

Dunhuang Cultural Elements Under the Background of Cultural and Tourism Integration Application Research in Cultural and Creative Products

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Abstract:

With the joint efforts of the Ministry of Culture and the Ministry of Tourism, more attention has been paid to Dunhuang cultural heritage. Combining Dunhuang culture with tourism can not only promote the development of culture, but also increase economic value. This article from the government and the masses two aspects, put forward the government leading, the mass participation, the development of characteristic tourism, reasonable protection and development of Dunhuang culture, to promote the development of Dunhuang culture..

Keywords:

Cultural and Tourism Integration, Dunhuang Cultural Elements, Inheritance

1. Introduction

Dunhuang culture is the focus of the study of the Ancient Chinese Silk Road, Dunhuang studies is the most important discipline in the world, and Dunhuang studies is the important content of Dunhuang testament, Dunhuang grottoes art and Dunhuang studies. Many design teams today draw lotus, honeysuckle, grass and twine patterns from murals; Drapery or decorative geometric designs; In the animal pattern, phoenix bird pattern, ox and horse pattern, as well as Buddha, Bodhisattva, flying woman, sculpture and a series of works, for these cultural creative products design and research to create a lot of results.

The integration of culture and tourism can be said to be the combination of culture and tourism. The integration of culture and tourism can not only promote the development of both sides, but also improve the economic value. Culture is the soul of tourism, tourism is the carrier of culture, and the two are mutually coordinated and influenced. Along with the development of economy, people's material needs to be more satisfied, and spiritual needs are still very few, the Ministry of Culture and Tourism jointly set up a brigade headquarters, cultural tourism industry also will rise, in order to meet the requirements of the people's spiritual life, the Dunhuang cultural

elements as the product of tourism resources has emerged in the public view, the life cycle of Dunhuang tourism products is on the rise. [1]

2. The Development Status of Dunhuang Cultural Tourism

Dunhuang is the westernmost region of Gansu Province and the junction of Gansu, Qinghai and Xinjiang provinces. It is an important transportation route on the ancient Silk Road and a famous historical and cultural city in China. [2] In recent years, the popularity and reputation of Dunhuang tourism are improving day by day, and its brand effect is becoming more and more obvious.

2.1. Carding Dunhuang Cultural Element Resources

Firstly, this paper sorts out the main factors of cultural resources that influence the formation and development of cities, including natural, ecological, historical, cultural and other types of landscape resources. Dunhuang is a desert oasis, sand and water symbiotic unique landscape, its south is the lofty Qilian Mountains, the west is the vast Taklimakan desert, the north is the sinuous Beisai Mountain, east zhi peak rock is sanwei Mountain. There are natural Sounding Sand Mountain and Crescent Spring. Because of its unique geographical location, Dunhuang became the “key of the throat” connecting the Central Plains and the Western regions, and was the meeting point of the four civilizations of China, India, Greece and Islam. Historical and cultural cities (counties ChengShi dunhuang county, city, state city “sand”, dunhuang county), historical and cultural blocks (south warehouse historical block, north Taiwan historical block), historical and cultural blocks (such as historic temple lane), and famous town village (dragon crescent crescent in the town of village, Yang town, village), such as local characteristics of the traditional village. There are more than 300 cultural relic protection units at various levels in Dunhuang, including mogao Grottoes, Yumenguan, Xuanquan Site, dunhuang Great Wall and other 4 national cultural relic protection units, including 9 municipal cultural relic protection units, 34 county level cultural relic protection units, the rest are tombs, temples, grottoes, dunhuang Great Wall. Dunhuang Mogao Grottoes are composed of stonemasons, mudsmiths, painters, plastic jins, wood jins and so on. Days this has left a number of national, provincial 14, jiuquan 52, 68 Dunhuang, including Dunhuang music play, Dunhuang colored plastic production, Dunhuang dance, Dunhuang folk songs, Dunhuang calligraphy and so on.[3]

2.2. The Current Tourism Industry and Its Plight

2.2.1. The Protection and Development of Dunhuang Cultural Heritage Remains at the Level of Material Cultural Heritage

In the process of development, due to the development of globalization, intangible regional culture and intangible cultural heritage is still in a state of gradual disappearance. Take the Dunhuang Mogao Grottoes for example, the large number of tourists have caused serious damage to the cultural relics and historical and cultural heritage of the scenic spot, and the scenic spots such as Mingsha Mountain and Crescent Spring are facing a crisis due to water shortage.

2.2.2. Infrastructure Needs to be Further Improved

On the one hand, dunhuang area of the transport channel is relatively single, airport routes are less. Dunhuang area has a wide distribution of tourism resources,

inconvenient transportation, accommodation, travel agencies and other supporting services are poor. The main body of development is dominated by the state, while private individuals and private companies are relatively low.

2.2.3. Lack Of Tourist Experience And consumer pull effect

In “vigil”, “road”, “learning music Tours” emerging tourism emerging today, in the form of dunhuang mainly takes 1.5 2 hours round trip mode, tourist’s participation is not high, unable to fully meet the experience of tourists, and short residence time, tourism revenue of the whole has a certain influence.

3. The Significance of Cultural and Tourism Integration to Dunhuang Cultural Elements

3.1. Appropriate Development of Dunhuang Cultural Elements in the Integration of Culture and Tourism

Dunhuang culture and art, represented by Mogao Grottoes, has preserved rich and complete national cultural memory, and is a kind of cultural art with vitality. Under the background of cultural and tourism integration, dunhuang culture and art must move from caves to reality. [4] Therefore, it is very necessary to develop and utilize dunhuang culture and Dunhuang culture. Dunhuang patterns and colors are important contents of contemporary cultural creativity. They can not only enter People’s Daily life and make people’s life more beautiful, but also reproduce and inherit the wisdom and magic brush of ancient craftsmen in different ways, bringing new vitality to cultural creativity

3.2. The Integration of Dunhuang Cultural Elements and Intangible Cultural Heritage in the Integration of Culture and Tourism

Take industry as carrier and inheritance as innovation. The development of tourism and tourism industry is an important guarantee for the organic combination of Dunhuang cultural elements and intangible culture. And Dunhuang cultural elements and the combination of intangible cultural heritage, it must be on the basis of the Dunhuang element, creative design, combine all kinds of subject and object to tour products, through a variety of ways to promote Dunhuang , promote the Dunhuang cultural tourism booming, so that the Dunhuang “activation” non-material cultural heritage, the Dunhuang cultural heritage and protection.

4. Challenges of Dunhuang cultural heritage in the integration of culture and tourism

4.1. Balance Development and Protection of Cultural Heritage

The combination of tourism and Dunhuang cultural elements can not only promote the transformation and upgrading of the tourism industry, but also bring great economic benefits to Dunhuang tourism, but also cause certain damage to the traditional cultural heritage. Dunhuang tourism development and cultural relics protection work should be coordinated. Dunhuang cultural heritage is a valuable cultural resource, once destroyed, it will be difficult to recover, but also an indispensable economic resource in the development of Dunhuang tourism. Under the background of cultural and tourism integration, we should give full play to the

economic value of Dunhuang, take it as an important resource of Dunhuang tourism, and also an important aspect of promoting the economic development of Dunhuang. [5]

4.2. Balance Between Inheritance and Ecological Protection

Cultural ecology holds that nature, culture and society are an ecosystem that influence each other, and human beings are constantly creating and developing various cultures in nature, culture and society. The natural environment and social environment provide good soil for the survival and development of culture, and the influence of culture on the natural environment and social environment is also restricted. In the economic and social changes, the traditional culture existing in the old economic and social development must keep pace with *The Times* in order to maintain its vitality, and under the new conditions, to maintain the balance of its original economic and social development. In this new era of constant change, we must combine traditional culture with contemporary socialist new culture organically, so as to retain its inherent characteristics and give it new vitality, so as to obtain the opportunity of sustainable development and maintain the balance between regional ecology and world culture.

Under the background of cultural and tourism integration, Dunhuang cultural elements should not only retain the essence of Dunhuang culture, but also find a balance between Dunhuang culture and modern society, modern life, modern culture and modern culture. This requires us to always adhere to the inheritance and carry forward the original Dunhuang culture, always bear in mind the responsibility of inheriting and carrying forward the excellent Chinese culture, timely perceive the needs of *The Times* with a keen eye, keep up with the pace of the development of *The Times*, and realize cultural innovation on the basis of inheritance.

4.3. Integration of Culture and Tourism

A person or group of people who combine ideologically or formally with other groups to form a larger group; The integrator combines many different things together; The integration of culture and tourism does not mean that culture is more and more inclined to tourism, nor is it complete culture, but the combination of culture and tourism, mutual infiltration, independence and integration. Integration is a prerequisite. On the basis of tradition, we should break through the traditional tradition, and gradually integrate tourism culture and culture and tourism together in the future trend of development from the traditional protection and inheritance only by professional internal experts, and finally realize the mutual transformation, mutual support and integration of culture and tourism.

Tourism and Dunhuang cultural elements must gradually transform from “cultural and tourism integration” to “cultural and tourism integration”, and the protection of Dunhuang cultural elements is a two-way integration, which is a new and benign interaction situation formed under the environment of cultural and tourism integration.

5. The Strategy of Dunhuang Culture and Tourism Integration

5.1. Optimization of the External Environment

First of all, in order to promote the integration of culture and tourism smoothly, there must be a stable tourism environment. Therefore, ensuring the ecological

environment of Dunhuang tourism is the key to promote the integration of culture and tourism. First, while developing tourism and tourism resources, the original ecological environment of Dunhuang should be effectively protected to ensure the ecological environment of Dunhuang scenic spot. Second, Dunhuang's tourism and cultural environment can be stable only when the social security, politics, economy, culture and health environment in Dunhuang can be effectively developed. Thirdly, we should strengthen the protection and development of Dunhuang, Mogao Grottoes and other tourism resources on the basis of rational development of tourism resources.

Secondly, the government plays a decisive role in the development of tourism industry and the development of cultural creativity. Therefore, the strength and power of the government should be brought into play. The implementation of "One Belt and One Road" strategy provides a new opportunity for the development of Dunhuang culture. We should grasp this opportunity and integrate Dunhuang cultural elements into the cultural heritage. [6]

5.2. Excavate Internal Resources

Dunhuang has rich cultural resources and rich intangible cultural heritage, which must be protected and inherited through a variety of ways, and give full play to the Dunhuang culture and culture integration is an effective way: first, Dunhuang tourism cultural resources in-depth development and integration, and constantly promote the upgrading of cultural tourism industry; Secondly, we should give full play to the resources of Dunhuang cultural elements, and develop the elements such as Dunhuang murals, patterns and colors, so as to develop diversified tourism products. Finally, we should make full use of modern information technology to extend cultural resources in time and space.

5.3. Promoting Integrated Innovation

We should innovate the integration mechanism, promote the combination of Dunhuang cultural elements and intangible culture, promote the development of Dunhuang cultural tourism, and protect and inherit Dunhuang intangible cultural heritage. First of all, it is necessary to carry out relevant national policies, improve the planning of Dunhuang region, innovate the integration mechanism, and promote the sustainable development of Dunhuang tourism and Dunhuang region. Secondly, we should combine culture and industry, make use of Dunhuang's tourism and cultural industry, activate the vitality of intangible cultural heritage, so that it can be better inherited; Third, improve people's experience and participation consciousness, so that people actively participate in the construction of Dunhuang cultural tourism, protection of intangible cultural heritage; Finally, we should strengthen the integration of culture and tourism, cultivate excellent talents, promote the development of cultural tourism, and inherit and protect intangible cultural heritage.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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