Integrated Development and Utilization of Cultural Tourism Resources in the Silk Road Economic Zone Based on Regional Perspective

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Abstract
With the continuous development of regional economic cooperation, tourism industry also needs to carry out regional cooperation. In this paper, the author analyzes integrated development and utilization of cultural tourism resources in the silk road economic zone based on regional perspective. At present, the Silk Road tourist area has formed a scenic area and supporting facilities relatively complete tourist routes. The Silk Road tourist area is a complicated and open system. There are many different elements in the system. Therefore, we should analyze and construct the tourism cooperation mode of the Silk Road from the macro perspective.

Key words: Space structure, Tourism cooperation, Synergy theory, The Silk Road

1. INTRODUCTION

With the continuous development of economic globalization, the wave of regional economic cooperation has spread all over the world. Countries around the world, especially in economically developed areas, optimize the allocation of resources by carrying out various cooperation activities, so as to achieve the overall competitiveness of the region. With the continuous development of regional economic cooperation, tourism industry, as an important component of modern economy, has also been continuously cooperating. The area or the traveling destination through resource integration, line reorganization, mutual information sharing, market construction, complementary advantages and regional win-win situation, not only can overcome the shortcomings of traditional forms of tourism development, but also can improve the overall competitiveness of the regional tourism, improve the regional tourism image. Tourism cooperation has gradually become an important part of regional economic cooperation. In the world, regional tourism cooperation has become an important trend in the development of tourism. Some tourism destinations begin to carry out tourism cooperation activities of various contents and forms with the neighboring geographical location, similar tourism resources, centralized distribution and other conditions. Since twenty-first Century, regional tourism cooperation has shown a better development trend. The Silk Road economic belt provides a good opportunity for the tourism cooperation of the silk road. It is of great significance to promote the opening up of the central and western regions of China, to promote China's opening to the west, to strengthen regional economic cooperation along the line, and to promote the shift of the economic center of gravity to the west. The tourism industry as an important part of modern service industry, with high relevance, driven by strong, to adapt to people's consumption upgrading and industrial structure adjustment, Silk Road economic belt development must pay attention to the regional tourism cooperation.

With the development of tourism in recent years, the direction of tourism development has gradually turned to cultural tourism from landscape tour, and now tourists pay more and more attention to richen and enjoy spiritual civilization, therefore, cultural tourism has become a potential tourism market development direction, and has great potential for development. Culture and tourism are mutually reinforcing relationship. Cultural resources can effectively promote the development of tourism and has a higher role in the tourism industry. Moreover, cultural resources can provide visitors with better travel experience, and dig deeper travelling feeling. And the development of tourism can fully display the characteristics of regional culture, effectively realizing the protection of cultural resources and full use.

Cultural tourism facilities are the basis of cultural tourism, and it is an inevitable choice to explore its potential. It has become a hot topic of academic to correctly assess the potential value of tourism market, and then to achieve the effective development of tourism resources. Although the existing methods can perform some assess and identification, there are many problems, such as the inability to accurately validate the resource endowments and market potential indicators. The conventional evaluation method is mainly focused on the protection of culture, but from the tourism industry aspect, it is rarely able to carry out effective evaluation. Although the individual assessment methods will exist the development of tourism potential value assessment, but the excavation of cultural tourism resources is not very one-sided, and the indicators can be calculated are not very comprehensive.

2. DEFINITION OF RELATED CONCEPTS
2.1. The Silk Road Economic Belt

The Silk Road economic belt includes Henan, Shaanxi, Gansu, the Ningxia Hui Autonomous Region, Qinghai and the Xinjiang Uygur Autonomous Region, including the Silk Road Tourist area. Henan is located in the middle and lower reaches of the Yellow River, with the ancient Silk Road East of the starting point of Luoyang; Shaanxi is located in the middle reaches of the Yellow River, the capital of Xi’an is the famous Silk Road East Station in Ningxia as an important starting point; the ancient Silk Road North East, located in the upper reaches of the Yellow River, is the most in the provinces of Gansu, Qinghai Hui; are important part of the ancient Silk Road; Xinjiang is located in the northwest border area of our country, is the most concentrated area in Chinese Uygur, an important channel of the ancient Silk Road, the ancient East and west culture blend brilliant. Regional tourism area of the Silk Road, is rich in resources, tourism development is in good condition. Tourism cooperation has a solid foundation. Since the great development of the west, the "11th Five-Year plan" of the western development has positioned tourism as the characteristic and advantageous industry in the Northwest China, and the tourism industry has been greatly promoted. The "master plan" tourist area of the Silk Road to break the traditional Western space and the central region of the geographical boundaries, the Silk Road culture is becoming more core to maintain large area across the central and northwest of different regions, laid the foundation for the six provinces to carry out tourism cooperation along the silk road.

Figure 1. Silk Road Tourist Area

Domestic research on the Silk Road tourism achievements than the rich, concentrated zone and Silkroad culture tourism in tourism resources development, tourism and so on, is the study of silk cultural tourism or product from a province or city view of development and development strategy of spatial development or evolution. With the success of the Silk Road joint declaration of the world heritage and the Silk Road Economic Belt strategy, the Silk Road tourism is the focus of the current research direction. The Silk Road Economic Belt proposed the more recent time, as the angle of study less, mainly including the Silk Road Economic Zone's historical origin and connotation of the definition, background and reason, cooperation foundation, cooperation content, construction potential problem, development trend and policy choice

2.2 Regional tourism cooperation

Regional tourism is in the geographical space, tourism resources, historical and cultural ties and other specific areas of similarity and continuity within or between different regions, the tourist activities of mankind as the main body, break the administrative restrictions, the sum of a series of development in the tourism resources, products, markets and other aspects of the listed tourism economic activities and their relationship. The regional tourism cooperation in a certain region, different tourism subject, according to certain principles and objectives, the tourism including tourism resources, tourism market and tourism product line, information re integration, optimization, common development and win-win to achieve regional tourism activities. Regional tourism cooperation is in a particular stage of tourism development, regional tourism cooperation between different regions, different cooperation main body by the form and approach, the various elements of the system of regional tourism cooperation is shown in the basic form and the combination of form and general characteristics. Among them, the regional tourism cooperation model based on the main body of cooperation is the morphological characteristics and behavior patterns of participants in the practice of tourism cooperation. The pattern of regional tourism cooperation structure refers to the relationship and combination of the elements of regional tourism system and tourism activities in space
Tourism cooperation theory is also called tourism economic synergy theory. The theory reveals the regional tourism economic system of tourism economic relations, the internal relationship between the various elements, the significance of collaborative work. In addition, combined with the theory of regional spatial structure, it is considered that tourism center plays an important role in regional tourism cooperation. The tourist area of the silk road is a complex and open system, in this system there are many different elements, regional tourism system coordination and integrity determines the necessity of regional tourism cooperation. The synergy theory of tourism economic system is the basis of the theory of regional tourism cooperation, especially in the existing system of administrative division in China, to achieve cooperation from the government level, through the coordination of stakeholders, to break the shackles, the integration of tourism elements within the region sustainable development guide and drive the regional tourism industry. Tourism area life cycle theory revealed the general rules of tourism development. The theory believes that the traditional promotion of tourism attraction and the development of new resources in a single tourist destination has been unable to meet the tourists’ diversity and deep tourism demand. Practice has proved that after the tourist destination has entered the stage of consolidation and stagnation, scientific measures must be taken to ensure that the tourist destination has entered the recovery stage. In the tourism cooperation development of the Silk Road, it is necessary to ensure the final development of tourism destination into the recovery stage, not to decline, and to combine the tourism destination in the region is an important way.

Cultural tourism resource is a very special tourism resource, so the evaluation and assessment for cultural tourism resource is very necessary. Firstly, the cultural tourism resource is a kind of tourism resource, with all the attributes of tourism resource. The standard for evaluating tourism resource is also suitable for cultural tourism resource, such as the value assessment for the elements of resource, the assessment for the impact of resources; however, due to cultural tourism resources have some special natures, so the development and protection need to take into account the issue of carrying capacity of resources. This is the unique property of cultural tourism resource, and it’s referred to as “resource endowment” attribute.

3. OPTIMIZATION SCHEME OF MARKET POTENTIAL EVALUATION SYSTEM FOR CULTURAL TOURISM RESOURCES

As the cultural tourism resource has very unique characteristics, so that scholars need to build multiple measures and indicators to evaluate the cultural resources value. Among them, the two most important conditions are resource condition and market condition. However, resource conditions include five major factors. Culture can be used as a tourism resource, and also can act as a factor in tourism resources. Its existence will affect some assessments of tourism resources and development protection of resources. The primary consideration in cultural tourism resource development is to protect, inherit and promote the resource. Cultural tourism resources carrying capacity indicators are also within the scope of evaluation. Resource development requires a comprehensive consideration of the local natural resources, environmental capacity and economic capacity and other objective conditions, of which the effective use of convenient transportation can provide a huge feasibility. Tourism resources development also need to consider the supporting services of tourism. These basic facilities need to be learned before developing the tourism to acquire appropriate information. Therefore, the resource conditions are summarized as follows: environmental carrying capacity, development conditions, the best development time, popularity and ornamental value.
3.1. Evaluation of resource endowment

Cultural tourism resources market potential evaluation criteria as shown in Table 1 below. Resource endowment evaluation is the valuation for the resource itself, which is done after comprehensive examination and elegant assessment. The main elements of evaluation include ornamental value, historical and cultural science and artistic value, rarity, scale of tour, enrichment, ornamental integrity and other factors; but also its influence and visibility, suitable period for the tour are also need to be measured. These are the key points to be evaluated.

| Table 1. Cultural tourism resources market potential evaluation criteria |
|-----------------|-----------------|-----------------|-----------------|
| Indicators     | 10 scores       | 5 scores        | Less than 3 scores |
| Popularity     | World-known     | Nationally known| Regionally known  |
| Scale          | Very big        | Big             | Ordinary         |
| Carrying capacity | Very strong   | Strong          | Ordinary         |
| Integrity      | Very complete   | Complete        | Partially damaged |

3.2. Introduction of matrix evaluation model

This paper introduces a matrix evaluation model to confirm the vertical relationship between resources and market. The development trend of cultural tourism resources is studied from the perspective of market potential to determine the latest status of resource development, quantify the resource parameters and determine the market potential and advantages and disadvantages. The matrix model is simple and easy to operate, and its accuracy is high. Compared with the traditional analytic hierarchy process (AHP), the matrix evaluation model constructed in this paper can analyze the factors that restrict the development of the market directly, combine the resource development to subdivide the market ways, which then reacts to the resource development, providing effective basis for resources development. The matrix evaluation model is not only applicable to the resources - the market. Because of its strong relevance, after the evaluation indicators being effectively changed, the model can be applied to other related areas, or applied to different types of resource development evaluation systems, to choose a different indicator parameters program.

Firstly, the construction cost of cultural tourism resources is effectively assessed. Appropriate conditions should be excluded for the assessment, the formula is:

$$ Pa = \sum_{i=1}^{K} P_i \cdot \frac{Q_i}{Q_t} $$

In the formula: Pa is the construction cost under the unit; Pi is the variable cost of stochastic condition; Qi is the construction cost under the actual condition; Qt is the construction cost under the expected condition.

In order to effectively avoid the effect of development on the inheritance of cultural tourism resources, so the expected long promotion calculation should be protected. The formula is as follows.
\[
HHI = \sum_{i=1}^{n} \left( \frac{X_i}{X} \right)^2 = \sum_{i=1}^{n} S_i^2
\]  

(2)

In the formula: X represents the long promotion value of an inheritance protection; Xi represents the influence value under the development case; HHI represents the square root of the actual market share.

The rarity of cultural tourism resources is accessed with the formula as follows.

\[
W = \sum_{i=1}^{k} p_i y_i
\]  

(3)

In the formula: pi is the coefficient of rarity, yi is the actual existence time and quantity.

In the cultural tourism resources assessment, certain assessment calculation is carried out for the best time to tour, the formula is as follows:

\[
\text{Available time-stop time} \times 100\%
\]

\[
EAF = \frac{\text{Statistic time}}{\text{}}
\]  

(4)

The popularity of cultural tourism resources is accessed with the formula as follows:

\[
Q = \frac{Q}{Q_1} = \frac{TSP}{Q}
\]  

(5)

In the formula: Q represents the degree of understanding within unit time range; Q1 represents the degree of understanding within the actual area, TSP is estimated by a certain amount of data. It is important to determine the above evaluation, so it is necessary to make multiple measurements to find the average.

After the above calculation, several elements in the cultural tourism resources can be clear. After these elements being quantified, and then the primary matrix arrangement is practiced. A primary assessment screening can be conducted to evaluate the most influential factor in cultural tourism.

\[
W_j = \begin{bmatrix}
\begin{array}{cccc}
w_{1j} & w_{2j} & \cdots & w_{nj} \\
\end{array}
\end{bmatrix}
\]  

(6)

The corresponding value of each element of the original matrix is the same. The calculated values need positive and inverse indicators calculation, the formula is:

\[
S_i = \frac{x_i - \min x_i}{\max x_i - \min x_i}
\]  

(7)

\[
\frac{1}{1+|a-x_i|}
\]  

(8)

In the formula: a is the moderate coefficient. After the positive index and inverse index calculation, the appropriate value is a normal value. Comprehensive evaluation points can be achieved after selecting linear model for summary.

\[
Y = \sum_{i=1}^{n} W_j S_j
\]  

(9)

\[
\sum_{i=1}^{n} W_i = 1.0 \leq W_i \leq 1, \ i=1, 2, \cdots, n
\]  

(10)

In the formula: Y is the overall evaluation value; Si is the index value of the element; Wi is the circle coefficient. Through the calculation of some columns, the purpose is to select the representative elements for evaluation, so that the resource endowments and market potential indicators of cultural tourism resources can be effective solved.

**3.3. result**

The cultural tourism resources market potential evaluation system designed in this paper is to evaluate the system in terms of cultural tourism resources. When we evaluate the cultural tourism resources for a certain
region, conventional methods are used to evaluate firstly. And then use the evaluation system of cultural tourism resources market potential designed in this paper to evaluate. The evaluation results are shown in the table.

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Resource endowment</th>
<th>Market potential index</th>
<th>Comprehensive score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural value</td>
<td>2813</td>
<td>4978</td>
<td>I</td>
</tr>
<tr>
<td>Ornamental value</td>
<td>2414</td>
<td>4689</td>
<td>II</td>
</tr>
<tr>
<td>Development potential</td>
<td>2634</td>
<td>4167</td>
<td>II</td>
</tr>
<tr>
<td>Popularity</td>
<td>2732</td>
<td>4098</td>
<td>III</td>
</tr>
</tbody>
</table>

Table 3. Evaluation results with conventional means

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Resource endowment</th>
<th>Market potential index</th>
<th>Comprehensive score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural value</td>
<td>2978</td>
<td>4098</td>
<td>Unable to evaluate</td>
</tr>
<tr>
<td>Ornamental value</td>
<td>2098</td>
<td>Unable to evaluate</td>
<td>Unable to evaluate</td>
</tr>
<tr>
<td>Development potential</td>
<td>Unable to evaluate</td>
<td>Unable to evaluate</td>
<td>Unable to evaluate</td>
</tr>
<tr>
<td>Popularity</td>
<td>Unable to evaluate</td>
<td>Unable to evaluate</td>
<td>Unable to evaluate</td>
</tr>
</tbody>
</table>

It can be clearly seen from Figure 3 that the market potential evaluation system of cultural tourism resources designed in this paper can calculate the carrying capacity of this region continuously and effectively. But with the traditional means, and the dotted portion in the middle part is the undetectable result. As a result of discontinuous evaluation, calculation accuracy and precision are not very accurate. This may be because in the matrix models adopted in this paper, the relevance and universality of cultural tourism resources are considered, and at the same time, the demand influencing factors of tourism market development are examined. The combination of two factors, the tourism carrying capacity of the model is improved. Therefore, when the model in this paper is compared with the traditional model, the model of this paper directly subdivides the evaluation index of tourism market. The development strategy and way of the market under different modes are considered. And the model in this paper is more applicable, which is mainly because it has a certain relevance and higher reliability, it’s obvious due to the traditional method. Another advantage is that the model proposed in this paper has the advantage of quantitative evaluation of indicators, for example, the quantitative analysis of various parameters take use of a variety of indicators for integrated processing to obtain the final quantitative model, conducting accurate and complete analysis for the model, to make the model evaluation designed in this paper have more scientific and more accurate results.

Through the detailed data in the table, it can be seen that the cultural tourism resources market potential evaluation system designed in this paper can perform more comprehensive assessment, and the evaluation results are reflected in the specific value, which can be observed directly. Conventional evaluation means are limited, and the items that can be evaluated are not comprehensive enough to be observed directly.

4. MODE OF TOURISM COOPERATION IN SILK ROAD TOURISM AREA

4.1. Tourism cooperation model based on cooperation subject

The main role of the government in regional tourism cooperation is to build a regional tourism cooperation platform. Through unified planning, unified development and unified marketing, the government plays a leading role in the regional tourism cooperation from the macro perspective. Through the form of Tourism Cooperation Forum and Federation, the regional tourism cooperation platform is established, and the regional cooperation organization with comprehensive coordination ability is established. In the process of tourism cooperation, the inter regional governments, tourism enterprises, tourism associations and their relationships are interwoven and complex, forming a huge network of relations. The regional tourism cooperation plan should be implemented in the implementation of government departments, and the relevant departments to supervise the implementation of specific enterprises, so that tourism enterprises are the ultimate performer of regional tourism cooperation plan. In addition, the income of regional tourism cooperation also depends on the tourism enterprises to achieve, the tourism enterprises sell products or services to obtain interest income, etc., become the main player of the final interests of regional tourism cooperation. At the same time, tourism enterprises provide tourism products and services for tourists, such as food, shelter, travel, travel, shopping and entertainment, and also play the main role of producers and suppliers of tourism products and services.

The “Silk Road” culture is the soul and essence of the Silk Road tourism, residents along the Silk Road tourism destination is an important cultural inheritance and carrying the Silk Road; project Silk Road tourism cooperation also need to depend on the tourism destination for residents, and destination residents through the activities of the regional tourism cooperation development, improve the tourism industry chain, can to obtain more employment opportunities, so as to improve the living environment, is the shared interests of regional
tourism cooperation; tourist destination residents attitudes and behaviors directly affect the satisfaction of tourist experience. Regional tourism cooperation is the result of the participation and function of the government, tourism enterprises, industry associations, destination residents and tourists. According to the principle of economics and the laws of the market, tourism enterprises should be the first subject of regional tourism cooperation, and the characteristics of enterprises pursue the maximization of their own interests often result in regional tourism cooperation is the initiative from the overall interests of the region of decision-making; based on the actual situation in our country and tourism development, since the reform and opening up, especially after entering the 21 century, the running track of the regional tourism cooperation in China shows that the government is the backbone to promote regional tourism cooperation smoothly. The function and function of the government determine that it can start from the overall interests of the region, so the government has been playing the first part of the regional tourism cooperation for a long time. The Silk Road tourism cooperation based on resources, culture as the core, the Silk Road Silk Road tourism culture carries the essence and soul, along the Silk Road, many ethnic minorities gathered the folk culture and folk customs, one of the most attractive tourist resources. Under the organization of the government and tourism enterprises, the local residents should actively participate in the regional tourism cooperation as the inheritors and bearers of the national culture. According to the regional cultural characteristics, the residents in the region can participate in the cultural forms such as live performance, scenic service and so on, forming a distinctive cultural exhibition form along the Silk Road.

4.2. Tourism cooperation model based on spatial structure

The spatial structure of regional tourism cooperation mode is the reflection of tourism activities in the geographical space, refers to the spatial agglomeration pattern and inters regional cooperation in the formation of various elements in spatial extent, embodies the state space tourism activities. The Silk Road tourism area is rich in resources and high taste, has a certain area of the city the scale and level, but the Silk Road tourism area in economic development, consumption ability and the level of tourism development is relatively backward, the development of space network model is relatively difficult. From the spatial structure, a zonal distribution along the Silk Road tourism resources, the formation of the spatial pattern of things extension, radiation north and South , resource distribution and transportation conditions determine the tourist area of the Silk Road with the development of the” point axis “mode of cooperation advantage. After years of development, at present, the tourist area of the Silk Road in the scenic area and has formed a more comprehensive facilities of the Silk Road tourist routes, tourist routes and special radiation north-south, very local characteristics, and the Silk Road tourism is highly concentrated in Luoyang, Zhengzhou, along the Xi’an, Lanzhou, Urumqi, Dunhuang, Xining, Yinchuan other key city, the key city formed the Silk Road tourism cooperation development "point - axis" spatial pattern of the growth pole, the basic form of "point - axis" spatial cooperative development pattern. In the regional tourism cooperation, in order to focus on urban and transportation cooperation forms such as the main axis along the Longhai Lanxin city tourism director association also fully shows the pattern of tourism cooperation Silk Road pole-axis. In the current stage, the tourism cooperation level of the Silk Road tourism area is still a big gap compared with the developed areas, and the space cooperation mode is still mainly "point axis" cooperative development, and needs to be constantly strengthened. First of all, connecting all the tourist center city along the Silk Road and the important tourism resources, secondly, the axis extension area is in the region is rich in tourism resources tourism and tourism economic relatively developed regions, this area has the Silk Road tourism center city and tourism resources is a natural advantage through the development and Implementation of the axis, is conducive to regional tourism cooperation.

5. CONCLUSION

Based on the Silk Road tourism resources and taking the Silk Road culture as the core, this paper analyzes and constructs the tourism cooperation model of the Silk Road from the macro perspective. Through the analysis of the elements of the tourism cooperation that Silk Road tourism resource advantage, but the development level of tourism economy is relatively low and the obvious spatial difference; government guidance and enterprises to participate in the cooperation is not enough, the subject needs further diversification; the tourist center city development level is low, with the dynamic role of radiation is not strong, the spatial structure needs further integration; infrastructure uneven in quality the tourism industry chain, not fully formed, the need to further optimize the environment for cooperation.

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