary advantages. Meanwhile, strengthen cultural exchanges and cooperation with other regions to promote the inheritance and innovation of Tang poetry culture, enhance the attractiveness and influence of cultural tourism. Additionally, strengthen cooperation and exchanges with well-known tourism destinations at home and abroad, learn from advanced tourism development experience and management models, and enhance the overall level of integrated culture and tourism development along the Tang Poetry Road in Eastern Zhejiang.

## **4 TANG POETRY ROAD IN EASTERN ZHEJIANG AND RURAL REVITALIZATION STRATEGY**

### **4.1 Background and Importance of the Rural Revitalization Strategy**

The rural revitalization strategy was proposed in the context of socialism with Chinese characteristics entering a new era. Its aim is to address the issues of unbalanced and inadequate development between urban and rural areas in China, and to promote comprehensive revitalization and sustainable development of the rural economy, culture, ecology, and society. [14]The implementation of this strategy not only concerns the well-being of the vast rural population but is also a crucial step towards realizing the goal of building a socialist modernized country comprehensively. At the national level, great attention has been paid to rural revitalization, and a series of policies have been introduced and implemented to provide strong support for rural development. From the central to local levels, governments at all levels are actively promoting the implementation of the rural revitalization strategy to ensure the prosperity of the rural economy, social stability, and cultural prosperity.

The Tang Poetry Road in Eastern Zhejiang holds a unique position in rural revitalization. As a tourist route with rich historical and cultural heritage, the Tang Poetry Road not only boasts beautiful natural scenery but also embodies profound cultural connotations. It is not only an important carrier for inheriting and promoting the excellent traditional Chinese culture but also a significant engine for promoting rural revitalization and facilitating the development of rural economy and society.

Through the integrated development of culture and tourism along the Tang Poetry Road, it can drive economic development in rural areas, improve farmers' income levels, enhance rural living environments, and promote the inheritance and innovation of rural culture. Meanwhile, the increasing popularity and influence of the Tang Poetry Road also provide strong support and guarantee for the implementation of the rural revitalization strategy.

## **4.2 Practices of Tang Poetry Road in Eastern Zhejiang in Promoting Rural Revitalization**

### ***4.2.1 Inheritance of rural culture along the Tang poetry road***

The Tang Poetry Road in Eastern Zhejiang is not only a tourist route but also a cultural corridor. It connects numerous historical and cultural sites and natural landscapes, carrying rich Tang poetry culture and regional characteristics. Through the integrated development of culture and tourism along the Tang Poetry Road, the unique charm of rural culture can be deeply explored, and the inheritance and innovation of rural culture can be promoted [15]. On one hand, the development of culture and tourism along the Tang Poetry Road provides a new platform and opportunities for the inheritance of rural culture. By organizing Tang poetry cultural activities, poetry experience activities, etc., more tourists can be attracted to rural areas to experience the charm of rural culture firsthand. These activities not only allow tourists to appreciate the charm and artistic conception of Tang poetry but also enhance their sense of identity and belonging to rural culture. On the other hand, the development of culture and tourism along the Tang Poetry Road also provides impetus for the innovation of rural culture. Based on inheriting traditional culture, local tourism and cultural products with modern elements and creative concepts can be developed. This not only enriches the connotation and extension of rural culture but also injects new vitality into rural economic development.

### ***4.2.2 Promotion of rural economy by the Tang poetry road***

The integrated development of culture and tourism along the Tang Poetry Road plays a significant role in revitalizing the rural economy. Firstly, by attracting tourists to visit, it can increase rural tourism income and improve farmers' economic income levels. At the same time, with the increase in the number of tourists, it will also drive the development of related industries such as rural catering and accommodation, further promoting the diversified development of the rural economy. Secondly, the development of culture and tourism along the Tang Poetry Road can also promote the upgrading and transformation of rural industries. Under the drive of the tourism industry, rural areas can develop characteristic agriculture, ecological agriculture, and other new agricultural industries, improving the added value and market competitiveness of agricultural products. Additionally, characteristic industries such as handicrafts and cultural creativity can be developed to add new growth points to the rural economy. [16] Lastly, the integrated development of culture and tourism along the Tang Poetry Road can also promote the construction of rural infrastructure and environmental improvement. With the rise of the tourism industry, rural infrastructure such as transportation, communication, and accommodation will be improved, providing better living conditions and development environment for rural residents. Meanwhile, through the improvement and protection of the rural environment, a more beautiful and livable rural landscape can be created, attracting more tourists to visit and reside.

## **4.3 Empowering Rural Revitalization Implementation with the Tang Poetry Road**

### ***4.3.1 Advocating government support and providing funding and policy support***

The government plays a crucial role in promoting the integration of the Tang Poetry Road with rural revitalization. Firstly, the government should provide sufficient funding support to ensure the smooth implementation of relevant projects. This includes funding for infrastructure construction, cultural heritage protection, tourism product development, and more. At the same time, the government should introduce a series of preferential policies such as tax incentives, loan support, etc., to attract more social capital into the cause of integrating the Tang Poetry Road with rural revitalization.

In terms of policy support, the government should formulate and improve relevant laws and regulations to provide legal guarantees for the integration of the Tang Poetry Road with rural revitalization in Eastern Zhejiang. Additionally, the government should establish a cross-departmental cooperation mechanism to strengthen communication and collaboration among various departments, ensuring the smooth implementation of various policies. Meanwhile, the

government should also encourage and support the participation of diverse entities such as enterprises, social organizations, etc., in the cause of integrating the Tang Poetry Road with rural revitalization, forming a good situation of government guidance, market leadership, and social participation.

#### **4.3.2 Encouraging public participation to foster a collaborative and sharing environment**

Public participation is one of the key factors in integrating the Tang Poetry Road with rural revitalization in Eastern Zhejiang. Only by actively involving rural residents and tourists in relevant activities can a collaborative and sharing environment be formed. Therefore, the government and society should strengthen the publicity and promotion of the integration of the Tang Poetry Road with rural revitalization, raising public awareness and participation.

Specifically, various cultural activities and training courses can be organized to stimulate the interest and enthusiasm of rural residents in the culture of the Tang Poetry Road. Meanwhile, establishing volunteer teams, carrying out public welfare activities, and other methods can attract more social forces to participate in the cause of integrating the Tang Poetry Road with rural revitalization. Additionally, establishing a sharing mechanism allows tourists and rural residents to participate together in the development and operation of relevant projects, creating a good situation of shared interests and shared responsibilities.

### **5 THE INTERCONNECTION OF THREE IMPORTANT DIMENSIONS**

Through in-depth research on the Tang Poetry Road in Eastern Zhejiang, we can easily observe that in its construction, three important dimensions are interconnected and mutually reinforcing. The historical origins of Zhejiang East Tang Poetry culture provide a profound foundation for the inheritance of Chinese traditional culture, while the inheritance of this traditional culture injects new connotations into Zhejiang East Tang Poetry culture. As a bridge connecting Zhejiang East Tang Poetry culture and local economy, the integrated development of culture and tourism makes the Tang Poetry Road in Eastern Zhejiang both a continuation of history and a product of modern society. The interplay of these three dimensions creates the unique charm of the Tang Poetry Road, offering a new path for the cultural development and economic prosperity of the region.

The construction of the Tang Poetry Road in Eastern Zhejiang brings comprehensive benefits in multiple aspects. Firstly, in terms of cultural inheritance, by excavating the historical roots of Tang Poetry culture, the Tang Poetry Road is expected to become a carrier of traditional culture, providing a solid foundation for future generations to inherit. Secondly, in terms of economy, the integrated development of culture and tourism will promote the prosperity of the local tourism industry, stimulate the growth of related industries, and generate comprehensive economic benefits. At the same time, through deep integration with local handicrafts and cultural products, the Tang Poetry Road in Eastern Zhejiang can also serve as a stimulant for promoting local craft traditions. Lastly, in the social aspect, the construction of the Tang Poetry Road in Eastern Zhejiang will inspire people's love for traditional culture and encourage society to pay more attention to cultural literacy, fostering a positive and harmonious cultural atmosphere.

It is expected to achieve more significant results in the cultural, economic, and social aspects. Firstly, culturally, we look forward to the Tang Poetry Road becoming a new highlight of traditional culture, attracting widespread attention domestically and establishing itself as a model of local culture internationally. Secondly, economically, the Tang Poetry Road is expected to become a key pillar of the cultural tourism industry in the Zhejiang East region, injecting continuous momentum into local economic development. Finally, socially, we hope that the construction of the Tang Poetry Road will encourage more people to pay attention to and love traditional culture, fostering a civilized, rational, and harmonious social ethos.

### **6 CONCLUSION**

The construction of the Tang Poetry Road in Eastern Zhejiang is both a historical mission and a responsibility and commitment to traditional culture. By delving into the historical roots of Tang Poetry culture, promoting the inheritance and development of Chinese traditional culture, and leading the integrated development of culture and tourism, the Tang Poetry Road will usher in a new wave of cultural, economic, and social vitality in the Zhejiang East region. This process is not only a tribute to the past but also an aspiration for the future. We hope that the Tang Poetry Road in Eastern Zhejiang will become a splendid chapter in the inheritance and development of Chinese culture, paving the way for future generations to connect with history and the future.

### **COMPETING INTERESTS**

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

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