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Public management and administration department

QUALIFICATION WORK

Education Degree - Master

**on: «USING FOLK CULTURE TO DEVELOP CULTURAL TOURISM
INDUSTRY CHAIN AND IMPROVE THE COMPETITIVENESS OF
ENTERPRISES (TAKING JINCHENG PALACE AND DAYANG ANCIENT
TOWN AS EXAMPLES)»**

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*specialty 073 Management EP «Administrative
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TASK

on thesis for student

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1. Theme of Thesis: Using folk culture to develop cultural tourism industry chain and improve the competitiveness of enterprises (Taking Jincheng Palace and Dayang Ancient Town as examples)

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№

2. Deadline for student completed project (work)

3. Background to the project (work):

With the vigorous development of cultural tourism industry, folk culture, as a unique resource, has gradually become an important factor to promote local economy and enhance the competitiveness of enterprises.

4. Contents of settlement and explanatory notes (the list of issues to develop):

To explore how to use folk culture to develop Jincheng cultural tourism industry chain, enhance the competitiveness of enterprises.

To analyze the folk cultural characteristics of the Imperial Palace and the ancient town of the Sun, as well as its application in cultural tourism.

Specific industrial chain development strategies and safeguard measures are proposed to promote sustainable development of local economy and enhance market competitiveness.

5. Date of assignment:

CALENDAR PLAN

№	Name of the diploma project's stages	Dates of project stages' performance	Note
1	Definition and approval of the thesis, preparation of the plan - schedule of work		
2	Selection and analysis of literary sources, the preparation of the first theoretical chapter		
3	Preparation and presentation of draft of the first chapter of the thesis		
4	Collection and processing of factual material, synthesis analysis of application issues in the enterprise		
5	Making the theoretical part of the thesis, summarizing the analytical part		
6	Design options improve the research problem		
7	Completion of the project part of the thesis, design chapters		
8	Previous work and its defense review		
9	Checking the authenticity of the thesis		
10	Deadline for student completed the thesis		
11	Defense of the thesis		

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Checking the authenticity conducted

Thesis allowed for defense

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АНОТАЦІЯ

Чен Сін. Використання народної культури для розвитку ланцюга індустрії культурного туризму та підвищення конкурентоспроможності підприємств.

З бурхливим розвитком індустрії культурного туризму народна культура, як унікальний культурний ресурс, поступово стала важливим фактором сприяння місцевому економічному зростанню та підвищенню конкурентоспроможності туризму. У цьому дослідженні береться за приклад місто Цзіньчен провінції Шаньсі, обговорюється, як використовувати багаті народні культурні ресурси, розвивати ланцюжок індустрії культурного туризму та підвищувати ринкову конкурентоспроможність підприємств за допомогою розумного промислового планування та стратегії. На основі аналізу прикладів Імператорського палацу Цзіньчен і стародавнього міста Янчен висувуються можливі шляхи розвитку та стратегії культурного туризму, сподіваючись надати орієнтир для розвитку народного культурного туризму в інших районах.

У першому розділі представлено пов'язані між собою поняття розвитку народної культури і туризму, розкривається роль народної культури в популяризації туризму, аналізується експлуатаційний потенціал ресурсів народної культури. Через теоретичну базу з'ясовано позитивний вплив народної культури на туристичну галузь, що дає основу для практичного аналізу в наступних розділах.

У другому розділі детально представлені народні культурні особливості двох важливих туристичних визначних пам'яток Цзіньчена, а саме Імператорського палацу та стародавнього міста Сонця. Через аналіз поточної ситуації з культурним туризмом у цих двох мальовничих місцях обговорюється розвиток місцевих культурних ресурсів та виклики, з якими стикаються, що забезпечує передумови та кейс-підтримку для подальшої стратегії розвитку промислового ланцюга.

У третьому розділі висувуються конкретні стратегії використання народної культури для сприяння розвитку ланцюга індустрії культурного туризму, зосереджуючись на тому, як використовувати та трансформувати місцеві культурні ресурси для формування конкурентоспроможних туристичних продуктів та галузевого ланцюга. Разом з тим, обговорюються гарантійні заходи для реалізації цієї стратегії, включаючи підтримку політики, просування на ринок та будівництво інфраструктури, для забезпечення сталого розвитку галузі культурного туризму. Завдяки розумному розташуванню промислового ланцюга та ефективній реалізації стратегії можна значно підвищити привабливість регіонального туризму та конкурентоспроможність підприємств.

Ключові слова: народна культура; культурний туризм; промисловий ланцюг; місцеві особливості; конкурентоспроможність; сталий розвиток

ABSTRACT

Cen Xin. Using folk culture to develop cultural tourism industry chain and improve the competitiveness of enterprises

With the rapid development of cultural tourism industry, folk culture, as a unique cultural resource, has gradually become an important factor to promote local economic growth and enhance tourism competitiveness. This study takes Jincheng City of Shanxi Province as an example, discusses how to use rich folk cultural resources, develop cultural tourism industry chain, and enhance the market competitiveness of enterprises through reasonable industrial layout and strategy. Through the case analysis of Jincheng Imperial Palace and Yangcheng Ancient Town, this paper puts forward feasible development paths and strategies of cultural tourism, hoping to provide reference for the development of folk cultural tourism in other areas

The first chapter introduces the related concepts of folk culture and tourism development, expounds the role of folk culture in promoting tourism, and analyzes the exploitation potential of folk culture resources. Through the theoretical framework, the positive influence of folk culture on the tourism industry is clarified, which provides the basis for the practical analysis in the following chapters.

The second chapter introduces in detail the folk cultural characteristics of the two important tourist attractions in Jincheng, namely the Imperial Palace and the ancient town of the Sun. Through the analysis of the current situation of cultural tourism in these two scenic spots, the development of local cultural resources and the challenges faced are discussed, which provides background and case support for the subsequent development strategy of the industrial chain.

The third chapter puts forward the specific strategies of using folk culture to promote the development of cultural tourism industry chain, focusing on how to tap and transform local cultural resources to form competitive tourism products and industry chain. At the same time, the guarantee measures for the implementation of this strategy, including policy support, market promotion and infrastructure construction, are discussed to ensure the sustainable development of cultural tourism industry.

The rich folk cultural resources in the city provide a broad space for the development of cultural tourism industry. Through reasonable industrial chain layout and effective strategy implementation, regional tourism attraction and enterprise competitiveness can be greatly enhanced. It is hoped that the analysis and suggestions of this study can provide useful reference for the development of cultural tourism in other places, promote the protection and inheritance of folk culture, and promote the sustainable growth of local economy.

Keywords: folk culture; cultural tourism; industrial chain; local characteristics; competitiveness; sustainable development

CONTENT

INTRODUCTION	7
CHAPTER 1A THEORETICAL OVERVIEW OF TOURISM DEVELOPMENT BASED ON FOLK CULTURE.	11
1.1. Relevant conceptual connotation.....	11
1.2 The role of folk culture on tourism.....	18
1.3 Folk culture tourism resources and their development.....	23
CHAPTER 2 ANALYSIS ON THE FOLK CULTURE CHARACTERISTICS OF THE PALACE AND DAYANG ANCIENT TOWN IN JINCHENG CITY, SHANXI PROVINCE	31
2.1 Introduction to the Imperial Palace	31
2.2 Current situation of cultural tourism in the Imperial Palace	38
2.3 Introduction to Sun Ancient Town	41
2.4 Current situation of cultural tourism in Sun Ancient Town	43
CHAPTER 3 THE STRATEGY OF USING FOLK CULTURE TO DEVELOP CULTURAL TOURISM INDUSTRY CHAIN	49
3.1 The strategy of using folk culture to develop cultural tourism industry chain.	49
3.2 Using folk culture to develop cultural tourism industry chain guarantee measures	58
CONCLUSIONS AND SUGGESTIONS	63
REFERENCES	66

INTRODUCTION

Actuality of theme. The development of the cultural tourism industry based on folk culture has gained considerable attention in recent years, particularly in regions like Shanxi Province, which are rich in historical and cultural heritage. Folk culture, as an embodiment of the traditions, customs, rituals, and folklore of a community, plays a central role in shaping the identity of a region. In Jincheng, Shanxi Province, the Prime Minister's Mansion and Dayang Ancient Town are two prime examples where folk culture is intricately tied to the tourism sector. These locations not only reflect the deep historical roots of the area but also offer a unique opportunity to explore the synergy between cultural preservation and economic development through tourism.

One of the key factors driving the integration of folk culture into the tourism industry is the growing global interest in authentic, local, and immersive travel experiences. Traditional tourism is no longer enough to meet the needs of today's tourists, who seek meaningful, culturally rich encounters. Folk culture offers a distinct advantage in this regard, providing visitors with the opportunity to engage with local traditions and lifestyles that are often unavailable in mainstream tourist destinations. In the case of Jincheng, the Prime Minister's Mansion, with its rich history as a political and cultural hub during various Chinese dynasties, and Dayang Ancient Town, with its preserved ancient architecture and folk customs, have become key attractions. The integration of folk culture into their tourism strategies has helped preserve their historical significance while simultaneously attracting domestic and international visitors. The authenticity of these sites, combined with well-developed tourism services, offers a competitive edge in the broader tourism market, reflecting a growing trend in cultural tourism globally.

However, despite the evident potential for growth, the development of folk culture-based tourism in Jincheng faces several challenges. One of the primary issues is the lack of a well-established industry chain that connects the various elements of cultural tourism, such as heritage sites, local arts, traditional

performances, and regional cuisine. While these elements are present, they are often underdeveloped or disconnected, leading to missed opportunities for revenue generation and an underutilization of local cultural resources. The lack of a cohesive strategy for integrating these elements into a comprehensive tourism offering limits the ability to fully capitalize on the potential of the region's folk culture. Additionally, the tourism industry in Jincheng faces competition from more developed cultural tourism centers in other parts of China, where infrastructure, marketing, and cultural offerings are more advanced. In this context, the need to create a more competitive and well-organized tourism industry chain based on folk culture becomes even more pressing.

Furthermore, there is also the issue of maintaining the balance between tourism development and cultural preservation. While tourism can bring much-needed economic benefits to the region, it can also lead to the commercialization and degradation of folk culture if not carefully managed. Over-commercialization, such as turning cultural practices into mere spectacles for tourists, risks diminishing the authenticity and significance of the traditions. To avoid this, it is essential to implement strategies that focus on sustainable tourism development, where local communities are actively involved in the management and preservation of their cultural heritage. In this respect, the development of the tourism industry chain should prioritize community engagement, local empowerment, and the preservation of the cultural landscape. By doing so, Jincheng can ensure that its folk culture remains vibrant and relevant while contributing to the long-term sustainability of the cultural tourism sector.

The above confirms the relevance of the choice of research topic, determines and forms the purpose and objectives of the thesis.

The purpose and objectives of the study. The purpose of this study is to explore how folk culture can be leveraged to develop a cultural tourism industry chain, enhancing the competitiveness of enterprises in Jincheng, Shanxi Province. The objectives include analyzing the cultural resources of the Prime Minister's Mansion and Dayang Ancient Town and proposing strategies for sustainable tourism

development.

The purpose of the research led to the following tasks:

- Analyze the folk culture characteristics of the Prime Minister's Mansion and Dayang Ancient Town.
- Assess the current state of cultural tourism in both sites.
- Develop strategies to enhance the cultural tourism industry chain using folk culture.

The object of study is to explore strategies for leveraging folk culture to enhance cultural tourism and improve enterprise competitiveness.

The subject of research is the role of folk culture in developing cultural tourism in Jincheng.

Research methods. Literature Review: Analyzing existing research and theoretical frameworks on folk culture and cultural tourism to build a solid foundation for the study; Case Study Analysis: Examining the cultural tourism development of the Prime Minister's Mansion and Dayang Ancient Town through in-depth case studies to identify key practices and outcomes; Field Observation: Conducting site visits to the Imperial Palace and Dayang Ancient Town to observe the tourism infrastructure, visitor engagement, and cultural preservation efforts; Interviews: Interviewing local stakeholders, including tourism managers, cultural experts, and community members, to gather insights on challenges and opportunities in the cultural tourism industry.

The information base for the study are the information base for this study includes scholarly literature on tourism development and the role of folk culture, historical and cultural context of the Prime Minister's Mansion and Dayang Ancient Town, existing tourism models integrating cultural heritage, statistical and qualitative data from surveys and interviews on local tourism, and relevant government policies such as the “Cultural Tourism Development Plan (2021-2025).” These sources collectively provide a foundation for analyzing how folk culture can enhance the cultural tourism industry in Jincheng, Shanxi Province.

Practical meaning. The practical significance of this study lies in leveraging

folk culture to enhance cultural tourism, boost local economies, preserve traditions, and improve the competitiveness of enterprises in Jincheng, Shanxi Province, offering a model for sustainable tourism development.

Scientific novelty of the results. This paper makes a comprehensive scientific and theoretical research on the cultural tourism industry, and clarifies the ways and directions to improve the cultural tourism industry. Therefore, scientific achievements make science novel and take defense:

- This study introduces a new approach by integrating folk culture into the cultural tourism industry chain, emphasizing its role in enhancing the competitiveness of enterprises in Jincheng.

- The research explores the unique folk culture characteristics of the Prime Minister's Mansion and Dayang Ancient Town, offering valuable insights into regional tourism development strategies.

- The study proposes innovative strategies for utilizing folk culture in cultural tourism, providing a sustainable model for balancing heritage preservation with economic growth in local tourism.

Personal contribution of the applicant. Results of the study contained in the thesis is a self-development author and suggestions.

The structure and volume of work. Thesis consists of an introduction, three chapters, conclusions and suggestions, a list of references. It is set out on 86 pages, contains 2 figures.

CHAPTER 1 A THEORETICAL OVERVIEW OF TOURISM

DEVELOPMENT BASED ON FOLK CULTURE

1.1 Relevant conceptual connotation

Folklore is a social phenomenon, it refers to a country, nation or group in the long-term production practice and social life gradually formed and passed down from generation to generation, relatively stable life and culture phenomenon with a universal pattern, including people's customs and habits, social system, behavior and people's production, life, fashion and customs, life culture is the essence of folklore [1].

Folklore is a cultural phenomenon that has been established by a nation in the course of its long history. As a kind of culture, from its connotation analysis, folk custom has its own basic characteristics: group, nationality, regionalism, inheritance, mode, standardization and service.

Folk custom is a kind of conventional social creation, which is created, accumulated and passed down by the majority of people in a specific ethnic group in the long-term common life, not established overnight, nor is it the result of a certain individual will. It is a kind of crystallization of group wisdom, with strong social group characteristics.

Although the behavior of a certain figure at a particular historical moment has a certain influence on folklore, the effect is limited. Only when individual behavior is accepted, imitated and inherited by the collective can it evolve into folklore. Therefore, the group nature of folklore means that folklore is shared by ethnic groups and groups participate in it. Folklore, as a pattern, criterion and code of conduct, has long been observed by the majority of people in the group, which enables the group members to carry out effective social communication and cooperation. For example, if the Zhongshan clothing is only worn by Sun Yat-sen or a few people is not a folk custom, but this kind of clothing is accepted by the majority of Chinese people and widely popular, it becomes a costume folk custom.

Regionalism is one of the basic attributes of folk customs. Customs and habits,

because of the place. In accordance with the geographical distribution of the nation, folk customs have their own natural and geographical environment background. The natural basis of the formation and evolution of folk customs is the geographical environment, and the spread and diffusion of folk customs are also restricted by the geographical environment. Because of the isolation of geographical space, people in different regions have formed their own distinctive folk customs in different natural ecological environments. People often say that "ten miles of different wind, 100 miles of different customs" refers to the regional characteristics of folk customs [2].

The inheritance of folk customs refers to the characteristics that folk customs are handed down from generation to generation and continue continuously. Once customs are formed, they are passed down from generation to generation and are generally not interrupted by drastic social changes such as the change of dynasties. Because of this characteristic, some ancient customs have been preserved.

Inheritance includes both inheritance and transmission. After people come to the world, they live in the folk customs, and are influenced and influenced by the folk customs around them. Different ways of dressing, speaking, ideas, consciousness, and behavior are influenced by the elders, and they inadvertently accept different customs and habits, and then pass these customs on to the next generation in the same way, and the folk customs are passed down from generation to generation.

It should be noted that while emphasizing the inheritance of folk customs, we should also note that folk customs also have certain variability. In the long history, with the changes of The Times, the development of society, the renewal of ideas and the communication with the outside world, folk customs will also undergo some changes in a subtle way. This kind of change is often started from a few people, and it is gradually recognized by the people around, which is a relatively slow process. On the whole, though, the change is a change in succession. For example, the fifteenth day of the seventh lunar month is the traditional Chinese ghost Festival [3]. For thousands of years, both urban and rural, Chinese people have the custom of burning paper at graves on that day to offer sacrifices to their ancestors. In recent

decades, funeral reform in China's cities has introduced cremation instead of graves. In Henan, the traditional way of paying homage to ancestors in the city on this day has changed: a chalk circle is drawn at the intersection of the city road, and then paper is burned in the circle. The way of the custom has changed, but the core content of the paper burning ritual is still passed down.

Of course, very individual folk customs can also produce strong variations, for example, the traditional festival of Cold Food in Chinese history, now in most places has basically died out, or merged with the Qingming Festival, only parts of Shanxi Province still survive.

Folklore also plays a normative role. In social life, there are four levels of social norms: law, discipline, morality and folklore, among which folklore is the earliest and most widely restricted deep-level norm. Although folklore is not a written law in social life and is not mandatory, once it is formed, it will constrain and standardize the behavior of each member of an ethnic group with its conventional power and unify their thoughts. From birth, old age, illness and death to marriage, from social communication to spiritual beliefs, everyone will consciously or unconsciously put their behavior under the constraints of folk customs, such as marriage to abide by marriage customs, communication to abide by etiquette. This strong normative restraint is the common embodiment of ethnic consciousness [4]. This normative function of folk custom can safeguard the interests between ethnic groups and individuals, and between individuals and individuals, so that the group life and the whole social life are orderly and standardized.

Folklore is a living culture inherited from generation to generation by a group in social life. It has a broad social foundation and plays an irreplaceable and unique role in social life. The social functions of folk customs mainly include the following five aspects: education, standardization, maintenance, adjustment and aesthetic appreciation.

Folk culture, whether at home or abroad, has been influenced by various opinions, and there is no unified concept. The term "folklore" was first coined by an English scholar, who described it as a kind of knowledge - people's knowledge. Over

time, many scholars have argued that this description better fits the definition of "culture." Others argue that folklore is a relic of ancient times, or even a "relic" of modern cities. Some people view folklore simply as folk tales, or as a form of popular literature passed down orally. Despite this, there are still different opinions, some people think that folk customs represent people's culture. In China, the earliest mention of "folk customs" is in the "Wang Li", where it is recorded that the king ordered the collection of folk songs in order to understand their customs and assess their health. However, the term "folklore" has only recently gained prominence in academia, and a clear definition of folklore remains elusive. One scholar argues that folklore is a long and ongoing tradition that people take for granted and essentially represents folklore. Another scholar sees folk culture as a set of social customs, beliefs, and rituals that people collectively agree upon.

Because of the lack of clear definition of folklore, the classification of folklore culture has become a difficult problem. As with the definition of folklore, so far, scholars from different countries have different opinions on the classification of folklore. Some scholars believe that folklore is a historical "relic", so they often reject modern new folklore; Some scholars divide folklore into ideas and superstitious beliefs, old customs, old narratives and folk idioms, but do not include the system and material. Some argue that folk customs are divided into three categories: "beliefs and actions", "habits", "stories, songs and proverbs", adding social and political content on the basis of the former; Some scholars also divide folklore into three categories: material life, spiritual life and social life [5]. The folklore of material life is all the content related to economy, the spiritual life is all the activities to meet the spiritual needs of the people, and the social life includes all the political systems of the people and workers. On the basis of the study of foreign scholars, many Chinese scholars put forward their own opinions according to the classification of folk culture in our country's national conditions. For example, Yang Chengzhi divides folk culture into material life, social life and spiritual life. Mr. Zhong Jingwen divides the scope of folklore into three levels: material, social, spiritual and oral folklore.

According to the classification of folk culture by French writer Sandive and domestic scholars Zhong Jingwen and Tao Lifan, as well as the characteristics of Chinese folk culture itself, the author will make a detailed classification of Chinese folk culture from four aspects: material, spiritual, social and language. It is specific to language folklore, production and life folklore, belief taboo folklore, life etiquette folklore, festival art folklore. It can be seen that the classification of folk customs is relative, and there is no clear attribution. It is a comprehensive cultural phenomenon. The contents of various folk customs phenomena are interlaced and interchangeable [6].

Folk tourism combines the two elements of folk culture and tourism, which makes folk culture have tourism value and tourism activities have rich cultural connotation, and emphasizes the characteristics of folk culture and the value of tourism activities. As a splendid result of the long history and cultural development with regional and national characteristics, folk culture contains rich and diverse local characteristics and folk characteristics, and is a unique and irreplaceable tourism development resource. Based on folk culture tourism, tourists can personally experience the life of local people, deeply feel the local unique culture, and realize the combination of spiritual relaxation and cultural perception. The contents of folk tourism mainly include folk songs and dances, folk crafts, life culture and national costumes [7]. The tourism development of folk culture mainly has a collection style: folk customs scattered in the region are concentrated in the theme park display; Retro reproduction: The lost folk culture is collected and reproduced in the form of museum, but this form has not formed a comprehensive folk tourism destination; Concentrated in situ: mainly in the form of ethnic villages, but due to the development of The Times, this form can not retain the original folk culture form; Original natural style: the natural life of the villagers and the natural form of the village, but this form will greatly interfere with the production and life of the local villagers.

To sum up, this paper holds that folk tourism not only includes tourism relaxation in the traditional sense, but also includes local folk art, customs and other

connotations. By comprehensively utilizing the advantages of local folk cultural resources, we can create tourist destinations with unique local characteristics, inject new vitality and impetus into local economic development, and play an important role in promoting the integration of culture and tourism and realizing Chinese-style modernization.

The perspectives of scholars at home and abroad all focus on the protection and development of folk culture. In China, folk culture tourism started relatively late, but on the whole, certain progress has been made. The research directions of domestic scholars mainly focus on the relationship between folk culture and folk tourism, the protection and inheritance of folk culture, the rational development and utilization of folk resources, the construction of patterns in the development of folk tourism and the impact on folk development areas, etc. They have conducted rich and detailed research on folk culture tourism and put forward relatively mature countermeasures and suggestions. However, there are few studies on folk culture tourism from the perspective of tourists, and this field needs to be explored further. In the course of the study, we should also pay attention to two issues. First, the development of folk culture tourism should be based on areas with distinctive folk customs, with certain particularity and rich historical connotations, and rooted in the work, life and leisure of local people. Second, from the perspective of tourists, we should understand the behavior intentions of tourists, and pay attention to the protection and inheritance of folk culture when developing new tourism products according to the needs of tourists.

Folk tourism resources refer to tourism resources with local folk culture characteristics formed in the process of local people's production and life through continuous excavation, discovery, development, research, and continuous dissemination and inheritance, including food, clothing, architecture, folk crafts, traditional festivals, festival activities, etc., which can reflect local folk culture. And can reflect the common characteristics of the local people's psychological characteristics, ways of thinking, aesthetic taste, and moral concepts [8].

Folk culture tourism refers to the sum total of cultural tourism activities with

folk customs, beliefs, entertainment, art, festivals and other regional folk customs as the main contents, which are attracted by the folk culture of a specific region and generate tourism motivation for tourists. It is one of the ways of cultural tourism. The main content of folk culture tourism includes the customs, festival culture, life culture, entertainment culture, belief culture, literature and art, etiquette norms and so on formed by a nation or group in the long-term production and life.

At present, folk tourism mainly covers the fields of daily life customs, marriage and family culture, folk art and entertainment, festival customs, and religion and belief. It mainly has the following core characteristics: First, diversity. Because the folk culture of different regions and nations is affected by various factors such as their geographical location, historical background and economic conditions, it shows its unique features. Even two geographically close places or different ethnic groups have obvious differences in their folk culture. This diversity not only provides rich content and multiple development ways for folk tourism, but also the basis for it to become an important resource to attract tourists. Second, participation [9]. Compared with traditional sightseeing Tours, folk tourism emphasizes the interaction and experience of tourists with local culture. This kind of experience is reflected in two levels: First, through participating in the folk culture and activities on display, tourists can directly contact and experience the local folk culture; Second, in order to fully experience the charm of these cultures, folk tourism usually requires tourists to personally go to the birthplace of these cultures, even if tourists do not directly participate in it, only in its environment is enough to feel its unique charm. Third, feasibility. Not all folk customs are suitable to be transformed into folk tourism resources. The development of folk tourism must be based on respect for the original folk culture. For example, certain folk taboos and folk activities limited to a certain region should not be included as part of folk tourism, similarly, folklore involving the dissemination of feudal superstition or unscientific content should not be included. Therefore, folk tourism needs to take into account the practical operability of its application. The purpose of folk tourism is not only to promote the development of tourism, but more importantly, as a way to inherit and develop folk

culture.

1.2 The role of folk culture on tourism

(1) Folk culture enriches the connotation of tourism economy

As an important part of the whole cultural system, folk culture retains the life culture of a region, a nation or even a country for a long time. It is formed in long-term practice, so it has the ability to grow together with the society and The Times, and is not stagnant, so it has its unique cultural quality. This is a manifestation of distinct national characteristics and cultural marks, which is formed over time. The characteristics of national culture make it have a positive impact on the local economic promotion, and it is also an important connotation of the tourism industry. Since national culture is a non-resource, if it is used as the driving force to promote the development of tourism economy, there will be inexhaustible resources. The development of tourism industry has also become colorful with the addition of folk culture. The close contact between people and nature in the past has begun to change into the direct contact between people and local folk customs, architectural characteristics of different styles and folk houses. In addition to enjoying beautiful scenery, People also began to gradually understand the local historical development and extremely national cultural characteristics, deep cultural heritage, regional characteristics of tourist resorts and original style of craft and other cultures, which greatly promoted the quality and efficiency of the local tourism industry, but also added its cultural connotation, and led to the further development of tourism economy [10].

(2)The new highlight of tourism economy - original ecological folk customs

Due to the homogenization of this industry, many tourism industries have begun to become replicas, which has also become a major obstacle to the development of tourism economy. A big help to break the homogenization of the tourism industry is to vigorously develop folk culture and create more tourism highlights, so as to gain the favor of more tourists. With the help of folk culture, more original ecological tourism projects can be developed, such as original folk

customs, original indigenous dances, and original folk music. Due to the original characteristics of the original ecological folk customs, natural and original, it is easy to be welcomed by the general public. This kind of slow rhythm and primitive folk scenery, which is completely different from the modern city, easily becomes a major feature of the local tourism economy. Many tourists linger in this original and full of plain scenery and unforgettable, always let people's heart ripples, difficult to extricate themselves.

Different folk customs become a magic weapon to stimulate the tourism economy

People are always full of curiosity about things they have not experienced, using this kind of curiosity psychology, folk culture can just cater to the appetite of such people. One of the major characteristics of folk culture is its diversity, which has its own unique cultural attributes, and this culture comes from the precipitation of people's long-term life and production. Based on the characteristics of people with their own good, people without their own, many tourists can meet their unique psychological needs in tourism. Many tourists will be attracted by different cultures, and the cultural characteristics formed by the special geographical and natural conditions will greatly arouse the curiosity of tourists. These are the secrets of its attraction to tourists. For example, one of the important tourism projects of Hani nationality is terraced culture, which not only reflects the unique farming culture of the local people, but also shows the fearless spirit of local people fighting with nature, which is of great significance for promoting the development of local tourism economy and culture.

In 1986, The State Council designated Shanxi Province as one of the country's seven key tourism areas [11]. Folk culture has been well protected and exploited during the decades of tourism development. Wuzhishan City has always been the center of Li culture, and it has won many honors, such as: "The hometown of National Minority song and dance art", "National Advanced Culture City" and so on. At present, the characteristic brand of Shanxi tourism has also become Miao culture. The folk culture of Miao nationality in Shanxi plays a great role in promoting

tourism, thus promoting regional economic growth. With the development of China's tourism industry, experiential tourism has been favored by most people. No matter how good the wonders and exotic scenery are, it is difficult to satisfy the curiosity of tourists. They are more inclined to experience the local folk customs and cultural landscape. Experience economy is different from the previous agricultural economy, industrial economy and service economy, and it regards "experience" as the economic provision, which is a new economic model after these three economies. Hunan TV station once had a very high rating program called "Dad, Where are we going?", which featured a performance of steel burning dragons, a unique scene in western Hunan. This kind of performance is so eye-catching that the audience is amazed and eager to try and take part in it. Under the new economic model of "experience" as the economic provision, tourists' travel experience is constantly enriched, which also brings the increasingly mature concept of tourism consumption to a certain extent. Tourists' demand for travel experience is increasing, and popular tourism products can no longer satisfy them. Personalized, casual, experiential, emotional and beautified travel experience is more attractive to them. In this context, Shanxi has a rich folk culture, which is a big advantage for the development of tourism [12]. Vigorously developing tourism can eventually promote the rapid growth of regional economy.

Tourism in Shanxi has many advantages. Its investment is small, and has significant results and gains, which can make idle people concentrate and enhance their enthusiasm for work, accelerate the rapid growth of Shanxi's economy, accelerate the accumulation of funds and improve the living standards of the vast number of working people, while driving the development of nature, and finally make people have a happy life.

(4) Promoting folk culture

The development of folk culture tourism can also promote social harmony and inherit national culture. The tourism industry whose development theme is folk culture has unique conditions. On the basis of the utilization of existing tourism

resources, the development of new tourism resources, the objective level should protect the natural environment, repair and restore the original cultural tourism resources, so as to give full play to its role. In order to achieve this goal, vigorously develop the natural tourism resources to match the folk culture, the establishment and opening of nature reserves to make full use of wildlife resources and natural scenery is only one aspect; The more important aspect is to excavate and sort out ethnic tourism resources such as customs, myths and legends, historical allusions, folk art, music and art, dance and drama, folk skills, reception etiquette, food and clothing, etc., so as to extract parts with significant national characteristics and enable them to be inherited. A major requirement for the development of tourism is that the quality of the tourism environment should be higher than that of the general environment. Therefore, it is inevitable to maintain the tourist areas, restore cultural relics and monuments, protect and improve the ecological environment, and excavate and organize the cultural customs. By doing so, the natural environment and social culture in ethnic areas can be protected and promoted [13].

(5) Change the local industrial structure

Tourism industry is a comprehensive industry, which can provide a variety of services for tourists with different needs, and it has a leading force that cannot be underestimated. It can be seen that the development momentum of local related industries is very rapid driven by tourism, such as construction, transportation, trade, communication, health, medical treatment, specialty products, environmental protection, culture, advertising, scenic spot services, which also makes the development of local society in all aspects are rapid. According to the status of international travel, it is found that the folklore of developing countries can attract many tourists from developed countries to experience it. Based on this, the economic benefits brought by tourism are also flowing to developing countries. For example, as far as the folk customs are backward and poor in most areas, the development of tourism activities is a major way to gather funds for investment projects, production development and consumption transformation, and tourism can also promote the development of local related industries and promote the improvement of local

economic and cultural living standards. As a comprehensive industry, tourism relies on the six elements of food, housing, transportation, travel, shopping and entertainment, and these six elements can play their roles on the basis of coordination and matching. Most of the people live in remote alpine areas, where the land is barren, the natural ecological environment is seriously disturbed, and farming has become difficult. The level of economic development is backward, and people have no source of livelihood and lack the way to get rich. In order to meet the needs of life, we can only adapt to local conditions and greatly develop tourism. Folk customs are most inseparable from the strong national culture. The vigorous development of folk culture has gradually made it a leading industry in the local area, which has led to the rapid development of other industries related to tourism, increased people's income and promoted the development of local economy [14].

Inheriting and developing the folk culture tourism industry is conducive to promoting the rapid development of economy and improving the local social structure. The traditional industries of Huangchengfu and Sun Ancient Town are agriculture and industry, but with the promotion and development of the industry, the tertiary industry at the present stage has appeared a trend of keeping pace with the previous two industries. The common development of multiple industries is the future development trend, which is conducive to improving the income of Huangchengfu and Sun Ancient Town, bringing more employment opportunities to local people, and improving the ability to resist risks. Folk culture is distinctive and colorful, and folk people's traditional diet, festivals, religion, clothing, folk songs, dances, embroidery and dyeing all have their own charm. Huangchengfu and Sun Ancient Town folk culture tourism is a kind of cultural consumption activities. Huangchengfu and Sun Ancient Town This is an ancient nation, with rich historical and cultural deposits, it relies on its unique cultural value to attract more tourists to come to appreciate, so that more people understand and inherit these cultures. On the contrary, for tourists, they travel to experience different cultures and lifestyles, and they are willing to spend time and money to enjoy the pleasure brought by this value. They are willing to appreciate the natural beauty, historical sites and

traditional embroidery to cultivate their own sentiments. Therefore, the rise of tourism in every place has its existence value and rich cultural connotation.

(6) Enhance local reputation

With the rise of folk culture tourism, it has effectively changed the long-standing cultural isolation in folk areas. The rise of cultural tourism has promoted effective exchanges between different regions, especially modern tourism, which shortens the distance between each other and further guarantees the effective inheritance of culture. Economic and cultural exchanges with the outside world not only let the outside world recognize their own advantages, improve the local reputation, but also greatly strengthen and promote the unity and progress of various ethnic groups.

1.3 Folk culture tourism resources and their development

As we all know, tourism resources are the basis for the survival of tourism and tourism, including natural tourism resources and cultural tourism resources. Humanistic tourism resources are divided into historical and cultural tourism resources and folk customs tourism resources.

Folk tourism resources belong to the category of humanistic tourism resources. As for the definition of folk tourism resources, researchers in recent years have different opinions. We believe that the tenth chapter of the book *Chinese Folk Tourism* edited by Ba Zhaoxiang is as follows: "Folklore tourism resources are the promotion factors for tourists to participate in folklore tourism from the tourist source to the tourist destination, and they are the sum of all kinds of folklore things that can be used by tourism enterprises, have certain tourism functions and tourism values, and can produce economic and social benefits."

The scientific classification of folk tourism resources is a basic work for the assessment, planning, development and protection of folk tourism resources, and is the basic basis for the development of folk tourism. The classification of folk tourism resources depends on the existence form and expression form of folk customs, the needs of folk tourists and the purpose of tourism development enterprises [15]. Due

to different perspectives, researchers have proposed the following classification criteria and classification schemes:

The ontology of folklore tourism resources is folklore. Folk custom is the culture of a group, which is highly permeable and covers a wide range, and its extension almost includes all aspects of production and life of a certain group. According to the types of folk customs, folk tourism resources can be divided into four types.

One is the material folk tourism resources. This type of folklore tourism resources have two categories: (1) industry folklore tourism resources, including farming folklore, animal husbandry folklore, fishing and hunting folklore, handicraft folklore, commercial folklore and so on; Consumption of folklore tourism resources, including clothing folklore, food folklore, living folklore, travel folklore, etc.

The second is the social folk tourism resources. This kind of folk tourism resources can also be divided into four categories: life etiquette folk tourism resources, including childcare customs, adult customs, marriage customs, birthday customs, funeral customs, etc. : festival folk tourism resources, including traditional festival, modern festival, etc.; Social structure folk customs tourism resources, including family folk customs, relatives folk customs, village folk customs, community folk customs, gang folk customs; Entertainment folklore tourism resources, including game folklore, competitive folklore, song and dance folklore, craft folklore, art folklore.

The third is the spiritual folk tourism resources. This kind of folk tourism resources can be divided into three categories: primitive belief folk tourism resources, including nature worship, totem worship, ancestor worship, etc.; Folk religious beliefs Folk tourism resources, including beliefs in Taoism, Buddhism, Catholicism, Islam and other religions; Taboo folk tourism resources, including production taboo, life taboo, folk religion taboo and so on.

The fourth is the resources of language folklore. This kind of folk tourism resources can be divided into folk language (folk sayings, proverbs, riddles, allegories, slang, wine, etc.) tourism resources and folk literature (myths, folklore,

folk stories, folk ballads, folk rap, etc.) tourism resources two categories.

In the previous article, we have classified folk tourism into five types, namely, recreation, participation (experience), investigation, entertainment and shopping, according to the behavioral motivation of tourists. Here, we can naturally divide folklore tourism resources into five types: recreation tourism, participation folk tourism, investigation folk tourism, entertainment folk tourism and commodity folk tourism resources in the same way.

According to the value of folklore tourism resources, it can be divided into two categories: one is the material enjoyment type of folklore tourism resources. It refers to the folk customs of material form with tourism enjoyment value, including folk instruments, local famous products, folk crafts, folk tourism facilities and so on. On the one hand, this kind of resources can meet the physiological needs of tourists, and on the other hand, it can give material enjoyment [16]. For example, Chinese food pays attention to color, aroma, taste, shape and organ, which not only satisfies the physiological needs of tourists, but also sublimates this need into enjoyment.

The other is the folk tourism resources of spiritual enjoyment. The folk tourism resource type is mainly characterized by spiritual enjoyment and satisfaction, which can be summarized as aesthetic enjoyment, psychological enjoyment and so on. For example, when a tourist goes to a restaurant to taste local specialties, he not only enjoys the beauty of shape and apparatus, but also gets a warm and pleasant psychological experience. For example, participating in the "March 3" song in Zhuang Township and the "Flowers" song in Qinghai can make people enjoy the spirit.

There are many ways to classify folk tourism resources, such as developed and potential folk tourism resources according to the degree of development; According to the existence form of folk tourism resources can be divided into tangible and intangible two kinds; According to the combination situation, it can be divided into pure folk custom type, folk custom - historical culture mixed type, folk custom - natural landscape mixed type, and so on. The above classification attempts have their own characteristics and functions. In the development practice, it should be flexibly

used according to the specific situation.

The original mode of folk tourism resources development is one of the most common and most exciting modes for tourists. It is developed from the original form of folk culture, emphasizing the original and original nature of folk customs, and requiring the absolute and complete display of folk customs.

Natural folk (ethnic) village, originated from foreign open-air museum. The world's earliest open-air museum is Skansen park, also known as Skansen open-air Museum, founded in 1891 on Kilgorden Island in Stockholm, Sweden, by the Swedish linguist and historian Hatchelius. Skansen Park covers an area of 30 hectares, and it gathers dozens of ancient buildings of different styles from all over Sweden, including peasant family buildings, handicraft workshops, manor houses, churches and bell towers [17]. In the simple wooden farmhouse, there are furniture, stoves, farm tools, daily necessities, spinning wheels and so on. People dressed in various national costumes welcome visitors here, show them daily life in the ancient way, and introduce the artifacts and customs of their hometown.

The development of China's natural folk (ethnic) villages began in the 1980s. After more than ten years of development, natural folk (ethnic) villages have been distributed in many provinces and regions, especially in minority areas, such as Loujiazhuang Miao Village in Anshun City, Guizhou Province, Deping Miao Folk Village in Jishou, Hunan Province, and Shijiazhuang Folk Village in Anqiu City, Shandong Province. These villages take the natural production and life of the villagers and the natural form of the village as the tourism content. In other words, with the original ecological natural scenery, traditional houses, clothing, food, etiquette, seasons, production, entertainment, etc., to show the natural folk (ethnic) village people's living reality production, life and environment.

The development of native folk customs is not as strict as the establishment of natural folk customs (ethnic) villages, and it must be based on the folk customs of the original village, and there is a greater flexibility. It can be developed both by local folk customs and folk customs of other places: it can be developed for weddings and funerals, it can also be developed for clothing, food, housing and

transportation, and it can also be developed for belief taboos. All folk customs with tourism value are developed. For example, the "kite flying tour", "sea fishing tour" and "Lv Si Port style tour" opened up by Nantong City are the flexible use of this development model [18].

As we all know, theme parks refer to man-made landscapes that make full use of modern science and technology to integrate natural, human heritage and culture and various possible scenes together to highlight one or more themes. Artificial folk culture village and folk garden belong to the category of theme park, which is a new development mode of folk tourism resources. It refers to the man-made tourist landscape built in the tourist spot, which reflects the folk culture of a certain period or a certain nation or a certain region in accordance with a certain way and style.

China's folk culture villages were founded in Taiwan, the more famous are Nantou County "Nine ethnic culture Village", Pingtung County "Taiwan Mountain Culture Park", Kinmen County "Kinmen folk Culture Village" and so on.

Gongyi Folk Culture Village is located on the south Huancheng Road in the outskirts of Gongyi city. It is a new type of tourist resort, including people's houses, cave hotels and folk customs museums on the Loess Plateau. Cave hotel guest rooms are furnished with top bed, eight immortal table, Taishi chair, long coffee table, bamboo fence in front of the door hung with gourds, grapes, melons, the roof of the cave overgrown with wild saponin tree, sour date tree, retains the simple natural landscape, very pastoral. The hotel has Qianqiu cakes, Qianqiu pills and other local snacks. The Folk Museum displays objects, sculptures and murals of the production and life, customs, recreational activities and religious beliefs of farmers in the Central Plains. The village also has Guandi Temple, playground, lion dance performance, dragon lantern play, stilt walking arena and so on.

Folk museum is a new type of folk tourism resource development model, which takes folk cultural relics as the collection object, and has two categories: comprehensive and thematic [19]. The famous comprehensive folk museums in China include Shijiazhuang Folk Museum in Anqiu, Shandong Province, Dingcun Folk Museum in Fen County, Shanxi Province, Yongshun Tujia Folk Museum in

Hunan Province, Yanbian Korean Folk Museum in Jilin Province, and Luoyang Folk Museum in Henan Province. Famous thematic folk museums include Shengzhou Yueshu Museum, Shandong Weifang Kite Museum, Guizhou Wine Culture Museum, Henan Anyang Folk Art Museum, Luoyang Tomb Museum and so on.

An important feature of modern tourism is entertainment, the pursuit of foreign culture and interest. The festival embodies the essence of the folk customs of a region or nation, and is the concentrated display of the folk culture of the region or nation. Tourists participate in it, not only can conveniently understand and investigate the folk culture of a foreign land, but also be infected and influenced in the popular carnival, and obtain emotional resonance, communication, and physical and mental pleasure. It should be the main development direction of our folk tourism resources to develop the fixed time products of folk tourism by using the festival mode.

All over the country have their own famous festival tourism projects, our famous festivals in Henan have Luoyang Peony flower fair, Kaifeng Chrysanthemum flower fair, Zhengzhou International Shaolin Martial Arts Festival, Zhoukou Dragon Boat Festival, Sanmenxia City Lantern Festival monk top lantern dance.

The fair includes temple fair and market, and temple fair is a key tourism development project. There are countless temple fairs all over China, and the famous temple fairs in Henan include the ancient temple fair of the first lunar month in Xunxian County, the temple fair of Taiwu Tomb in Huaiyang, the temple fair of Zhengzhou Mall, the temple fair of Yueshan Temple in Jiaozuo, the temple fair of Zhongyue Temple in Dengfeng, the ancient temple fair of Tongbai Pan, and the city of Xihua Nuwa [20].

Some problems should be paid attention to in the development of folk tourism products. The charm of folk tourism resources lies in their uniqueness. National and local characteristics are the key to reflect the uniqueness of tourism resources. Losing national and local characteristics, folk tourism resources will lose their appeal. Therefore, highlighting national and local characteristics in the development

of tourism resources can attract a large number of tourists. In the development to adhere to the local, do not imitate others, present the original, strong local flavor and simple characteristics.

In the development of folk tourism resources, we should pay attention to economic benefits, environmental benefits and social benefits. Economic benefit is to ensure that folk tourism activities can bring good economic income and provide employment: environmental benefit means that it does not destroy the ecology of the tourism place and the life of local residents. Folk tourism products should also provide tourism activities with aesthetic value, healthy form and content, revealing the wisdom and beautiful soul of the local people, reflecting the national psychology and character of the local people who love life, peace and friendship, providing tourists with rare spiritual food to ensure the social benefits of tourism activities.

The main purpose of the development of folk tourism resources is to obtain economic benefits, which must be economical in investment, quick in effect and high in benefit. Folk culture tourism resources are the great wealth of human society, which should be cherished and properly protected during development, and cannot be exploited only for economic benefits, which will destroy the local ecology and environment [21]. Traditional folk customs can not be recreated, once destroyed, the loss is often difficult to compensate, so in the development must adhere to the protection of the first. It is also necessary to pay attention to social benefits, adhere to high-grade development, develop social customs with positive significance, and prevent the development of low-grade, vulgar, harmful to people's physical and mental health, stupid superstitions and bad customs of low taste.

When contemporary tourists participate in tourism activities, they have a strong sense that they should not only watch and understand exotic and exotic scenery in tourism, but also participate in it personally and feel another way of life. It can be said that participation has become an important feature of tourism.

We say that the enjoyment brought by folk tourism to tourists is irreplaceable by other tourism resources, because the biggest advantage of folk tourism is that tourists can personally experience folk customs, participate in the living and real

folk life, and feel the local customs. Through such personal participation, tourists can directly contact and understand the local folk customs and unique regional culture to meet their tourism needs. Therefore, when we develop folk tourism projects, we should pay attention to developing those tourism activities that can let people try and taste the real nature, so that tourists can participate in them. Qingming Shanghe Park in Kaifeng is a theme park characterized by the development of Song culture, especially the development of Song folk culture. It is a relatively successful theme park in northern China. An important secret of its success is to enhance the participation of visitors, which makes visitors happy and also brings considerable economic benefits to the park.

CHAPTER 2 ANALYSIS ON THE FOLK CULTURE CHARACTERISTICS OF THE PALACE AND DAYANG ANCIENT TOWN IN JINCHENG CITY, SHANXI PROVINCE

2.1 Introduction to the Imperial Palace

Located in Huangcheng Village, Beiliu Town, Yangcheng County, the Palace of the Imperial Minister, the former residence of Chen Tingjing, the prime minister of Qing Dynasty, is a rare castle style official residence complex of Ming and Qing dynasties. It is built on the mountain, the second highest, magnificent momentum, unique characteristics. Since 1998, Huangcheng Village has used industrial accumulation funds to protect the development of Chen Tingjing's former residence of Huangcheng Prime Minister's Mansion, vigorously develop the cultural tourism industry, and built the third national 5A-level scenic spot in Shanxi Province and the only one in Jincheng City in 2011, wading out a green transformation road from "selling coal" to "selling culture" and "selling scenery". It has become the benchmark and model for the transformation and development of cultural tourism in Shanxi Province [22].

At present, the cultural tourism industry of the Imperial Palace has 1 national 5A scenic spot - the Imperial Palace ecological cultural tourism area, and 3 4A scenic spots - Guo Yu Ancient City, Haihui Academy and Boa River scenic spot. In terms of tourism supporting services, there are 1 three-star hotel and 1 four-star hotel, 1 health resort hotel built according to five-star standards, 2 high-end B&Bs, and more than 300 farm houses, forming a whole industry chain tourist destination integrating food, accommodation, transportation, tourism, shopping, entertainment, training, research and learning. It receives 2 million tourists a year, places more than 2,000 villagers in the surrounding areas for employment in tourism enterprises, and promotes more than 3,000 people in the nearby areas to engage in tourism-related industries.

In recent years, in accordance with the strategic deployment of "health care of Shanxi, summer care of Shanxi", the Huangcheng Village and the Huangcheng

Prime Minister's Office Group have compiled the "Health care Industry Development Plan for Five villages around the Imperial City" to create "Five villages, five Kang, One heart, six care" international tourism resort and domestic first-class health care destination. On the basis of human resources, natural resources and ecological environment, we will cultivate and gather cultural and health care business forms, develop various forms of cultural and health care products and services, constantly improve the standardization level of the health care industry of the Royal City Prime Minister's Mansion, and play a radiating and leading role in promoting the development of surrounding cultural and health care industry clusters [23]. In November 2023, it was rated as "Shanxi Provincial Cultural Tourism Health Demonstration Zone" by the Provincial Cultural Tourism Department.

In recent years, relying on the unique cultural tourism resources and ecological conditions of the Royal Palace, Huangcheng Village in Yangcheng County, Shanxi Province, firmly believes in the integration of agriculture and tourism and the integration of cultural and tourism development ideas, and has set up the village collective economic organization - Huangcheng Mansion Group, to create a big tourism pattern of "tourist attractions + hotels + cultural performances + farm music", and adhere to the modern service industry as the way to enrich the people. Forming a complete industrial chain with complete functions of "eating, housing, transportation, tourism, shopping and entertainment", receiving 2 million tourists annually, direct income of more than 100 million yuan from tickets, catering and accommodation, and comprehensive tourism income of more than 300 million yuan. It has led to the development of more than 400 farmhouse music, characteristic homestay and related businesses in Huangcheng Village and surrounding villages, solving more than 3,000 villagers' employment, and the average annual income of villagers has reached more than 60,000 yuan. After more than 20 years of efforts, the palace has been rated as a national 5A scenic spot and has become an important tourist destination in Shanxi Province, a new business card of Jincheng.

The construction of cultural symbols of the Royal City Prime Minister's Residence is a combination of local culture, popular cultural identity and the

characteristics of The Times, with the characteristics of The Times, inclusiveness and diversity. Therefore, according to the different cultural properties, the author divides the cultural symbols of the scenic spot into material cultural symbols and non-material cultural symbols, and classifies the cultural contents transmitted in the foreground area.

In terms of folk culture, art is a form of expression that reflects the social and cultural background at that time, and it will show people's feelings in social life through music, dance and other forms. The folk culture of the scenic area of the Royal City Prime Minister's Residence mainly includes the Shangtang Eighth Yin Club "Eight Yin of the Prosperous World" and "The National Wind of the Heavenly Dynasty" large-scale live-action experience dramas. First, Shangtang Eighth Yin Club is a folk feature of Jincheng City, Shanxi Province, belonging to the national intangible cultural heritage, it is a kind of auditory and visual combination of wind and percussion music [24]. In the course of the performance, the performers express the joys and sorrows of the music in different ways. The main musicians are the main performers, and other musicians cooperate with each other to form an artistic beauty integrating hearing and vision, which conveys people's yearning and expectations for a better life. The Palace of the Minister of the Imperial City introduced the Eighth Yin of the Shangtang Eighth Yin Club into the scenic spot, which not only highlights the local characteristics, but also adds interest, and better promotes the development of tourism; Second, the palace of the Prime minister's Residence scenic area launched a large-scale live experience drama with the historical background of the Han Dynasty - "The Wind of Heaven". By showing the Han Dynasty's court rites and music, the order of Kings and ministers and the life of the royal family, the visual and auditory interactive scene is formed, so that visitors can dream back to the Han Dynasty and enjoy the Han Dynasty rites and music culture. The symbol form of "The Imperial Style of Heaven" shows the ancient feudal system, showing the profound cultural connotation and folk customs. The development and introduction of these folk activities in the Royal Palace scenic area has expanded the cultural connotation of the Royal Palace to a certain extent,

increased the interest of tourists, showed the close connection between art and life, and made the Royal Palace more unique, which not only spreads and inherits the folk culture, but also promotes the development of tourism.



Figure 2.1 - Gao Ping Wang Fang blowing Art Group: Sheng Shi Eight Yin

The Palace of the Minister of the Imperial City is the former residence of Chen Tingjing, the famous minister of the Kangxi period of the Qing Dynasty, which retains the architectural characteristics of the official buildings of the Ming and Qing dynasties. The cultural symbols contained in it mainly include the roof, archway, door and stone, screen wall, etc. The aesthetic concept conveyed by them echoes the background of The Times and reflects the social culture and architectural style at that time. For example, the roof style of the Imperial Palace, different roof styles reflect different feudal hierarchies, mainly divided into single eaves on the top of the mountain, double eaves buildings, single-storey structures, rolled roof, these are tourists can directly feel the 12 first chapter of the Imperial Palace scenic cultural symbol composition, can directly refer to the architectural style of Ming and Qing Dynasties. However, these are no longer simple architectural elements, they use the form of symbols to convey the ethics and morals, the concept of titles and social status in the feudal society for thousands of years, and convey the traditional

etiquette concept of "there is a division of upper and lower, and there is a difference between inside and outside". The archway of the Prime Minister's Mansion of the Imperial city has two big and one small archway, which is a common decorative architecture, and its function is to honor the ancestors and pass down the generations, which is related to the identity and status of the master [25]. Through the form of symbols, the archway conveys the emperor's kindness to the Chen family and the social status of the Chen family. The door pillow stone conveys the strict ancient hierarchy in the form of symbols; From the point of view of symbolic meaning, the screen wall is to convey the hierarchical "ritual" concept with symbols. The architectural culture of the Prime Minister's residence of the Imperial city reflected the social and cultural system at that time with each symbolic meaning, and was a miniature of The Times. It conveyed the idea that buildings of different levels represented different levels of social status, and all reflected the Confucian thought centered on "rites", that is, "the king, the minister, the father and the son", and attached importance to the three principles and the five permanent principles as well as the patriarchal and ethical concepts. It shows the prominent social value function of ancient Chinese architecture.

The ancestral hall culture of the Royal Palace is derived from the ancient patriarchal system, which is a way for the Chen family to maintain family cohesion and centripetal force, mainly reflected in the Chen ancestral hall and Zi Yunqian. First, the Chen Clan ancestral Hall was built in the Ming Dynasty. It is the place where the Chen family in the imperial city worshipped their ancestors. It is the embodiment of the clan concept and reflects the system culture of the ancient patriarchal society. Different from other buildings, the front door of the ancestral hall stands on a high level, and the horizontal plaque "Chen Ancestral Hall" is hung on the front of the door, highlighting the clan organization system - the ancient feudal system based on the paternal family, including the fear and worship of the descendants of the Chen family to the ancestors, hoping to be protected by the ancestors and the family will be prosperous forever.



Figure 2.2 - The palace of the emperor's prime minister

In addition, the ancestral hall of the Chen family reflects the patriarchal family with blood relationship as the bond. From the semiotic sense, the ancestral hall is to consolidate the patriarchal order, enhance the cohesion and centrality of the clan, and standardize the clan life.

Second, the purple Yunqian is the cemetery of Chen Tingjing Zhi and his three sons Chen Zhuanglu and his grandson Chen Mingjian, which is located about 500 meters north of the scenic spot of the Royal City Prime Minister's Residence. Purple Yunqian entrance has a stone archway, the building is engraved with "grant light Lu doctor by the banquet of the official Wenyuan Pavilion grand bachelor and official officials book plus three taboo Tingjing grant posthumous title Wenzhen Chen Gong of good city." This is the former official position of Chen Tingjing, which was built by the emperor's gift, and the inscription on the forehead of the building shows the prominent status of the owner of the cemetery. About 30 meters to the north of the archway, there is a pavilion with a poem written by the Kangxi Emperor for the Grand Bachelor Chen Tingjing, indicating the status of Chen Tingjing [26]. Zi Yunqian represents the connection between the descendants of the family and the ancestors, the embodiment of the interdependence of the descendants of the family, the harmony between man and nature, and the embodiment of the ancient patriarchal

system. From the perspective of symbolic meaning, the ancestral hall culture of the Prime Minister's Mansion of the Imperial city conveys the patriarchal system and family system of the ancient feudal society through the two symbolic forms of ancestral hall and Zi Yunqian, reflecting the thoughts of human beings on ancestor worship. Ancestral hall culture is the support point of family culture and reflects the institutional culture of the combination of political rights and religious beliefs in ancient society.



Figure 2.3 - Chen Ancestral Hall of the Emperor's prime minister's residence

Through the cultural inheritance and the continuity of The Times, the ancient patriarchal system also has new connotation and significance in the new era. The good family tradition we advocate now is actually an extension of ancestral temple culture, which reflects a moral code to maintain the harmonious relationship between the family and the family itself, and is an important part of our traditional culture. It excludes the ancient hierarchical system and retains its essence. It not only increased the cultural connotation of the imperial palace, but also taught through entertaining, and greatly spread the traditional Chinese culture.

In order to enrich the tourist experience, the Royal Palace Palace scenic area developed the royal cuisine such as the Palace Banquet, Jinshi Xiaoge, and Xiangye

Jujube flower, etc. around the scene of Chen Tingjing welcoming Kangxi Emperor at that time, so that tourists can experience the local food culture. The symbols of royal cuisine developed by the Royal Palace Scenic area make tourists immersed in the tourist scenic area, thus improving the brand image of the Royal Palace, strengthening the understanding of the culture of the Royal Palace, and improving the recognition of tourists.

2.2 Current situation of cultural tourism in the Imperial Palace

By holding large-scale melodrama imitation performances, the Imperial Palace has built a platform for tourists to experience the scene, which is very helpful to attract more tourists. On weekdays, as soon as the scenic area opens at 9 am, there will be a large-scale imitation performance of ancient scenery, which makes visitors feel as if they have traveled back hundreds of years as an official attending court. Usually we can only see in the ancient TV series of the plot of the court image presented in front of the tourists themselves, people all feel novel. During the Lantern Festival in 2022, the Royal Palace held a live experience drama "The Wind of Heaven" performance in the Spring and Autumn Tower, and tourists who went to travel on the same day can personally participate in the experience of the play, learn from the actors, Han Li, Han music and other cultural knowledge, so that tourists can personally experience the charm of China's Han culture in the process of playing, which has obvious results [27].

The Palace also holds temple fairs on holidays to introduce local traditional culture and intangible cultural heritage to people in the form of performances. For example, in 2023, the New Year Temple Fair of the Imperial Palace launched the "Play culture 'tide' year, 'fun' Imperial Palace" theme cultural tour, which realized the deep integration of local culture, tourism experience and festival customs, which is very helpful for tourists to understand the culture of the Imperial Palace, and is a useful attempt to promote the cultural of the Imperial Palace.

In recent years, the state attaches great importance to the development of tourism, especially The State Council's Several Opinions on Promoting the Reform

and Development of Tourism (2014) and other policies and regulations, as well as the establishment of the Ministry of Culture and Tourism, have played an obvious role in promoting the development of tourism. Around 2020, due to the outbreak of the novel coronavirus pneumonia worldwide and the downturn in world economic development, although China's economy rose against the trend and became the only country among the world's major economies to achieve positive economic growth, the impact on tourism should not be underestimated. Despite the support of a variety of favorable policies, the flow of tourists is still significantly lower than in previous years [28]. However, as a national "AAAAA" level tourist attraction and a national cultural industry demonstration base, the Imperial City Prime Minister's Mansion performed extraordinary, and still reached the reception capacity stipulated by the government during this period. With the effective control of the epidemic in the world and the gradual recovery of the economy in the future, especially the sustained and healthy development of China's economy, the development prospects of the cultural tourism of the Imperial Palace are considerable.

In recent years, the Shanxi Provincial Party Committee and the provincial government have made every effort to build the Yellow River, the Great Wall and Taihang three major tourism sectors, build an upgraded version of the development pattern of Shanxi cultural tourism, shape the brand of "Good scenery of Chinese ancient civilization in Shanxi", plan new strategies, formulate new measures, and push Shanxi cultural tourism to achieve leapfrog development. According to the actual situation in Jincheng city, a new tourist road has been loved and hot by many network celebrities, known as the "network red road". The rapid popularity of this road not only provides convenience for foreign tourists to understand the culture and history of Jincheng, but also becomes a new tourist attraction of Jincheng itself, which can not be underestimated in promoting the economy and tourism of Jincheng [29]. In 2020, the Imperial Palace implemented encouraging policies such as exemption from admission fees, accommodation fees and partial return of travel fees during the epidemic period, which achieved good results, creating conditions for promoting the implementation of cultural leadership and cultural marketing

strategies of the Imperial Palace. 3. Rich cultural connotation of the Imperial Palace is located in the Beiliu town of Yangcheng County, Jincheng City, which is very suitable for self-drive travel and budget travel. The palace is built on the mountain, the whole building is divided into two cities, built in the Ming Xuande years more than 500 years ago (the inner city is the Ming Dynasty relic, the outer city is built in the Qing Dynasty), the total area of 100,000 m², there are 16 courtyards, the total length of the wall is more than 780 meters. At present, the royal Library, big arch, small arch, South Academy, Shide Academy, Chen Ancestral Hall, Dictionary Museum, He Shan Lou, Dou Zhuju, Miss Courtyard and other sites in the core area of the Imperial Palace have been preserved intact. The architectural complex is integrated with official houses, residential houses and military defense facilities. There are houses in the hill, pavilions in the house, water beside the pavilion, and mountains beside the water. It is well deserved to be called "the house of the first cultural giant in Northern China"; Convenient Marketing and Promotion of Imperial Palace project has superior location, adjacent to Jiunusian Lake, Python River, Guoyu Ancient City, Liushi residence, Xiangyu Sandu Ancient City and other tourist attractions, easy to form regional cultural tourism resources with surrounding scenic spots, easy to realize the integration of different cultures and marketing, very suitable for weekend tourism and leisure vacation

Although Jincheng is rich in tourism resources, but the attractions are mainly ancient buildings, temples, mountains and rivers, play fewer projects, not strong interest, culture in the project construction and promotion of penetration is not high, although the tourists are more than 30 years old tourists, but most of them are one to two days [30]. Due to the similar resources, the characteristics between scenic spots and scenic spots are not obvious, and the attraction of tourists is not strong.

The content of culture and the depth of understanding of culture determine the depth of tourism development. The Imperial Palace has rich cultural resources, including well-known historical culture and architectural culture, as well as other intangible cultural heritage (such as the Eighth Music Club). However, the Imperial Palace has a serious lack of cultural exploration in the scenic area, so that many

foreign tourists do not know much about the local culture, and even some locals know little about it. 3. Cultural marketing promotion is not enough Due to the lack of cultural promotion of the Imperial Palace, most tourists' cognition of the Imperial Palace is still limited to the beauty of ancient buildings. The more profound cultural atmosphere in the scenic spot is the Chinese Dictionary Museum and the university, but other places can hardly highlight its cultural connotation. Of course, the reasons for the lack of cultural promotion of the imperial Palace are also limited by geographical location and economic development.

No matter what scenic spot, no matter how much its cultural connotation, tourism service managers must have a strong cultural awareness, but the performance of the imperial Palace is not satisfactory. As the Royal Palace scenic spot is shared by the villagers of the Royal City Village, many of the staff are local villagers, generally speaking, their cultural quality is low, which affects the service quality of the Royal City Palace is not in place, and the problem of operation and management is more prominent.

2.3 Introduction to Sun Ancient Town

The ancient town of Sun, a shining pearl inlaid in the foothills of Taihang Mountain in Zezhou County, Jincheng City, Shanxi Province, has a history of more than 2,600 years. With its rich cultural heritage and unique historical style, it has attracted the attention of countless tourists. The ancient town, formerly known as Dayang or Yanga, has been a scenic spot described by literati and writers since ancient times. Its long history and profound cultural heritage make it a "living fossil" among ancient towns in China. The ancient town of Sun has a history of more than 2,600 years, and there are hundreds of ancient buildings here, known as "living fossils of ancient towns in China". Zhao Feiyan, who is very famous in history, once learned dance here, so the legend of Princess Yang A is spread from here. In the Qin and Han Dynasties, this is a treasure land of art, surrounded by a strong artistic atmosphere, and cultivated a very famous Zhao Feiyan. This is why you can enjoy the traditional Yanga song and dance with unique local characteristics every year

[31].

Folk culture tourism is the most important form of tourism in Sun Ancient Town. Tourists can visit folk villages, watch folk performances, participate in traditional activities, and feel the unique folk culture of Sun Ancient Town. Learn about the lifestyle and customs of the local people by visiting the folk houses, the buildings in the village, the village temple, etc. In the residential homes, you can see the traditional living structure, home furnishings, and feel the long history and cultural heritage. In the village temple, you can learn about the local people's beliefs and religious culture, and watch the sacrificial ceremonies. In addition, the folk village of Sun Ancient Town can also taste the traditional rural dining, taste the authentic rural dishes, and experience the simplicity and delicacy of the countryside [32]. At the same time, you can also participate in folk culture exhibition and handicrafts production activities, understand the traditional handicraft skills, make traditional handicrafts by hand, and improve your hands-on ability and art appreciation ability. Since the operation of Li Miao Cultural Tourism Zone in Sun Ancient Town, its annual operating performance has shown an upward trend year by year, which includes key economic indicators such as operating income, total profit and tax payment. In 2013, the scenic area of Sun Ancient Town strengthened its marketing and advertising promotion efforts, resulting in a significant improvement in performance and the accumulation of benefits. In 2013, the scenic spot spent 1.4 million yuan on advertising and publicity, increased its operating income by 8 million yuan, exceeded the 50 million yuan mark for the first time, and its net profit reached nearly 6.5 million yuan. In 2015, the scenic spot's spending on marketing and advertising rose to 6.2 million yuan, its operating income increased by more than 10 million yuan, and its net profit increased to 13 million yuan. In 2016, the scenic spot further increased its advertising investment to 7.41 million yuan, its operating income exceeded 100 million yuan for the first time, and its net profit increased to more than 17 million yuan [33]. In 2018, the total number of tourists received by the scenic area of Sun Ancient Town reached 1.6891 million, the operating income was 170 million yuan, and the national tax was 24.83 million yuan.

In the past 22 years, always adhering to the enterprise mission of "excavating, protecting, inheriting and carrying forward the culture of the ancient town of Sun, making it endless", the management team of the scenic spot has gone deep into various ethnic cities and counties in Shanxi and rescued many precious cultural relics scattered in the folk. These cultural relics are collected in nine theme pavilions related to intangible cultural heritage protection, such as the Folk tradition Hall of the ancient town of Sun, the non-textile hall, and the linen textile Hall of the scenic spot, and are focused on showing tourists, reflecting the historical value and cultural charm of the intangible cultural heritage of the ancient town of Sun [34].

2.4 Current situation of cultural tourism in Sun Ancient Town

When trying to show the folk culture of the ancient town of Sun, it may fail to dig deep into the rich connotation and unique perspective of these cultures. Reasons may include a lack of understanding of the local culture, a lack of deep collaboration with cultural experts, or an overly simplified and generalised approach to cultural expression that fails to reflect cultural diversity and complexity. To be specific:

First, understand the shallow level of culture. The staff of the scenic area of Sun Ancient Town lack in-depth research on the historical background, traditional customs, language characteristics and cultural symbolism of these ethnic groups. The superficial treatment of culture fails to fully reflect the richness and uniqueness of Li nationality and folk culture, which makes the cultural display lack of persuasion and attraction.

Second, there is a lack of in-depth cooperation with cultural experts. Effective cultural presentation requires the participation of experts such as cultural scholars, historians, and artists to ensure cultural accuracy and depth. Sun Town has failed to establish effective cooperative relationships with these cultural experts, or has not fully utilized their expertise in the process of cultural presentation. Without the in-depth intervention and guidance of experts, the display of Li folk culture in Yang Guzhen is easy to become formalized, and it is difficult to touch the core and spirit of its culture [35].

Third, oversimplification and popularization of cultural expression. In order to cater to the taste of the public or to convey cultural information in limited time and space, the expression of ethnic minority culture in the ancient town of Sun has taken an oversimplified and popular way. Although this practice facilitates the rapid transmission of information, it may also weaken the complexity and multi-dimensionality of culture, making it difficult for tourists to obtain profound cultural experience and cognition.

At present, tourists have increasingly diversified demands for travel experiences, seeking a full range of experiences from participation, education to entertainment. Sun Town may be too one-dimensional in its experience design, lacking customized experiences for different groups of visitors, such as family-friendly, educational exploration or adventure challenges [36].

First, lack of diversity of experience. When providing tourist experience, Sun Ancient Town relies too much on traditional sightseeing and performance activities, ignoring the diversified needs of tourists for experience content. This kind of single experience design is difficult to meet the needs of tourists of different interests and ages, resulting in the homogenization of tourists' experience.

Second, the customized experience is insufficient. Modern tourists, especially the younger generation, pay more and more attention to the personalization and customization of travel experience. Sun Ancient Town lacks customized experience projects designed for specific tourist groups (such as families, student groups, adventure enthusiasts, etc.), which makes the folk culture tourism experience lack of personalized appeal.

Third, the integration of education and entertainment is insufficient. In folk culture tourism, the effective integration of education and entertainment is particularly key to improving tourist experience. The experience design of folk culture tourism in Sun Ancient Town fails to fully consider how to provide interactive activities with strong entertainment while transferring cultural knowledge, so that tourists can enjoy fun and acquire knowledge at the same time.

The difference of tourists' perception of cost performance reveals the

disconnection between the provision of folk cultural value and the price positioning in Sun Ancient Town. There are two possible reasons for this disconnect:

First, the price setting does not match the value of the experience. When pricing, Sun Ancient Town failed to accurately evaluate and respond to tourists' expectations of experience value, resulting in high prices and actual tourism experience that did not meet tourists' expectations, thus feeling that the cost performance was low.

Second, in marketing and publicity, Sun Ancient Town failed to effectively convey the unique value of its folk culture and experience highlights, resulting in tourists having a vague understanding of the value they can get before paying, and then feeling that the price does not match the experience value.

A series of problems in human resource management. These problems cover the lack of staff selection, training, incentive and evaluation mechanism, which leads to the low satisfaction of tourists on the folk culture tourism service in the ancient town of Sun.

First, the lack of staff selection. Effective staff selection is the first step to ensure service quality. In Sun Guzhen, the staff selection process failed to strictly screen out employees with service awareness, cultural knowledge background and communication skills, resulting in uneven overall quality of the service team, thus affecting the consistency of service quality. Shortcomings in the selection process may include an incomplete assessment of candidates' skills and attitudes, and a lack of consideration of candidates' cultural fit with the site.

Second, the training mechanism is not perfect. Staff training is the key link to improve service quality. Sun Town may not provide comprehensive and continuous training, and staff lack the necessary service skills, cultural knowledge and ability to respond to various visitor needs. The lack of training content or improper training methods, such as over-reliance on theoretical explanation and neglect of practical operation and scenario simulation, limit the improvement of staff's service ability [37].

Third, the lack of incentive mechanism. Employee enthusiasm and service enthusiasm are largely influenced by the incentive mechanism. The town has not

implemented effective incentive mechanisms, such as rewards for employees with excellent performance, career development opportunities and fair salary system, which leads to the lack of enthusiasm of employees and affects the quality of services and tourists' satisfaction.

Fourth, the evaluation mechanism is not perfect. Continuous service quality assessment is essential to identify problems and make improvements. The lack of effective employee performance evaluation and customer feedback mechanism makes it difficult to accurately grasp the actual situation of service quality and timely adjust service strategies. This problem makes the service problem of Sun Ancient town exist for a long time and has not been solved.

In the process of attracting tourists and increasing income, Sun Ancient Town excessively introduces commercial elements, which to a certain extent affects tourists' perception and satisfaction with cultural experience.

First, the intrusive nature of the commercial element. In order to enhance the commercial value of the scenic area, Sun Ancient Town has set up a large number of shops, billboards and commercial activities in the scenic area. While these practices can increase revenue for scenic spots in the short term, the excessive commercial elements have created an intrusion on the experience of tourists, especially those who are looking for cultural immersion and educational experiences in their travel [38]. The ubiquity of advertising and the over-promotion of commodities make tourists feel that scenic spots pay more attention to economic interests than the inheritance of cultural values.

Second, the dilution of cultural experience. Excessive commercial activities have led to the formalization of folk culture inheritance activities in the ancient town of Sun, and the content of cultural display and education has been simplified into easy-to-consume goods, thus diluting the depth and authenticity of cultural experience. For example, traditional handicrafts that originally had deep cultural significance were transformed into mass-produced tourist souvenirs, losing their cultural uniqueness and the value of handicrafts.

Third, the deviation between tourists' expectation and actual experience.

Visitors to the ancient town of Sun often bring curiosity and respect to the Li people and folk culture, and expect to have a deep understanding of these cultures through personal experience. However, the commercial activities in the scenic area are too prominent, which seriously interferes with or even replaces the opportunities for cultural learning and experience.

The old facilities, long queuing time and insufficient service support reflect the shortcomings of Sun Ancient Town in providing comprehensive leisure experience. This may be due to the failure of the Sun Ancient Town scenic area to fully consider the leisure needs of tourists in its planning and operation, or the failure to update and maintain facilities in a timely manner.

First, the aging of recreational facilities. With the passage of time, some of the leisure and entertainment facilities in the scenic area of Sun Ancient Town may have become old and can no longer meet the needs of tourists. The ageing of a facility is not only about its physical condition, but also whether its design and function can meet the diverse leisure needs of today's visitors. Old facilities reduce visitors' sense of security and their willingness to use them, thus affecting the overall experience [39].

Second, the efficiency of operation and management is low. During peak travel times, visitors may have to wait in line for a long time in front of popular facilities or activities in the scenic area. Long waits not only consume valuable tourist time, but may also lead to dissatisfaction and frustration due to a sharp decline in the sense of experience. The queuing problem is often caused by the inefficient operation and management of scenic spots. The scenic area of Sun Ancient Town lacks efficient operation and management strategy, which can not cope with the number of tourists in the peak period. This includes the lack of an effective crowd monitoring and scheduling system, as well as the lack of additional operational support during peak crowd hours. In addition, the lack of effective pedestrian distribution measures in the Sun Ancient Town scenic area has led to the concentration of tourists in a few popular facilities or activities, while ignoring other areas that can provide rich experiences. This uneven distribution has contributed to congestion in some areas of

activity.

CHAPTER 3 THE STRATEGY OF USING FOLK CULTURE TO DEVELOP CULTURAL TOURISM INDUSTRY CHAIN

3.1 The strategy of using folk culture to develop cultural tourism industry chain

The Palace of the Minister of the Imperial City and Dayang Ancient Town have a long history, and the folk cultural resources are diverse and colorful, and there are countless folk cultural resources including folk crafts, folk festivals, folk entertainment, folk beliefs, traditional customs, and food customs.

Digging deep into the local unique folk culture and integrating it into tourism activities can not only spread the profound connotation of folk culture through tourism activities, ensure the inheritance and development of folk culture, but also promote the development and improvement of local tourism and economic level. To dig deeper into the folk culture connotation of the royal city Minister's mansion and Dayang Ancient Town with local characteristics, the local government and tourism enterprises are required to cooperate in planning and jointly promote. In terms of development content, it is necessary to take the characteristic folk culture of the Prime Minister's Mansion of the Imperial City and Dayang Ancient Town as the basis, dig deeply into the historical and folk culture value contained in it, and develop folk culture tourism by showing it in a way that is true and natural and reflects the local flavor, so as to prevent the homogenization and over-commercialization of folk culture. In terms of development ideas, neither can we blindly stay in the shallow surface of folk culture performances and song and dance performances, nor can we build folk gardens, folk villages, and scenery parks on a large scale, otherwise it will cause the uniformity and homogenization of folk culture resources in the Royal City Mansion and Dayang Ancient Town, which is not conducive to the development of local folk culture tourism. In the process of development, it is necessary to choose the local unique folk culture resources for development, take the local folk customs, folk crafts, food customs, folk entertainment, traditional festivals and other local unique folk culture as the development content, take the connotation of folk culture

contained in it as the main line, carefully organized and planned, and form special tourism products [40].

The in-depth exploration of the connotation of folk culture is inseparable from the support and participation of local residents. Local residents are the main body of the inheritance and development of folk culture. Only by respecting the will and folk tradition of local residents, and actively striving for the extensive support and participation of local residents, can we deeply explore the cultural connotation of local folk culture, make local folk culture tourism more authentic and authentic, and ensure the inheritance and development of local folk culture and the long-term development of folk culture tourism. At the same time, on the basis of in-depth exploration of the local folk culture connotation of the Royal Palace and Dayang Ancient Town, further consolidate the folk culture tourism brand of the Royal Palace and Dayang Ancient Town, and establish a good brand image of the Royal Palace and Dayang Ancient Town folk culture tourism.

The folk culture resources of the Prime Minister's Mansion of the Imperial city and Dayang Ancient Town are unique, especially the folk culture resources such as folk crafts, opera art, food customs and folk festivals. The most important thing in the development of folk culture tourism resources in the Royal Minister's Mansion and Dayang Ancient Town is to innovate and develop folk culture tourism products with local folk characteristics on the basis of local folk culture resources [41]. In the development process of folk culture tourism products, the Royal Minister's Mansion and Dayang Ancient Town can develop a variety of characteristic folk culture tourism brand products from the aspects of folk crafts, opera art, food customs and folk festivals on the basis of in-depth exploration of the connotation of folk culture, and take the road of conformal folk culture brand development.

In the development of folk arts and crafts folk culture tourism products, it is necessary to dig deeply into the folk culture connotation of the royal Palace and Dayang Ancient Town folk arts and crafts, and show the cultural connotation through the real natural and vivid image form, so that tourists can understand the cultural heritage. Based on different forms of folk handicrafts, tourism products and

souvenirs with local folk characteristics will be developed to promote the publicity and development of folk handicrafts in the Royal City and Dayang Ancient Town.

In terms of the development of opera art, folk culture and tourism products, it is necessary to deeply explore the folk culture connotation of the characteristics of the Palace of the Prime Minister and Dayang Ancient Town, and combine the profound cultural connotation with the unique opera forms of the Palace of the Prime Minister and Dayang Ancient Town, such as Lv opera and Gaomi Maoqiang, so as to vividly show them to tourists through the form of opera and drama [42]. However, in the process of development, we should pay attention to the innovative development of performance forms and performance contents such as opera and drama, and strictly prevent the over-commercialization and homogenization of simple folk performances.

In terms of the development of food customs and folk culture tourism products, we should actively go deep into the lives of local residents. Food is the priority of the people, and local residents are the most familiar with the food customs of the Royal city Prime Minister's mansion and Dayang Ancient Town. Therefore, the local residents are the main body of the development of the royal city minister's mansion, Dayang Ancient Town food customs and folk culture tourism products. In the process of development, it is necessary to excavate the existing local food customs and develop local characteristic folk food tourism products on this basis, and develop the food customs and folk culture tourism activities with high participation of tourists, so as to promote the development and development of folk food culture tourism products in the Royal City Prime Minister's mansion and Dayang Ancient Town [43].

In terms of the development of folk festival and folk culture tourism products, we should take the folk culture with local characteristics of the Royal Palace and Dayang Ancient Town as the core, take rich culture as the connotation, and deeply explore the resource characteristics and cultural connotation of the major folk festivals of the Royal Palace and Dayang Ancient Town. On this basis, the folk festival tourism products of the Royal Palace and Dayang Ancient Town should be

systematically planned and developed. Create special and customized characteristic folk festival tourism product routes.

First, we should increase the intensity of folk tourism publicity. In today's era of fierce tourism competitiveness, if folk culture tourism wants to achieve rapid development and progress, it is necessary to strengthen the publicity of folk culture tourism and vigorously develop marketing publicity strategies. In the process of tourism publicity of the folk culture of the Imperial Palace and Dayang Ancient Town, the government and relevant tourism departments of the Imperial Palace and Dayang Ancient town should play a leading role, comprehensively use TV, magazines, newspapers, Internet and other media and publicity methods and channels to carry out professional folk culture tourism marketing and publicity, and constantly improve the publicity level and publicity effect. At the same time, tourism enterprises and relevant units related to the Prime Minister's Mansion of the Imperial City and Dayang Ancient Town should also integrate a variety of effective publicity resources, strengthen publicity by organizing and holding various types of folk culture tourism activities, folk festival activities, tourism culture festivals and other ways, and carry out effective communication through new media channels such as the Internet. Gradually improve the popularity of the royal city Prime minister's mansion, Dayang Ancient Town folk culture tourism.

The second is to innovate folk tourism marketing channels. With the rapid development of Internet, the development of new media in our country has made great progress. New media is an emerging media form formed on the basis of traditional media through the development of new technologies such as the Internet, which mainly includes wechat, Weibo, digital TV and other forms. Among them, we media is the latest stage of the development of new media and its characteristics, and it is the further development of new media, which can further draw the distance between the propaganda subject and the tourists, and increase the tourists' sense of intimacy and reality. The development of the new media industry has provided unprecedented conditions for the publicity and promotion of the tourism industry [44]. At present, the publicity and promotion of the tourism brand image are mainly

carried out through various forms such as social networking, video, search and guideline. Imperial Palace and Dayang Ancient Town should integrate marketing strategies, innovate marketing models, actively use new media and other ways to increase publicity, broaden network marketing channels, and promote and publicize the folk culture tourism brand image of Imperial Palace and Dayang Ancient Town through new media and other forms.

Folk culture tourism resources are non-renewable. Excessive development of folk culture tourism resources may cause serious damage or even extinction of local folk culture tourism resources. Folk artworks and folk handicrafts are mass-produced to meet the market demand, and folk festivals, folk entertainment and other folk culture resources are constantly performed commercially to meet the needs of tourists. The result is the homogenization and over-commercialization of the folk culture of the palace and Dayang Ancient Town, and the loss of the rich cultural connotation and historical and cultural value contained in itself. Folk culture is a kind of culture that inherits history. In order to realize the sustainable development of folk culture tourism, reasonable protection of folk culture tourism resources is very important.

The protection of the folk culture of the Royal city Prime Minister's mansion and Dayang Ancient Town should be completed jointly by the local government and relevant tourism departments, local tourism enterprises and local residents. While developing folk culture tourism, the local government and tourism related departments should make scientific and reasonable planning for the folk culture tourism development of the Royal City Minister's Residence and Dayang Ancient Town, actively protect the local folk culture resources, and avoid blind development and overdevelopment; At the same time, the government and tourism related departments should introduce relevant policies and regulations to guide local tourism enterprises to develop folk culture tourism activities of residents. In the process of folk culture tourism development, the local tourism enterprises should strictly abide by the requirements of relevant policies and laws and regulations, carry out reasonable development of folk culture tourism resources of the Royal City

Minister's residence and Dayang Ancient Town on the basis of not violating the principle of sustainable development, and actively protect folk culture tourism resources from being destroyed [45]. The local residents of the Royal Palace and Dayang Ancient Town are important subjects in the development of folk culture tourism, as well as the protection of folk culture tourism resources. The government of the Royal Palace and Dayang Ancient Town and relevant tourism departments should actively guide the local residents of the Royal Palace and Dayang Ancient town in their awareness of folk culture protection. Make the local residents have a sense of pride and identity for the folk culture of the Royal Palace and Dayang Ancient Town, establish the concept of national protection in a real sense, and realize the sustainable development of the folk culture tourism of the Royal Palace and Dayang Ancient Town.

The development of folk culture tourism resources in the palace and Dayang Ancient Town cannot be separated from the support of professional tourism-related talents. A high-quality folk culture tourism resources development talent team, including folk culture tourism planning, development and protection talents, as well as folk culture tourism management, operation and service talents, but also includes folk culture resources inheritance and development talents. To build a diversified folk culture tourism talent system, it is necessary for the Prime Minister's Mansion of the Imperial City and Dayang Ancient Town to continuously improve the talent training mechanism of folk culture tourism, strengthen the training of high-quality folk culture tourism resources development and management talents and professional folk culture resources inheritance and development talents.

Cultivate talents for the development and management of folk culture tourism in the Royal city and Dayang Ancient Town.

The Prime Minister's Mansion of the Imperial City and Dayang Ancient Town should pay attention to improving the talent training mechanism of tourism-related colleges and majors, set up courses related to the development and protection of folk culture tourism resources, and train a group of professional folk tourism-related management and development talents; Encourage tourism-related colleges and

universities to strengthen the research and excavation of the folk culture resources of the Royal Palace and Dayang Ancient Town, cultivate the folk culture tourism resources of the Royal Palace and Dayang Ancient Town cultural research talents, and provide intellectual support for the development of the folk culture tourism resources of the Royal Palace and Dayang Ancient Town; Set up related majors such as folk culture tourism resources development, so that students can fully understand the status of local folk culture tourism resources in the Royal City Prime Minister's Mansion and Dayang Ancient Town, and train professional folk culture tourism service talents. Regular on-the-job training for the folk tourism practitioners, and constantly improve their folk tourism development, management, service capabilities. While actively cultivating folk culture tourism related management and development talents, we should also actively improve the talent introduction mechanism, establish and improve a fair and just talent selection and introduction mechanism, and attract a large number of high-quality professional folk culture tourism talents. In addition, the government and relevant parts should introduce relevant policies to provide guidance, support and guarantee for the introduction, training and use of folk culture tourism talents in the Royal City Prime Minister's Mansion and Dayang Ancient Town.

To cultivate the inheritance and development of folk culture resources in the Royal Palace and Dayang Ancient Town.

For the cultivation of folk culture inheritors in the Palace and Dayang Ancient Town, the first is to ensure that the existing folk culture inheritors are not lost, and the second is to cultivate a new generation of folk culture inheritors. In order to ensure that the existing folk culture inheritors are not lost, the Imperial Palace and Dayang Ancient Town should introduce relevant policies to protect and improve the treatment and social status of the existing inheritors, and increase their sense of identity and pride in folk culture. In order to cultivate a new generation of folk culture inheritors, we should actively organize folk culture inheritors to cooperate with schools, set up a number of folk culture characteristic courses in primary and secondary schools, and promote the new generation's understanding, identification

and inheritance of folk culture [46]. It is very important to cultivate the folk culture inheritors of the Palace and the ancient town of Dayang to maintain the authenticity of the folk culture of the Palace and the ancient town of Dayang and promote the inheritance and development of folk culture. The cultural subject consciousness of the inheritors of folk culture has not been lost, and the authenticity and inheritance development of folk culture can be guaranteed.

Optimize catering and accommodation services. Good catering and accommodation services are the basic conditions for the development of rural tourism, in order to attract more tourists, to provide reasonable prices, good facilities, excellent service accommodation services is crucial. In view of the problems of high prices and poor service of catering and accommodation in the Palace of the Prime Minister of the Imperial City and the scenic spot of Dayang Ancient Town, the Imperial City Village should start from meeting the needs of tourists, adhere to the principle of "high quality and low price", take the road of popularity, constantly improve the hardware facilities of hotels and hotels, optimize the service content and process, improve the quality of products and services, and appropriately reduce product prices on the premise of ensuring its own profits. Improve visitor satisfaction and experience.

Multi-channel publicity and promotion. Now is a "wine also afraid.

The alley is deep "era, so publicity and marketing has become particularly important. On the one hand, it is necessary to make full use of the advantages of fast communication, multiple forms and wide coverage of the Internet, and set up official accounts of the Royal City Prime Minister's Mansion and Dayang Ancient Town Scenic spot to release videos, pictures, story texts and characteristic tourism projects on new media platforms such as tourism professional websites and micro-blogs, Douyin and Kuaishou. At the same time, it can also be widely publicized through social platforms such as QQ space, wechat circle of friends, and wechat group to expand the audience and attract more people of different ages to travel. On the other hand, to carry out a series of offline publicity activities, you can jointly with travel agencies, universities and enterprises and institutions to hold the Royal city Prime

minister's mansion, Dayang Ancient Town tourism special promotion activities, in order to expand market influence.

We will combine inheritance with innovation. The Prime Minister's Mansion of the Imperial City and Dayang Ancient Town have profound cultural deposits and numerous ancient villages, ancient sites and ancient buildings scattered everywhere. The local government departments should set up special agencies to protect and restore, especially those resources with historical and humanistic value, in order to better protect and inherit these precious cultural heritages. At the same time, it is necessary to dig deeply into the value of these cultural tourism resources and make reasonable use of them in the protection. It is necessary to adhere to the principle of "restoring the old as the old and maintaining the original appearance". Historical buildings such as Tingjing Mansion are one of the representatives of the Prime minister's mansion and Dayang Ancient Town. These buildings embody the essence of architecture in the Ming and Qing dynasties and have high historical and cultural value. Therefore, the historical and cultural diversity of the palace and Dayang Ancient town should be fully displayed in the tourism development.

Develop cultural and creative products. The first is to develop cultural and creative products that reflect the characteristic architectural style and historical figures of the Imperial Palace and Dayang Ancient Town, including office supplies, souvenirs, health supplies and prefabricated special snacks. According to the purchasing power of different levels of tourists, cultural and creative products can be divided into low, medium and high 3 grades, and in the core area of the scenic spot to add cultural and creative products procurement store, so that tourists can experience or buy their own store. Second, the "Shanxi vinegar" and other local traditional characteristics of the diet can not only stay at the simple level of sale, but also through in-depth development, to show tourists the historical origin of these characteristics of the diet culture, production methods and production process, and invite tourists to make on-site packaging, enhance the sense of tourist experience and gradually form a characteristic tourism project. The third is to hold festival activities to enrich the forms of tourism. The unique food culture and architectural

culture of the Palace and Dayang Ancient Town are rich in content and profound in heritage, and can be held in the Palace food culture festival, folk temple fair, architectural culture festival, etc., to create consumption hot spots to increase income, and improve visibility and influence.

3.2 Using folk culture to develop cultural tourism industry chain guarantee measures

The government should formulate local regulations and policies to support the development of historical and cultural industry chain tourism in the Imperial City Prime Minister's Mansion and Dayang Ancient Town, clarify the development goals and directions of the historical and cultural tourism industry, and ensure that the tourism development has rules to follow. Specifically, it includes: land use policy, giving priority to the use of land suitable for tourism development for cultural tourism projects, and providing corresponding preferential land use policies; Cultural heritage protection policy, strengthen the protection of historical and cultural heritage, avoid the destruction of cultural relics and cultural heritage in the process of tourism development; Preferential fiscal and tax policies, providing corporate income tax, value-added tax and other tax relief policies for enterprises and projects engaged in cultural tourism development; Set up special funds to provide financial subsidies to key cultural tourism projects, reduce development costs, and attract more investors; Financial support policies, in cooperation with financial institutions, to provide low-interest loans or interest-free loans to support the capital needs of cultural tourism enterprises; We will set up a cultural tourism development fund to support key projects and the development of small and medium-sized enterprises [47].

Formulate detailed development plans. The government should formulate a long-term and detailed development plan to clarify the direction, goals, steps and specific measures for the development of the historical and cultural tourism industry chain of the Imperial City Prime Minister's Mansion and Dayang Ancient Town. Specifically, it includes: making a good overall plan, clarifying the short -, medium

- and long-term goals of the tourism development of the historical and cultural industry chain of the Imperial City Minister's Mansion and Dayang Ancient Town, such as specific indicators such as tourist reception, tourism income and infrastructure construction; According to the distribution of geographical and cultural resources of the Palace and Dayang Ancient Town, the tourism functional areas are scientifically divided, such as cultural heritage area, ecological tourism area, national scenery area, etc. Planning tourism product system, developing diversified tourism products, such as cultural heritage tour, folk customs tour, ecological tourism, etc.; Do a good job in special planning, carry out detailed planning for key cultural tourism areas, such as Hani terraces, ancient towns and villages, and clarify the principles and measures for protection and development; Planning and improving tourism infrastructure, including transportation, communication, accommodation, catering, etc., to provide tourists with convenient and comfortable travel experience; Planning and construction of tourism supporting facilities, such as tourism service centers, parking lots, public toilets, etc., to improve the level of tourism services; Do a good job in tourism route planning, connect the main cultural heritage of the Royal city Prime Minister's Mansion and Dayang Ancient Town, design cultural heritage tourism routes, such as Honghe Ancient Town tour, minority culture tour, Honghe industrial heritage tour, etc.; According to different themes, design special tour, such as food tour, photography tour, research tour, etc.

Third, pay attention to the overall brand marketing of historical and cultural tourism. Brand marketing is an important factor to achieve the development of local tourism industry. The overall brand marketing of the chain development of the historical and cultural tourism industry in the Imperial city and Dayang Ancient Town includes: Establish a unique brand positioning to differentiate from other travel destinations, thus attracting the target group of tourists and creating a distinct brand image. In the development of tourism projects, we should focus on grasping and strengthening the cultural context of the most valuable development value of the Royal city Mansion and Dayang Ancient Town, and carry out in-depth excavation

with "history and culture" as the core; Establish a recognizable brand identification system, including the design of brand logos, slogans and visual elements reflecting the historical and cultural characteristics of the Red River, so that tourists can quickly recognize and remember. When planning historical and cultural tourism products, we should pay attention to the combination of sightseeing, food, residence and transportation, create tourism projects with local characteristics and brand charm, and highlight the uniqueness, regionalism, artistry, commemorative and practicability of national culture; The Palace of the Minister of the Imperial City and Dayang Ancient Town should also establish a marketing platform combining online and offline to provide comprehensive tourism information and services through official websites, social media accounts, offline tourism centers and other channels, so as to facilitate tourists to obtain required information and interact with target groups. This integrated marketing approach will help enhance the visibility and attractiveness of historical and cultural tourism in the Imperial city and Dayang Ancient Town; Strengthen regional and international cooperation, cooperate with neighboring provinces and cities and international tourism institutions, and jointly promote the tourism resources of the Imperial City Prime Minister's Mansion and Dayang Ancient Town; Participate in domestic and foreign tourism exhibitions, expos, etc., to enhance the international influence of the Imperial city Prime Minister's Mansion and Dayang Ancient Town.

First, strengthen the linkage and cooperation between relevant enterprises. The palace of the Prime Minister and Dayang Ancient Town have rich historical and cultural resources, but it is difficult for a single enterprise to independently develop and utilize all resources. Through cooperation between enterprises, various cultural resources can be integrated and more abundant and diversified tourism products can be developed. Specifically, it includes: establishing a cooperation mechanism between enterprises, establishing a cultural tourism industry alliance, gathering relevant enterprises, promoting resource sharing, information exchange and cooperative development, encouraging cultural tourism enterprises to cooperate with enterprises in science and technology, education, agriculture and other industries,

and developing cross-border tourism products, such as smart tourism and research tourism; Build a resource sharing platform, promote information exchange and resource sharing among enterprises, and improve the overall operation efficiency.

Chapter 6: Safeguard measures for the development of historical and cultural industry chain tourism in the Palace of the Prime Minister and Dayang Ancient Town, establish a talent sharing mechanism, jointly train and introduce cultural tourism professionals, and improve the overall quality of the industry; The development of innovative tourism products requires multi-faceted cooperation. Through the linkage cooperation of enterprises, it is possible to develop distinctive tourism products with alienated business trips, form unique market competitiveness, and avoid homogeneous competition. Brand cooperation between enterprises can also enhance the overall brand image, such as jointly launching joint products and jointly holding brand promotion activities to expand brand influence.

Promote the integration of historical and cultural tourism with the first and second industries in the Imperial City Prime Minister's Mansion and Dayang Ancient Town. Promoting the integration of tourism and primary and secondary industries can realize the comprehensive utilization of resources, enhance the diversity and attractiveness of tourism products, promote the economic development of agriculture and industry, improve the comprehensive competitiveness of the region, and achieve sustainable development. Specifically, it includes: to enhance the added value of agriculture and industry, through the combination of agriculture and tourism, it can develop agricultural tourism, agricultural experience, picking activities and other special tourism projects to increase the added value of agricultural products; Opening the industrial production process to tourists, showing local industrial characteristics and production techniques, such as tea processing, rice noodle making, etc., to increase the added value of industrial products; Enrich tourism products, enhance attraction, develop new tourism products with agricultural (industrial) sightseeing, agricultural experience, factory visit, production experience, festival activities, cultural interpretation, research activities and other tourism content.

Pay attention to the palace of the prime minister, Dayang Ancient town historical culture tourism and education industry integration. Pay attention to the integration of historical and cultural tourism and education industry of the Imperial Palace and Dayang Ancient Town to train high-quality professionals, improve the service quality and innovation ability of the tourism industry, and promote the sustainable development of the historical and cultural industry chain tourism of the Imperial Palace and Dayang Ancient Town. Specifically include; Strengthen cooperation with local colleges and vocational schools, set up tourism management majors, cultural industry management, cultural heritage protection and other related majors, and train professionals with professional knowledge, management ability and service consciousness; Provide continuing education and training, and regularly carry out professional training and skill upgrading training for tourism practitioners, such as tour guide training, service etiquette training, management training, foreign language training, information technology, etc., to improve the professional level, comprehensive quality and competitiveness of practitioners; Professional academic forums will be held to provide an academic platform for the development of historical and cultural tourism of the Imperial Palace and Dayang Ancient Town, and enhance the influence of historical and cultural tourism of the Imperial Palace and Dayang Ancient Town; Conduct research and development of tourism products, research and development of tourism products and tourism derivatives according to the needs of the market and tourists, and improve the added value of related industrial products.

CONCLUSIONS

Folk culture tourism is one of the important forms of cultural tourism. The Palace of the Minister of the Imperial City and Dayang Ancient Town have abundant and very characteristic folk culture resources, and have many advantages for the development and development of folk culture tourism. This paper mainly studies and discusses the development of folk culture tourism resources in the Palace of the Prime Minister and Dayang Ancient Town, aiming to provide certain reference and significance for the development of folk culture tourism resources in the palace of the Prime Minister and Dayang Ancient town. First of all, through understanding the research background and significance of the development of folk culture tourism resources in the Royal Palace and Dayang Ancient Town, this paper determines the research content, research methods and technical routes of this paper, expounds the relevant conceptual connotation and basic theories, and collates, analyzes and summarizes the relevant research results at home and abroad. Secondly, to understand the development status of the folk culture tourism resources of the Royal Palace and Dayang Ancient town, analyze the current status and problems of the development of folk culture tourism resources of the Royal Palace and Dayang Ancient Town; Thirdly, the author analyzes the development of folk culture tourism resources in the Royal Palace and Dayang Ancient Town, and puts forward the goals, principles and related strategies of the development of folk culture tourism resources in the future.

First, the integration of folk culture into tourism has proven to be an effective means of preserving cultural heritage while simultaneously creating a vibrant and competitive tourism sector. Both the Prime Minister's Mansion and Dayang Ancient Town are deeply rooted in local traditions, offering authentic cultural experiences that attract visitors. The rich folk traditions and unique architectural styles of these places contribute significantly to their tourism appeal, serving as both educational and entertainment resources for tourists. This highlights the importance of preserving and promoting indigenous culture as a foundation for cultural tourism

development.

Secondly, the role of folk culture in enhancing the tourism experience cannot be overstated. As shown in the analysis of the two sites, folk culture provides a distinctive identity for these destinations, setting them apart from other tourist attractions. The tangible and intangible cultural resources, such as local customs, traditional crafts, and regional festivals, not only enrich the visitor experience but also foster a deeper connection between tourists and the local community. Therefore, cultural tourism must emphasize authenticity and respect for the local traditions, as these elements are key to establishing long-term success in the competitive tourism market.

Furthermore, the study emphasizes that the tourism development strategy for these cultural sites must be holistic and sustainable. The cultural tourism industry chain in Jincheng, for example, requires collaboration between various stakeholders, including government bodies, local businesses, cultural organizations, and the local community. Developing infrastructure, improving service quality, and enhancing promotional efforts are essential to attracting a broader range of tourists. Moreover, a focus on sustainable tourism practices, such as eco-tourism and community-based tourism, will ensure that the development of these cultural resources does not come at the expense of environmental or social integrity.

In terms of specific strategies, one of the key suggestions is to further strengthen the link between folk culture and modern tourism services. For example, offering guided tours that incorporate storytelling, interactive cultural experiences, and workshops where visitors can learn traditional crafts or participate in folk festivals would greatly enhance the appeal of the Prime Minister's Mansion and Dayang Ancient Town. This not only enriches the tourism experience but also helps to generate income for local artisans and small businesses, thus supporting the local economy.

Additionally, it is crucial to invest in digital and online platforms to expand the reach of these cultural tourism attractions. Virtual tours, online exhibitions, and digital storytelling can attract a global audience, particularly younger generations

who may not have the opportunity to visit in person. By embracing technology, Jincheng's cultural tourism can tap into international markets, creating new revenue streams and building a global reputation as a cultural tourism destination.

Moreover, the protection of cultural heritage is paramount. As tourism expands, so too does the risk of overexploitation and damage to the very resources that make these sites attractive. To mitigate these risks, policies and measures should be put in place to monitor visitor numbers, regulate construction in sensitive areas, and promote the conservation of both physical and intangible cultural assets. A balance must be struck between development and preservation to ensure that future generations can continue to enjoy the same cultural experiences.

Lastly, community engagement and participation should be at the heart of any tourism development strategy. Local residents, particularly those with direct ties to folk traditions, should be actively involved in tourism planning, implementation, and decision-making. This will not only ensure that the benefits of cultural tourism are distributed equitably but also help in maintaining the authenticity of the local culture. Empowering the community in this way will foster a sense of ownership and pride in their heritage, leading to more sustainable and responsible tourism practices.

In conclusion, the case of Jincheng's cultural tourism development shows that leveraging folk culture as a foundation for building a competitive tourism industry chain is both a viable and rewarding approach. Through the right strategies—preserving cultural authenticity, investing in infrastructure, embracing digital technologies, and engaging the local community—both the Prime Minister's Mansion and Dayang Ancient Town can continue to thrive as key cultural tourism destinations in China.

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