

Research on the Present Situation and Optimization Path of Tourism Development in Fuping County

-- Based on the Integration of Tourism Infrastructure and Cultural Resources

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Abstract: This study addresses fragmented cultural resources, weak infrastructure, and insufficient synergy in Fuping County's tourism development, alongside a lack of empirical validation in northwestern Chinese counties. Using literature review, field investigation, and comparative case analysis, it evaluates current conditions and proposes a tripartite integration model—regional cooperation, community participation, and intelligent empowerment—to overcome planning, funding, and talent constraints.

Keywords: Fuping County; Tourism infrastructure; Cultural resources; Cultural-tourism integration; Optimization path.

1. Introduction

1.1. Research Background and Significance

The integration of culture and tourism has emerged as a crucial national strategy, which urgently requires the transformation of county-level tourism from the traditional resource-dependent model to a refined industry-collaborative framework. As a significant cultural hub in Weinan City, Fuping County is richly endowed with a diverse range of cultural resources, including Tang Dynasty mausoleum relics, stone carving artworks, long-established ceramic craftsmanship, and revolutionary historical heritages. The effective integration of these cultural resources with transportation networks, accommodation facilities, and public service systems is a critical factor determining the high-quality development path of the local cultural tourism industry.

This research aims to enhance the empirical verification of the County Tourism System Theory and Cultural-Tourism Integration Theory in the county-level context of Northwest China. It intends to provide substantial empirical evidence for the application of these theoretical frameworks in underdeveloped regions, thereby expanding their theoretical scope and enhancing their explanatory power. The research findings are expected to propose feasible paths for the coordinated development of infrastructure and cultural resources in Fuping County and similar regions, facilitating optimal resource allocation, promoting industrial synergy, and offering practical references for achieving regional cultural-tourism integration and sustainable development goals.

1.2. Literature Review

As China's tourism industry transitions from a stage of high-speed growth to one of high-quality development, the integration of tourism infrastructure and cultural resources has become the core driving force for regional tourism upgrading. As a city with rich historical and cultural heritage, Fuping County is blessed with numerous cultural heritages, such as Tang Tombs, folk resources, and natural landscapes. However, its current development faces challenges such as

scattered resources, backward infrastructure, and insufficient cultural experiences, which necessitate systematic integration to enhance its competitiveness.

1.2.1. Theoretical Framework and Practical Models of Cultural Tourism Resource Integration

The essence of cultural tourism resource integration lies in the removal of barriers. Through regional cooperation and product innovation, cultural resources can be transformed into experiential tourism products, thereby enhancing overall competitiveness. Research focuses on regional integration and market-oriented models, emphasizing the systematic integration of the internal connections among resources.

In regional integration, Cheng Xiaoli and Hu Wenhai (2012) proposed the concept of Grand Resources, Grand Scenic Spots by taking the Southern Anhui International Tourism and Culture Demonstration Zone as a case study[17]. Their approach draws on the experience of the Yangtze River Delta, advocating the integrated planning of tourism, infrastructure, and public services. For example, by leveraging the radiation effects of core resources, cross-regional cooperation networks can be established. In practice, each tourist area should prioritize the collective interests over local benefits, avoiding fragmented approaches to achieve resource sharing. Research concludes that this model generates synergistic effects, significantly enhancing regional tourism competitiveness. For instance, creating performance projects like the Six Wonders of Huizhou through cultural elements such as woodcarving and Huangmei Opera extends industrial chains and increases tourists' consumption willingness.

In their 2010 study of Gansu Province, Wang Shengpeng and Sun Yonglong proposed that resource integration should adopt a regionalized approach to develop distinctive features[18]. Guided by the Gansu Tourism Development Plan, they advocated the coordinated development of the eastern, central, and western regions. By restructuring tourism products based on the principle of mutual benefit and equality, they aimed to address regional development disparities. Their approach emphasized the guiding ideology of comprehensive tourism, integrated markets, and diversified industries. The findings demonstrated that regional cooperation could achieve balanced and coordinated development while

preventing resource waste.

In market-oriented product integration, research focuses on the transformation of the experience economy. Cheng Xiaoli et al. argue that the conversion of cultural resources requires seeking common ground while reserving differences, emphasizing uniqueness and complementarity[17]. For example, developing serialized and high-end products such as leisure vacations and film performances can address the conversion challenge through innovative thinking. The conclusion emphasizes that integration should follow the internal connections among resources, combining different products to enhance market attractiveness. Wang Shengpeng et al. further deepen this view, pointing out that as consumer preferences shift towards experiential activities, Gansu province needs to explore cultural connotations such as revolutionary heritage and aerospace technology, upgrading sightseeing tourism into participatory projects such as rural folk culture experiences[18]. Methodologically, thematic deepening approaches like forest recreation and rehabilitation therapy can enhance visitors' experiences, effectively stimulating consumption and achieving industrial value-added.

Community participation, as a critical support, is regarded as the foundation for cultural inheritance and sustainable development. Wang Shengpeng et al. emphasize that community residents are the creators and inheritors of culture, and integration should strengthen their principal role. Methods include establishing tourism associations, enhancing education and training, and government-led initiatives to address the initial-stage issues of limited participation and narrow scope[18]. The conclusion indicates that community participation improves resource utilization efficiency and ensures the healthy sustainability of cultural tourism, as demonstrated by Gansu's folk culture experience projects that successfully enhanced cultural authenticity.

In summary, the integration model, with regional cooperation as its framework, market products as its essence, and community participation as its core, provides a reference for Fuping County. It is necessary to establish a cross-regional cooperation mechanism, develop distinctive experiential products such as Tang-culture-themed tours, and activate community resources.

1.2.2. Application of Smart Tourism in Infrastructure Integration

Smart tourism technology serves as an impetus for the integration of infrastructure and cultural resources. Research focuses on enhancing service efficiency and the tourist experience through digital methods, primarily employing case studies to elucidate technology-driven optimization pathways. Yu Yi and Li Qiaoxing (2023) conducted a systematic analysis of smart tourism applications, with the Xiaoqikong (Little Seven Holes) smart scenic area in Libo as a case in point. Their methodology constructed a comprehensive framework composed of three core elements, like an Integrated Management Platform, a Data Aggregation Center, and a Geospatial Sensing System to realize end-to-end digitalization[4]. For example, the Smart Marketing module integrates digital maps and voice navigation to enhance information recognition efficiency. The Command and Dispatch Center utilizes turnstiles and video surveillance to optimize crowd management, while the Resource Protection system promotes sustainability through security measures and self-guided tour planning. The study concludes that this model resolves the fragmentation of traditional scenic area

services, substantially enhancing the tourist experience with features such as convenient ticketing and real-time guided tours, and offering technical support for infrastructure integration.

The research further indicates that the optimization of smart tourism necessitates addressing practical challenges, such as data silos and inadequate technological investment. Methodologically, a phased implementation strategy is recommended: initially establishing a fundamental sensing system, subsequently integrating data platforms, and finally expanding to marketing and conservation modules. The conclusion emphasizes that smart tourism can reduce operational costs and improve the utilization of cultural resources. For example, the Scenic Spot Release System dynamically presents cultural narratives, which is especially effective for regions with abundant resources but underdeveloped infrastructure, such as Fuping County.

1.2.3. Challenges and Optimization Path in Integration

Although integration models demonstrate considerable potential, academic research has pinpointed numerous challenges, including administrative fragmentation, inadequate community involvement, and technological disparities, which call for systematic optimization strategies. The main impediments stem from regional isolation and under-developed participation mechanisms. Wang Shengpeng et al. noted that the resource development in Gansu was delayed due to insufficient regional coordination and limited collaborative efforts. Similarly, Cheng Xiaoli et al. emphasized the necessity to address local interest conflicts in southern Anhui. Methodologically, the study diagnosed a narrow scope of community participation and a lack of in-depth understanding of local industries, which eroded cultural authenticity[17]. Technologically, Yu Yi et al. found that the insufficient coordination of subsystems in the Xiaoqikong case gave rise to data barriers, hindering integration efficiency[4].

The optimization strategy can be summarized into three crucial dimensions. Firstly, strengthening regional collaboration and policy coordination. Drawing on Gansu's region-specific development model, Fuping County should establish an East-West cooperation mechanism. This involves sharing Tang Dynasty cultural resources with neighboring counties and formulating integrated planning frameworks. Government-led mutually beneficial agreements have proven effective in resource reallocation and market expansion. Secondly, deepening community participation and experiential innovation. Following Gansu's example, Fuping should empower communities through initiatives such as setting up tourism cooperatives, conducting cultural training programs, and developing participatory projects like folk craft workshops. These measures enhance the visitor experience and promote sustainable development. Thirdly, promoting smart technology upgrades. Based on the case study of Xiaoqikong, Fuping should implement smart systems in a phased manner: initially by building a data platform to integrate infrastructure, and subsequently extending to marketing tools such as online ticketing and security monitoring systems. The conclusion highlights that technological empowerment improves service efficiency and supports the innovation of cultural products.

1.2.4. Summary

In conclusion, the integration of tourism infrastructure and cultural resources is of great significance for the tourism upgrading of Fuping County. The core lies in the

establishment of a three-part model encompassing regional cooperation, community participation, and intelligent empowerment. This research focuses on integrated development, the experience economy, and technological applications. The research methodology mainly employs empirical case studies, emphasizing the synergy of policy, market, and technology. The research results consistently indicate that integration enhances competitiveness, enriches experiences, and ensures sustainability. For Fuping County, the implications include prioritizing cross-regional cooperation, such as the establishment of the Greater Guanzhong tourism circle, deepening community-led projects, and accelerating the implementation of intelligent infrastructure. Future research can consider Fuping's specific circumstances to quantify the benefits of integration and optimize the path design.

1.3. Research Content and Methods

1.3.1. Research Content

This research commences with a thorough assessment of the tourism infrastructure and cultural resources in Fuping County, including transportation accessibility, accommodation capabilities, public service benchmarks, as well as the current state of cultural resource conservation and development. Based on this, it diagnoses the primary challenges in the integration of culture and tourism from four dimensions: connectivity, capacity, experiential quality, and productization. Ultimately, based on problem-oriented approaches and regional realities, the research proposes specific strategies for the coordinated development of infrastructure-cultural resources in Fuping County, concentrating on four crucial aspects: planning coordination, funding mechanisms, market operations, and management innovation.

1.3.2. Research Methods

This study will employ a multidisciplinary methodology. Through a comprehensive literature review, it systematically examines the theoretical frameworks related to the integration of infrastructure and cultural resources in both domestic and international contexts, thus establishing the theoretical basis. Field investigations will involve semi-structured interviews and on-site surveys conducted with the Fuping County Tourism Bureau, key scenic areas, and relevant enterprises to collect primary data and practical insights. Using a case-comparative approach, cross-regional analyses will be carried out between Datong (in Shanxi Province, represented by grotto tourism) and Moganshan (in Zhejiang Province, characterized by the homestay and culture model) to identify replicable development strategies. Ultimately, through inductive synthesis, theoretical, empirical, and comparative findings will be integrated to form a logical cycle from problem identification to policy formulation.

2. Theoretical Basis

2.1. Tourism System Theory

The Tourism Systems Theory, first put forward by Mill and Morrison in 2019, conceptualizes tourism as a complex system composed of multiple interrelated elements. It emphasizes the dynamic interaction and holistic interplay among five core subsystems: attractions, facilities, transportation, services, and tourists. The theory posits that tourism development is not only contingent upon the attractiveness of core resources but also on infrastructure

support, transportation accessibility, the maturity of the service system, and visitor satisfaction. Systemic synergy is regarded as crucial for the sustainable development of tourism destinations. In the study, the theory provides a comprehensive analytical framework for examining the synergistic relationship between cultural resources and infrastructure in Fuping County, facilitating the identification of operational bottlenecks and gaps. This methodological approach lays a theoretical foundation for resource integration and industrial collaboration.

2.2. Theories of Tourism Destination Competitiveness

The Tourism Destination Competitiveness Theory, developed by Dwyer and Kim in 2003, examines the factors that drive sustainable competitive advantages in tourism markets. It argues that competitiveness does not solely stem from natural endowments but also depends on the completeness of infrastructure, the quality of services, the efficiency of management, and the responsiveness to external markets. This framework offers an analytical basis for addressing the current situation in Fuping County, which is "the failure to fully convert cultural resource advantages into market competitiveness". Through the analysis of the multidimensional components of competitiveness, the theory enables a systematic diagnosis of the deficiencies in Fuping County's infrastructure capacity, product development, and experiential quality, thus guiding the formulation of strategies to enhance overall competitiveness.

2.3. Theory of Cultural and Tourism Integration

The Cultural-Tourism Integration Theory, systematically developed by prominent Chinese tourism scholar Li Xinjian in 2021. It posits the transformation of cultural resources into experiential and consumable tourism products through value extraction, scenario reconstruction, and business model innovation. The theory emphasizes the immersive presentation and innovative utilization of cultural elements in tourism contexts, aiming to achieve a synergistic equilibrium between cultural preservation and tourism economic development. This theoretical framework provides critical conceptual support for the current research, especially in formulating synergistic pathways between Fuping County's cultural resources and tourism infrastructure, thereby guiding the development of integration strategies with enhanced cultural connotations and market adaptability.

3. Analysis of the Current Status of Tourism Development in Fuping County

3.1. Endowment of Tourism Resources

3.1.1. Cultural Resources

Fuping County is characterized by an abundance of cultural resources and a profound historical legacy. Prominent among these are the complex of Tang Dynasty imperial mausoleums typified by Tangqiao Mausoleum and Dingling Mausoleum, modern ceramic art creation and experience centers centered on Fuping Ceramic Art Village, and distinctive local culinary heritages such as Liuqu Qionguo candy. These diverse resources, rich in cultural value, hold substantial potential for historical research and promising prospects for tourism

development.

3.1.2. Models of Tourism Resource Development

The current development model continues to be predominantly based on traditional single-site sightseeing approaches. For instance, the Qiaoling Scenic Area still primarily focuses on tomb visits, failing to construct immersive cultural experience scenarios. There is insufficient exploration of cultural intellectual properties, and the progress in designing immersive tourism activities and developing derivative products is relatively slow. Overall, the efficiency of resource utilization remains low, and a comprehensive development pattern integrating multiple industries has yet to be established.

3.2. Overview of Infrastructure and Cultural Facilities Development

In the transportation and telecommunications sectors, as of the end of 2024, the county had a road network of 2,765 kilometers, with 20 operational routes, including village shuttle buses. The numbers of public buses and taxis were 109 and 188 respectively. The road freight volume and turnover witnessed year-on-year increases of 7.9% and 7.5% respectively, while the passenger traffic and passenger turnover decreased by 5.2% and 6% respectively. The telecommunications network had extensive coverage, with 223,000 mobile subscribers, 135,000 broadband internet users, and 46,000 fixed-line telephone users.

Regarding cultural infrastructure, both radio and television achieved 100% coverage, with 73,000 cable TV subscribers and 145,000 IPTV users. The public cultural facilities include one library with 252,000 volumes, one cultural center, 16 township cultural stations, and one stone carving museum, indicating a high-standard preservation of cultural resources and provision of cultural services.

4. Diagnosis of Tourism Development Problems in Fuping County

4.1. Problems

The region is currently faced with multiple constraints in the development of cultural tourism. First, the connectivity among scenic spots remains severely inadequate. The transportation networks are fragmented, and there are no direct public transportation links to key locations such as Qiaoling and Dingling, which hinders efficient tourist mobility. Second, there is a notable disparity between resource capacity and visitor distribution. Popular attractions are operating at an over-capacity state, while less-visited cultural resources are under-exploited, and the allocation of supporting facilities is imbalanced. Third, cultural presentation is overly traditional and static (e.g., the tombstone carvings of the Tang Dynasty), lacking interactive elements and narrative experiences. Finally, the resource conversion capabilities are feeble. Cultural elements cannot be fully extended into experiential tourism products. The industrial chain is short, and activities such as pottery appreciation remain at the observational stage, failing to establish an integrated experience-culture-creation-consumption system.

4.2. Cause Analysis

The root causes of these challenges can be analyzed from multiple dimensions. At the planning stage, there is a lack of

sufficient coordination between tourism development and cultural heritage conservation, and a comprehensive regional coordination mechanism remains to be established. In the aspect of funding, limited government investment and insufficient participation of social capital have made it difficult to finance homestay and cultural innovation projects. From a market standpoint, traditional marketing methods and unclear target demographics have failed to effectively attract high-potential market segments such as cultural enthusiasts and family tourists. In terms of management, fragmented departmental responsibilities and a severe shortage of professionals in cultural tourism planning and marketing have hindered the improvement of efficiency.

5. Case Comparison and Experience Reference

5.1. Case Site Selection

5.1.1. Moganshan, Zhejiang

Zhejiang Moganshan International Tourism Resort, situated in Deqing County, Zhejiang Province, at the core of the Yangtze River Delta urban agglomeration, boasts strategic geographical advantages. Although it has a robust ecological foundation and abundant cultural heritage that are favorable for summer vacations, the tourism development in this area was previously restricted. The transformation commenced with the foreign-style homestay model introduced by foreign investors and creative groups, leading to the establishment of high-end boutique clusters and signifying the initial transition from a traditional sightseeing area to a resort destination. Subsequently, Moganshan further strengthened its business integration by venturing into the outdoor sports and cultural innovation sectors, evolving into a comprehensive international resort that integrates global events, ecological leisure, and cultural arts. This evolution from a single-function scenic area to a multi-faceted lifestyle destination exemplifies market-driven cultural tourism transformation and serves as a paradigm for industry innovation.

5.1.2. Datong, Shanxi

Situated in the northern part of Shanxi Province, Datong was formerly a traditional resource-based city centered around the coal industry, encountering substantial challenges in industrial transformation and sustainable development. Nevertheless, its abundant historical and cultural resources, such as the Yungang Grottoes and ancient city ruins, provided a robust foundation for the development of cultural tourism. Under the government-led strategic transformation, Datong redirected its focus from coal to cultural tourism. The core initiatives included the preservation and restoration of the ancient city and the in-depth development of the Yungang Grottoes. These endeavors facilitated the protective utilization and innovative transformation of cultural heritage. Through the exploration of its historical heritage, the reshaping of urban spaces, and the establishment of a summer retreat and wellness brand, Datong successfully transitioned from energy dependence to cultural leadership, emerging as a model of leapfrog development for resource-based cities.

5.2. Research Dimensions

5.2.1. Resource Integration and Spatial Layout

(1) Case Study of Strategy Reference

Moganshan has redefined the conventional concept of scenic areas via resource integration. Under the guidance of systematic government planning, the region has established

high-end homestay clusters as its core attraction and access point, effectively integrating the scattered resources between the mountain and its foothills. This initiative has given rise to a comprehensive tourism ecosystem characterized by complementary industries and shared tourist flows. In practice, cultural centers such as the Yucun Cultural Market guide tourists to the mountain-base town. A well-developed greenway system connects natural attractions with rural business entities, while major events like international competitions and art festivals act as cross-regional linkages. This transformation has evolved from single-hotel accommodations to a multi-faceted consumption circle that encompasses cultural and creative shopping, outdoor activities, eco-agriculture, and leisure experiences. The coordinated development pattern has significantly enhanced the region's overall attractiveness and comprehensive benefits.

Through government-led top-level design and systematic planning, Datong City has integrated its core resources, namely Hengshan Mountain, the Hanging Temple, and Hunyuan Ancient City, into a unified tourism framework. The city has established a seamless transportation network to surmount geographical barriers and developed differentiated functional zones that highlight Hengshan's ecological heritage, the Hanging Temple's architectural wonders, and the ancient city's cultural legacy. Initiatives include revitalizing traditional Hengshan temple fairs, introducing intangible cultural heritage experiences, and cultivating themed homestays and culinary brands. A unified regional brand, drives integrated marketing endeavors. This innovative model creates a culture-driven tourism ecosystem where scenic areas promote urban development, facilitating multi-stakeholder collaboration. The transformation from isolated sightseeing to comprehensive regional experiences has significantly enhanced the destination's attractiveness and overall economic benefits.

(2) Inspiration and Design Strategies

In the realm of resource integration and spatial planning, Fuping can draw upon Datong's scenic-city integration framework and Moganshan's industry convergence operational concept. By establishing an integrated spatial layout featuring corridor connectivity and multi-zone coordination, the city will physically connect key resources, including the 120th Division's oath-taking site, pottery village, and Shichuan River, through three thematic corridors: the Red Culture Experience Corridor, the Intangible Cultural Heritage Study Corridor, and the Ecological Leisure Corridor. Along these corridors, distinctive business forms and service nodes will be strategically arranged to create a development corridor with distinct themes, complementary functions, and industrial synergy. This approach ultimately establishes a networked, zoned development model across the region, maximizing resource value and enhancing overall regional benefits.

5.2.2. Cultural Activation and Experience Design

(1) Case Study Reference

Moganshan is at the forefront of cultural revitalization by innovatively integrating local heritage elements with contemporary consumer demands. Through the development of immersive, scenario-based experiential products, it realizes a modern reinterpretation of cultural resources. Specifically, the project introduces outdoor "Yangjiale" (foreign-style homestay) experiences, integrating modern leisure activities such as stream tracing, hiking, and yoga into traditional

mountain-water landscapes. Creative initiatives, including the light art installations of the Light Chasing Project and Cave Coffee, have revitalized traditional cultural spaces with a modern touch. By emphasizing the in-depth integration of culture and tourism, the design enables visitors to naturally experience the regional charm through participation, ultimately establishing an interactive system where tradition and modernity converge and nature and humanity interact. This pattern offers replicable paradigms for the innovative utilization of regional cultural resources.

Through systematic cultural exploration and contemporary expression techniques, Datong has successfully transformed regional cultural resources into immersive experiences that are perceptible, participatory, and consumable. This is manifested in the recreation and innovative adaptation of traditional folk customs like the Hengshan Temple Fair, the planning of modern festivals such as light art shows and mountain hiking events infused with local cultural elements, and the active promotion of intangible cultural heritage such as bell casting and paper-cutting for dynamic displays and interactive experiences within scenic areas. Additionally, through platforms such as the publication of cultural series, the city has carried out in-depth content organization and dissemination. It has effectively enhancing the tourism value-added of cultural resources and deepening visitor experiences.

(2) Inspiration and Design Strategies

In the process of cultural revitalization and experiential design, Fuping can draw inspiration from Datong's cultural exploration and Moganshan's modern experiential transformation strategies. By deeply revitalizing cultural IPs, it innovatively recreates the living scenes of Fuping's old town, developing immersive carving workshops, pottery DIY, and persimmon cake-making projects as intangible cultural heritage practices. Simultaneously, it introduces eco-friendly activities such as persimmon forest cycling and countryside hiking, while exploring niche internet-famous spots using local unique resources. Ultimately, it creates a cultural experience system that blends tradition and modernity, combines static displays with dynamic experiences, achieving the innovative transformation of cultural resources and the upgrade of experiential consumption.

5.2.3. Business Integration and Industrial Extension

(1) Case Study Reference

The success of Moganshan in business model integration and industrial expansion can be attributed to its innovative "outdoor+homestay" integration strategy. By integrating high-end homestay clusters with a variety of outdoor experiences, it has established a mutually-reinforcing integrated ecosystem. Through the hosting of international mountain running events and extreme sports competitions, the region effectively attracts and retains high-end outdoor enthusiasts. Leveraging the influence of these events, it promotes the development of surrounding sectors such as accommodation, catering, and training. This transformation from a single lodging model to a comprehensive industrial system that integrates sports experiences, event economy, and themed consumption has set a new standard for regional cultural tourism development.

Datong has pioneered an innovative "Homestay+" industrial ecosystem through high-end homestay clusters, integrating diverse sectors such as outdoor sports, cultural experiences, and event economy. This approach has developed integrated product systems, including homestay + outdoor adventures, homestay+themed events, and

homestay+creative workshops. By hosting top-level events such as the International Mountain Running Race, the city continuously attracts professional visitors. Ultimately, this has formed a multi-sectoral industrial ecosystem centered on accommodation experiences, achieving a transformation from single-function lodging to comprehensive consumption scenarios. This model provides an innovative path for the upgrading of regional cultural tourism industries.

(2) Inspiration and Design Strategies

In promoting industrial integration and sector expansion, Fuping can adopt Datong's in-depth industrial chain development model and Moganshan's innovative business integration approach. By promoting the in-depth integration of culture and tourism+, the region can extend the persimmon industry chain by developing derivative products such as persimmon-based wellness beverages and educational programs. Drawing on the successful outdoor tourism+homestays model of Moganshan, local homestay operators should be encouraged to organize cultural experiences such as persimmon picking and pottery-making. Additionally, hosting signature events such as the Fuping Stone Carving International Invitational and Persimmon Harvest Festival can help create iconic cultural tourism IPs, promoting industrial synergy. This will ultimately establish a development framework centered on specialty industries, where diverse sectors coexist and benefit from each other, achieving a transformation from single agricultural production to comprehensive cultural tourism consumption experiences.

5.2.4. Regional Collaboration and Source Sharing

(1) Case Study Reference

Moganshan's core competitiveness in regional cooperation and tourist resource sharing lies in its accurate strategic positioning. By fully exploiting its ecological and cultural advantages, it has established a complementary relationship with major cities such as Shanghai, actively attracting high-end consumer groups overflowing from urban centers. Guided by the concept of reverse urbanization, the region has developed unique eco-resorts, outdoor sports, and cultural experience products that stand in sharp contrast to traditional urban tourism. This approach has successfully created a synergistic metropolis-leisure hinterland development model, avoiding homogeneous competition while precisely targeting and effectively converting potential tourists. This initiative offers innovative perspectives for coordinated regional cultural and tourism development.

Datong's pioneering efforts in regional cooperation and tourism resource sharing are exemplified by its innovative transportation system, including the Datong-Hunyuan tourist express route. This innovation effectively breaks down administrative barriers and promotes the synergistic development between core attractions and surrounding resources. By establishing a fast access, slow exploration transportation network, the city has transformed scattered cultural and tourism assets into interconnected routes. This approach not only enhances the tourist experience but also drives the cross-regional flow of tourists and consumption. The resulting model, with transportation corridors as conduits and resource integration as the foundation, paves a practical way to address the fragmentation of tourism resources.

(2) Inspiration and Design Strategies

In promoting regional cooperation and shared tourist resources, Fuping can draw inspiration from Moganshan's differentiated positioning strategy and Datong's

transportation integration model. By actively engaging with the Xi'an metropolitan tourism market, the city should launch direct tourist routes between Xi'an and Fuping to improve connectivity. Through in-depth analysis of the needs of Xi'an travelers, Fuping should develop innovative Xi'an Backyard micro-vacation packages, focusing on short-distance, high-frequency rural leisure experiences and intangible cultural heritage study tours. These offerings will complement Xi'an's historical-cultural tourism products. Additionally, Fuping should explore cross-regional theme routes with neighboring counties in Weinan, ultimately establishing a new collaborative development mechanism that leverages large-scale markets, strengthens differentiation, and promotes regional synergy.

5.2.5. Digitalization and Smart Experience

(1) Case Study Reference

At the core of Moganshan's digital transformation is its dedication to enhancing visitor experiences through technological empowerment. By strategically deploying state-of-the-art digital infrastructure and innovative applications, the region seamlessly incorporates technology into tourism services and natural landscapes, crafting immersive, personalized, and highly interactive travel experiences. Specifically, Moganshan has established a comprehensive intelligent tourism system that offers convenient services such as AI-guided tours and online bookings. The area also utilizes technology to conduct in-depth exploration and presentation of regional cultural resources. For example, VR (virtual reality) technology enables visitors to conduct virtual tours of homestays and attractions, and projects like the Tianquanshan Light-Chasing Program integrate natural beauty with technology-driven experiences. Additionally, Moganshan is actively developing a data-sharing intelligent management platform to enhance operational efficiency and visitor satisfaction. The region's practices illustrate that digitalization is not merely about technical accumulation; rather, it involves reshaping tourists' perception, interaction, and consumption of experiences through the deep integration of technology and cultural tourism, thereby maximizing experiential value.

Datong's digital transformation and intelligent tourism initiatives are based on its visitor-centered concept. By leveraging the municipal intelligent cultural tourism platform and digital infrastructure, the city has systematically incorporated intelligent technologies into all aspects of tourism services and management. These efforts include strengthening hardware support through intelligent visitor centers and launching the Tianxia Datong mini-program, which provides services such as parking assistance, restroom guidance, attraction reservations, and event updates. Additionally, intelligent tour QR codes have been widely deployed across attractions, and VR/AR technology enhances immersive experiences. Through real-time monitoring and scheduling of visitor and vehicle flows via big-data platforms, Datong has established a data-driven, vertically integrated intelligent tourism ecosystem that significantly improves visitor comfort and satisfaction.

(2) Inspiration and Design Strategies

In promoting digital transformation and intelligent tourism development, Fuping could adopt Moganshan's technology-integrated innovation model and Datong's systematic platform approach. By leveraging technological empowerment, the region can comprehensively enhance visitor experiences while improving operational efficiency.

Key initiatives include implementing AR-powered intelligent navigation systems at core attractions such as the Stone Carving Museum and Pottery Village, using augmented reality to dynamically recreate historical scenes and cultural narratives of the old town. Simultaneously, accelerating the construction of a county-level tourism big-data platform will enable real-time monitoring of visitor flow data across scenic areas and facilitate precision marketing campaigns. Through digital optimization of resource allocation and management decision-making, Fuping aims to establish an integrated intelligent tourism service system that seamlessly combines online and offline operations with technological and cultural elements, ultimately providing immersive, personalized, and convenient high-quality experiences for visitors.

6. Design of Tourism Optimization Path in Fuping County

6.1. Planning Guidance: Building a Comprehensive Cultural Tourism Framework

Fuping County's tourism development ought to prioritize systematic planning, integrating regional resources through the concept of holistic cultural tourism. This approach eschews the isolated development of traditional tourist attractions and propels the transformation of the cultural tourism industry from single-point models to networked and integrated systems.

In spatial planning, it is necessary to leverage Fuping's cultural endowment and geographical distribution to scientifically delineate three distinct zones with well-defined functions and thematic focuses: The Tang Mausoleum Cultural Belt is centered around imperial tombs such as Qiaoling and Dingling, highlighting the cultural heritage of the Tang Dynasty and the artistic value of stone carvings. By establishing cultural tourism bus routes, cycling greenways, and sightseeing shuttle systems, it enhances the physical connectivity and experiential continuity among attractions. The Intangible Cultural Heritage Experience Zone focuses on stone carving workshops and heritage transmission, evolving from static displays to interactive activities such as stone carving creation, creative design, and customized sales, thus creating immersive cultural scenarios. The Red Tourism Route integrates revolutionary heritage sites and cultural resources, developing themed study programs and scenario-based teaching routes to strengthen the educational impact and appeal of red tourism. Through the systematic design of one-day or two day themed routes, scattered resources are effectively linked, optimizing tourist flow and allocation to improve overall visit efficiency and visitor satisfaction.

At the industrial planning level, the "Culture +" cross-sector integration strategy should be vigorously promoted to transcend the boundaries of traditional tourism and achieve in-depth collaboration between cultural tourism and sectors such as agriculture and industry. For example, promoting the integration of "Pottery + Agriculture" by developing culturally-themed packaging for locally distinctive agricultural products and pottery series can enhance the added value of agriculture while extending the pottery industry chain. Exploring the development model of Red Tourism + Rural Homestays involves transforming idle rural courtyards into red-themed homestays, combining local cuisine and folk experiences to create an integrated accommodation-learning-

tourism cultural tourism ecosystem. Additionally, through policy guidance and cooperation with social capital, platforms such as cultural and creative industry parks and local art festivals can be established to attract creative talents and incubate brands, comprehensively upgrading the quality and competitiveness of Fuping's cultural tourism industry. Implementing this approach will not only address current issues such as insufficient connectivity between scenic areas, monotonous tourist experiences, and low levels of productization but also lay a solid foundation for Fuping to build a sustainable and regionally competitive cultural tourism ecosystem.

6.2. Financial Guarantee: A Multi-faceted Investment Mechanism

To ensure the sustainable development of the cultural tourism industry in Fuping County, it is necessary to establish a multi-level and multi-channel funding system to overcome the current challenges of limited fiscal investment and difficulties in social financing. The government should strengthen its guiding role by establishing a county-level special fund for cultural tourism development, with clearly defined usage scope and performance targets. Infrastructure projects should be prioritized, including transportation connectivity (such as scenic area shuttle buses and tourist scenic routes), public service centers, smart tourism systems, and ecological protection facilities. Through cross-year budgetary support and rolling management of the project database, the precision and sustainability of fund utilization can be improved, fully realizing the leveraging and service functions of public finance.

Private capital should be actively encouraged to participate in cultural tourism development by creating an open and inclusive policy environment. It is recommended to introduce targeted incentive policies for the cultural tourism sector. For example, tax breaks, land use quota preferences, and floor area ratio incentives can be provided to enterprises investing in homestay clusters, cultural innovation workshops, and intangible cultural heritage experience centers. Furthermore, establishing a cultural tourism investment project database and organizing regular investment and financing matchmaking events can enhance project transparency and attract more investments.

Innovative financial instruments should be explored to diversify the funding channels for cultural tourism. This includes issuing local government-issued cultural tourism bonds to support infrastructure projects with sustainable returns and adopting the Public-Private Partnership (PPP) model for mature projects. By involving professional institutions in operations, shared risk and benefit can be achieved through joint construction, management, and service provision. Additionally, establishing cultural tourism industry investment funds can attract financial institutions, state-owned enterprises, and private capital. These funds would focus on market-driven initiatives such as cultural product development, emerging tourism formats, and digital transformation, effectively relieving funding pressures and optimizing resource allocation efficiency.

6.3. Market Activation: Precision Marketing and Product Upgrades

To effectively rejuvenate the cultural tourism market in Fuping County, a systematic approach is required to construct a precise marketing framework and an experiential product

matrix, thereby addressing long-standing issues such as obsolete marketing methods, ambiguous target demographics, and the absence of immersive experiences. The strategy should integrate both online and offline channels.

Online endeavors should concentrate on short-video platforms, cultural tourism applications, and social media. By leveraging core intellectual properties (IPs) such as Mysteries of Tang Mausoleums and Fuping Ceramics, immersive experiences like Night Tours of Tang Mausoleums and Ceramic DIY can be promoted. This involves the creation of themed short videos, collaboration with key opinion leaders (KOLs), and the implementation of targeted advertising to enhance visibility and conversion rates.

Offline, the county should organize high-impact cultural events such as the Tang Culture Festival and the Ceramic Art Creation Contest. By adopting scenario-based and festival-style operations, brand appeal can be enhanced. These initiatives are expected to attract cultural enthusiasts, families, and educational groups, establishing a seamless cycle from promotion to audience engagement.

In terms of product innovation, the emphasis should shift from resource display to experience-driven storytelling, with a priority on the development of immersive and educational themed products. For example, the creation of a Tang Culture Experience Package that integrates activities such as simulated archaeological excavation, stone carving rubbings, and ceramic art workshops enables visitors to interact with history and craftsmanship through interactive experiences. Additionally, the systematic development of Red Study Tours centered around the Weihua Uprising Memorial Hall, which combines revolutionary narratives, scenario reenactments, and task-based learning, enhances the appeal and educational value of red tourism. Moreover, continuous efforts should be made to develop cultural and creative merchandise, transforming local cultural symbols into portable, experiential products. This extends the consumption chain, elevates industrial value, and ultimately forms a cultural-tourism product system with the unique characteristics of Fuping, achieving a strategic upgrade from single-sightseeing to multi-sensory experiences.

6.4. Management Optimization: Collaboration and Talent Support

To achieve high-quality development in cultural tourism, Fuping County is faced with the pressing task of overcoming the dual constraints of insufficient inter-departmental coordination and a shortage of specialized professionals within its current management system. This requires the establishment of an efficient collaborative organizational framework and a sustainable talent supply mechanism.

At the institutional level, a Leadership Group for the Integrated Development of Cultural Tourism should be established under the leadership of the county's top-level management. This group is intended to systematically integrate key functional departments, including those of cultural tourism, transportation, housing and urban-rural development, natural resources, and market supervision. Well-defined lists of responsibilities and authorities should be formulated to remove administrative barriers. Furthermore, a One-Stop Approval Service Mechanism for Cultural Tourism Projects should be implemented, featuring parallel approvals, time-bound completion, and unified window acceptance. This will significantly improve the efficiency of project implementation and service responsiveness, laying a solid

institutional foundation for the realization of all-for-one tourism.

In terms of talent development, a dual-track strategy integrating internal cultivation and external recruitment should be adopted. Firstly, strategic cooperation agreements with institutions such as the School of Tourism at Xi'an International Studies University should be actively promoted to jointly establish a Specialized Program in Cultural Tourism Management. This program will implement a dual-mentor system that combines theory and practice, focusing on project planning, digital marketing, and heritage management to cultivate local professionals who can be effectively employed and retained. Secondly, competitive talent attraction policies should be formulated, targeting key fields such as cultural tourism planning, operational management, and brand communication. These policies should include incentives such as relocation subsidies and preferential professional title evaluations to attract high-caliber professionals. Additionally, a regular training mechanism for cultural tourism practitioners should be established to enhance the professional competence and service capabilities of existing teams, systematically building the human capital foundation essential for the sustainable development of cultural tourism in Fuping.

7. Conclusion and Prospects

7.1. Conclusion

The cultural tourism development in Fuping County should firmly adopt the integration of culture and tourism as its core strategy, systematically promoting four key approaches: comprehensive planning and coordination, financial security, market activation, and management optimization. This can fundamentally address systemic issues such as the inadequate connectivity of scenic areas, weak resource conversion capabilities, monotonous tourist experiences, and low inter-departmental collaboration efficiency.

At the planning stage, it is essential to leverage the Tangling culture, ceramic traditions, and revolutionary heritage resources to establish a holistic-cultural-tourism spatial structure and industrial ecosystem, achieving organic resource integration and in-depth industry convergence.

In the aspect of finance, a diversified investment mechanism featuring government guidance, social participation, and financial innovation should be established. The emphasis should be placed on strengthening infrastructure and public service support to stimulate market vitality.

Regarding the market, targeted marketing and experiential product innovation should be implemented to enhance brand influence and consumer conversion rates.

Administratively, administrative barriers must be eliminated, talent cultivation should be intensified, and an efficient collaborative governance system should be constructed.

Ultimately, this will drive the systematic transformation of Fuping County from cultural resource advantages to tourism industry advantages, forming a new paradigm of high-quality cultural-tourism economic development.

7.2. Outlook

Fuping County should build upon its foundation in cultural-tourism integration, while adapting to the digital and green development trends to enhance the industry's innovation and

sustainability in the future. Key initiatives involve deepening the Smart Tourism system through immersive projects such as VR Tangling and Online Pottery and Stone Carving Classes by utilizing VR/AR and digital technologies. By leveraging big data for precise analysis of visitor behavior and intelligent service scheduling, the county will develop the Cloud Tour Fuping digital platform to connect virtual tours with physical experiences. In line with the Dual Carbon goals, it should explore eco-friendly tourism models, including eco-friendly homestays, low-carbon transportation systems (e.g., electric sightseeing vehicles and cycling paths), and carbon footprint monitoring projects. By establishing Zero-Carbon Cultural-Tourism Demonstration Zones, Fuping aims to achieve a harmonious balance among cultural preservation, economic growth, and environmental protection. Through continuous digital transformation of tourism products, scenario-based consumption, low-carbon industrial practices, and human-centered services, the county is well-positioned to become a national benchmark for innovative cultural-tourism integration and ultimately develop into a regionally influential cultural tourism destination.

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