

To cite this article: Feixiang Hong, Chenhong Luo, Jiajia Lin and Lingfei Fang (2023). RESEARCH ON THE PATH OF HISTORIC AND CULTURAL LANDSCAPE CONSERVATION AND TOURISM REVITALISATION IN HAINING--Luzhong Old Town as an example, International Journal of Education and Social Science Research (IJESSR) 6 (4): 55-74 Article No. 804, Sub Id 1281

RESEARCH ON THE PATH OF HISTORIC AND CULTURAL LANDSCAPE CONSERVATION AND TOURISM REVITALISATION IN HAINING--Luzhong Old Town as an example

Feixiang Hong, Chenhong Luo, Jiajia Lin and Lingfei Fang

Zhejiang University of Financial & Economics Dongfang College

DOI: <https://doi.org/10.37500/IJESSR.2023.6405>

ABSTRACT

Promoting the integration of culture and tourism is one of the development priorities of the 14th Five-Year Plan period, and is the key to promoting the construction of a strong tourism country with high quality. The integration of cultural landscape and tourism can both promote the development of tourism and feed the conservation of cultural landscape. This study takes the ancient town of Luzhong, a thousand-year-old water town in Haining City, as the research object, and in the process of research, many problems of historical and cultural landscape conservation and tourism development are found. In this regard, this study sorts out the crux of the problem and proposes a conservation method and tourism revitalisation path for the cultural landscape of Luzhong Ancient Town, providing new ideas for the conservation and tourism revitalisation of the rest of the cultural landscape in Haining.

KEYWORDS: Haining City; Luzhong Ancient Town; Historical and Cultural Landscape Conservation; Tourism Revitalization

1. INTRODUCTION

The 14th Five-Year Plan for Tourism Development points out that the 14th Five-Year Plan period should be guided by Xi Jinping's thought of socialism with Chinese characteristics in the new era, adhere to the general keynote of seeking progress in a stable manner, promote the high-quality development of tourism as the theme, deepen the supply-side The theme is to promote high-quality tourism development, to deepen the supply-side reform of tourism, to focus on demand-side management, to take reform and innovation as the fundamental driving force, to meet the growing needs of the people for a better life as the fundamental purpose, to focus on promoting the deep integration of culture and tourism development to improve the modern tourism system, and to accelerate the construction of a strong tourism country.^[1] The "cultural tourism integration" mentioned therein refers mainly to the revitalisation of the historical and cultural landscape for tourism.

Historical and cultural landscape is a geographical area on which, due to some historical events or the presence of some well-known figures or demonstrating other cultural or aesthetic values^[2], is a

landscape produced under the long-term mutual influence of man and nature, reflecting the native and unique cultural connotations of the area, and is extremely rare and irreplaceable and tourism revitalisation is, as the name suggests, the revitalisation of something through the development of tourism. The conservation of historic and cultural landscapes is particularly important today, as they have been damaged by human activity and the passage of time, and may disappear without human intervention. Protection work needs financial support, and by the government or individuals and other funding cannot completely solve the cultural landscape protection of financial problems, and this behavior is not conducive to the country's healthy development. Throughout the country, many historical and cultural landscapes such as Mount Lushan, Wutai Mountain and West Lake have been well preserved by exploring their own cultural landscape features, actively seeking ways to revitalise tourism, and using tourism to feed the conservation work. Therefore, historical and cultural landscape is the core point of local tourism revitalisation, and exploring the tourism revitalisation path of cultural landscape is an effective way out of cultural landscape conservation, and the conservation of cultural landscape can also promote the development of tourism.

After screening, this study takes the ancient town of Luzhong as the object of this investigation. As a thousand-year-old town in Haining City, Luzhong Ancient Town has a good background of historical and cultural development, and with a low level of internal development and poorly protected heritage relics, it is a typical example of the need for cultural landscape conservation as well as tourism revitalisation. It has exemplary value for research.

2. LITERATURE REVIEW

(i) Cultural landscape conservation

Cultural landscapes, also known as human landscapes. The term cultural landscape came into use in the 1920s. In 1925, American geographer Carl Saul mentioned in *The Shape of the Landscape* that cultural landscape is the result of human beings transforming the natural landscape and thus forming human civilisation, and that cultural landscape is above the natural landscape, so the interconnection between cultural landscape and cultural geography should be used to study cultural geography, and the actual observation of ground scenery should be used to study geographical features. Since Karl Saul proposed the concept of cultural landscape in 1925, scholars from different professions have also interpreted the concept and connotation of cultural landscape from different perspectives. There are various definitions of cultural landscape in academic circles, and the more common concept refers to scenic images formed under long-term historical conditions, with specific environmental and cultural characteristics of the formation period, and scenery related to human social activities, including architecture, roads, cliff carvings, myths and legends, and humanistic allusions. The urban cultural landscape is a reflection of people's values and ways of thinking in a period of time, and is mainly used in human society to record and reflect local social culture and customs (Xie Qian, 2020). The conservation and revitalisation of urban cultural landscapes can not only reflect the cultural connotation and external urban image of a city, but also showcase local characteristics of tourism

resources to both domestic and international audiences, and promote the sustainable development of the tourism economy.

For the study of cultural landscape, foreign scholars have gone through a long process from theoretical construction to practical application, from the initial theoretical explanation of cultural landscape to the current combination with modern social development, applying cultural landscape to ecological environmental protection and concern for tourism development and environmental protection. However, foreign research on cultural landscape is mainly applied, concentrating on the study of cultural landscape in rural areas, and lacking research on urban cultural landscape and cultural landscape change. At present, foreign research on cultural landscape mainly focuses on thematic research, divided into basic theoretical research and practical application research. Basic theoretical research includes research on cultural landscapes of settlements and buildings, research on the interpretation of cultural landscape change machines and research on the interpretation of cultural landscape perception machines; practical applied research focuses on two aspects: cultural landscape planning research and cultural landscape ecology research (He Zuochoao, 2011).

Since the 1980s, the concept of 'cultural landscape' has been widely applied to the discipline of geography in China. Research on cultural landscapes in China has mainly focused on settlement forms, land use types and architecture in cultural landscapes, and has been applied to the development of agriculture and ecological protection, which has achieved good economic and environmental benefits (Zhang Jingya, 2019). Domestic research on the protection of cultural landscapes is mainly based on the establishment of correct concepts and understanding, the establishment of improved management regulations and systems (Jiang Haixu, 2022); through sustainable management and the human-earth ideology of Chinese cultural landscapes so as to find a route for the development of cultural landscapes belonging to China (Sun Yanfei, 2020). In recent years, some scholars have conducted research on the sustainable development of cultural landscapes and applied theories related to cultural landscapes to urban planning.

(ii) Tourism revitalisation

The concept of "revitalisation" originated in the fields of biology and chemistry, and was later introduced to the study of cultural heritage by the humanities and social sciences. Among the many revitalisation models, "tourism revitalisation" is the best way to present the cultural landscape and promote the sustainable development of the original culture, deepening and expanding the connotation of renewal, regeneration and sustainability of tourism resources. Tourism revitalisation of cultural heritage has been divided into three basic paradigms: the objectivist model of revitalisation, the museum model; the constructivist model of revitalisation, the live-action model; and the narrativist model of revitalisation, the staged model.

At present, there is not much research on tourism revitalisation in China, and it is difficult to form a system. There are tourism revitalisation to be based on the innovation and revitalisation model of tourism in historical and cultural districts, revealing that tourism revitalisation in historical and cultural

districts must be adapted to local conditions, keep up with the times, take into account modern urban development and traditional cultural heritage, and adhere to the view of distinctive and innovative development (Zheng Shanshan, 2021), and there is also tourism revitalisation as a means of tourism development based on tourists' experience, to liven up static cultural heritage resources and enrich the There is also the view that tourism revitalisation is a means of tourism development based on tourists' experience, bringing static cultural heritage resources to life and enriching tourists' experience in the experience economy (Li Jiangmin, 2020). Some scholars have also set out to study the thrust of new media such as short videos on tourism in the context of current emerging media (Ye Zhining, 2022).

(iii) Overview of Luzhong Ancient Town

Located in Xieqiao Town, Haining City, Jiaxing City, Zhejiang Province, the ancient town of Luzhong, formerly known as Dai Shang, also known as Ting Xi, and commonly known as Luzhongli, dates back to the Three Kingdoms period when Lu Xun, a Confucian general of the Eastern Wu, cantoned his troops here. It is about 500 metres long from north to south and 600 metres wide from east to west, covering an area of about 0.3 square kilometres.

The origin of the place name Lu Zhong is said to have begun in the Tang Dynasty. At that time, there was a famine in the area, and a merchant ship from the Lu Zhong Mao families sailed by, and when they saw the famine in the area, they opened a grain cabin to relieve the people, and then the local people, in gratitude for the kindness of the three, built the temple of the three kings in the area, and called the area Lu Zhong Mao, and then the area was gradually called Lu Zhong.

The ancient town of Luzhong is surrounded by water on all sides, and the internal rivers are spread like a spider's web, so there is a saying that "the water rises to the door and the bridge is low". Since the Ming and Qing dynasties, a large number of buildings have appeared in the interior of the town, such as the Qian Family Courtyard, the Steward's Hall, the Zhu Xianghe Mansion and the Zhang Family Hall. Nowadays, despite the vicissitudes, many Ming and Qing buildings such as Ming Hall, Huichang Hall and Qian Family Hall still remain, which are very precious historical and cultural heritage. ^[3]

There are ten famous scenic spots in the ancient town of Luzhong, which are known as the "Ten Scenes of Ting Xi" (淳溪十景), namely, the spring colour of the eastern suburbs (东郊春色), the fishing song of Ting xi (淳溪渔唱), the smoke and rain of the tomb forest (墓林烟雨), the small bridge and flowing water (小桥流水), the pond of lotus in the western garden (西苑池莲), the fish watching in Xingba (邢坝观鱼), the autumn moon of the Shelou (社楼秋月), the evening bell of the autumn water (秋水晚钟), the wind and frost in the tower (塔里风霜), and the snow clearing in Changcheng (长滕雪霁). Guan Yuanyao, a native of Luzhong, has inscribed poems for each of the

ten scenes of Luzhong. However, due to the lack of protection, all ten scenes have been damaged to varying degrees.

Although the place is small, it has a rich cultural heritage and many famous people have appeared, such as Zhu Shuzhen, a female lyricist in the Southern Song Dynasty, Lu Zimeng, a minister of the Ministry of Justice, and Wu Taichong, a minister of the Ministry of Rites in the Ming Dynasty. ^[4]

This study found that the historical buildings in the ancient town of Luzhong have been severely damaged, with many houses marked as dangerous and the inscriptions on the buildings unreadable, and the Deming Bridge, one of the three famous local bridges, has even been demolished. One of the famous "three bridges", the Deming Bridge, has even been demolished. And because of over-development, the old town has lost its old look and is facing many difficulties in rebuilding it.

3. Significance of the study on the path of historic and cultural landscape conservation and tourism revitalisation

(i) Theoretical implications

Taking the ancient town of Luzhong as an example, this project further explores and researches the paths of historical and cultural landscape conservation and tourism revitalisation, taking into account the "14th Five-Year Plan" for tourism development issued by the State Council, and explores the intrinsic links between the two. It also explores the linkages between the two, the current situation and the obstacles to the development of historical and cultural landscapes, and proposes ideas and suggestions for the conservation of historical and cultural landscapes, as well as the right direction for the future development of tourism revitalisation.

(ii) Practical implications

The historical and cultural landscape is the common spiritual wealth of all citizens, the protection and inheritance of the historical and cultural landscape is not only the preservation of the material, but also the preservation and inheritance of the connotation it contains. The historical and cultural landscapes that can be displayed will have a greater impact than the cold history in books, helping to build people's spiritual world and meet their spiritual needs. They can also showcase the diversity of China's excellent traditional culture, promote the dissemination and transmission of China's excellent traditional culture, and allow traditional culture to come to life in the new era, thus enhancing the nation's cultural confidence.

The conservation of historic and cultural landscapes is conducive to promoting tourism revitalisation. A distinctive historical and cultural landscape can differentiate itself from other scenic spots, increasing the competitiveness of the area and attracting more tourists. The process of tourism revitalisation can contribute significantly to the development of infrastructure in the neighbourhood, which can enhance the local living environment and make life more convenient for the residents. At the same time, the revitalisation of the area will allow for the expansion of the original scale of the

area, which will lead to the creation of more jobs and will greatly solve the employment problems of the people living nearby. As tourism is a very comprehensive project, the development of tourism can also lead to the development of related industries, thus promoting the overall development of the economy.

4. FINDINGS AND ANALYSIS

In order to gain a deeper understanding of the current cultural landscape protection and tourism development of ancient towns, this study takes the ancient town of Luzhong as the object of this field study and questionnaire research in the direction of cultural landscape protection and heritage, factors affecting the development of ancient towns, and supporting infrastructure of ancient towns. Due to objective factors such as the epidemic and the small number of people in this study, it was difficult to carry out this research on a large scale. A total of 125 questionnaires were distributed, 117 questionnaires were returned and 101 questionnaires were valid.

(i) Historic and Cultural Landscape Conservation

In order to ensure the effective implementation of the conservation of historical and cultural landscapes, it is necessary to take a human-centred approach and find a direction with a high degree of public recognition for conservation. At the same time, in order for conservation work to continue to progress effectively, it is also necessary to understand the reasons why the culture in the cultural landscape is difficult to pass on, so that the cultural connotations of the historical and cultural landscape can be preserved.

1. Direction of historical and cultural landscape conservation

This study investigates the reasons why cultural landscapes attract tourists through the question 'What do you think attracts tourists to cultural landscapes'. The data in Table 1 shows that the cultural connotations inherent in cultural landscapes are the main reason why cultural landscapes attract tourists, and are therefore the main focus of cultural landscape conservation.

Table 1 Reasons why cultural landscapes attract visitors

Options	Subtotal (number of people)	Proportion
A. Resounding fame	13	12.87%
B. Beautiful shape	23	22.77%
C. Embodied culture	54	53.47%
D. Never	11	10.89%

2. Problems facing the preservation and transmission of cultural landscapes

In this study, a questionnaire survey was conducted on the conservation and heritage of cultural landscapes. From Table 2, it can be seen that people's lack of conservation awareness and the lack of effective conservation mechanisms are widely agreed. This proves that the government still needs to raise people's awareness of conservation through publicity and education. At the same time, the conflict between foreign and local cultures has reduced people's attention and interest in traditional Chinese culture, making it difficult to pass on and promote it. Therefore, it is necessary to guide cultural confidence, bring traditional culture back into the public eye, promote its dissemination and development, and help it to be passed on. Lack of funding is also an important issue, so the government should actively organise investment promotion, as well as attracting foreign investment through policy tilts and other means.

Table 2 Problems facing the conservation and cultural heritage of local ancient town landscapes

Options	Subtotal (number of people)	Proportion
A. People's lack of conservation awareness	22	21.78%
B. Lack of effective protection mechanisms	21	20.79%
C. Conflict between foreign and local cultures	16	15.84%
D. Lack of funding	15	14.85%
E. Ageing of the bearer	7	6.93%
F. Lack of effective transmission mechanisms	12	11.88%
G. Lack of access to publicity	7	6.93%
H. Other	1	0.99%

In the case of the Guan Tingfen Collection, interviews with local residents reveal that the collection has been turned into a common storage room and drying area for local residents, who are not even sure if there are books in it. If such cultural landscapes are not protected and maintained, the culture in them will be lost and the landscape will be left in vain.

(ii) Tourism revitalisation

Tourism revitalisation needs to be targeted and tailored to the local context, so it is important to know the factors that influence the development of such attractions and to design them to meet the needs of

visitors. Targeted services often maximise economic benefits, so finding the right people to serve when building attractions is also a key to their success. The base of tourism development is the visitor, and the number of visitors to a destination is directly related to its promotion, so how to strengthen promotion is also a key issue in tourism revitalisation.

1. Factors affecting the development of ancient town-type attractions

In the questionnaire, this study measured the factors affecting the development of the ancient town category with the following question: "What do you think is the biggest problem affecting the development of the ancient town category at the moment?" The results of the survey statistics are shown in Table 3.

Table 3 Factors influencing the development of ancient town-type attractions

Options	Subtotal (number of people)	Proportion
A. Not widely publicised	45	44.55%
B. Social protection awareness is not high enough	28	27.72%
C. Inadequate management	29	28.71%
D. uniformity and lack of character	24	23.76%
E. Inadequate infrastructure	29	28.71%
F. Insufficient government input	33	32.67%
G. Inadequate development mechanisms	24	23.76%
H. Other	10	9.9%

The results in Table 3 show that the factor of insufficient publicity was chosen by the largest number of people, while the rest of the factors were chosen by a similar number of people. With the advances in technology and the accelerated development of the media industry, the importance of 'traffic' in the development of attractions has increased and publicity has become a major factor in the development of ancient towns.

2. Supporting infrastructure in the old town

Within this factor, this study first initiated a survey on the common means of travel. The results show (see Table 4) that the vast majority of respondents' adopted travel route is self-driving. The roads leading to the ancient town of Luzhong do not have guidance signs, which are not conducive to self-drive travellers finding their destinations.

Table 4 Common travel routes

Options	Subtotal (number of people)	Proportion
A. Travel agency	4	3.96%
B. School organization	4	3.96%
C. Self-drive tours	92	91.09%
D. Other	1	0.99%

At the same time, the field survey of this study found that Luzhong Ancient Town does not have a supporting visitor centre, car park and public rest facilities, and the internal tourist guidance signage system (guided panoramic map, guide map, signage, scenic introduction signs) is not perfect, making it difficult for many visitors to find their way around the interior of the town, resulting in a poor perception of tourism.

3. The problem of building attractions

For the construction of scenic spots, firstly, this study investigates the internal architectural styles of the ancient town type of attractions. The results of the survey are shown in Table 5.

Table 5 Interior styles desired by visitors in the old town category

Options	Subtotal (number of people)	Proportion
A. is dominated by locally distinctive traditional architecture and traditional culture	33	32.67%
B. dominated by buildings such as modern shopping streets	13	12.87%
C. A combination of both	49	48.51%
D. Don't care, just have fun	6	5.94%

The results in Table 5 show that nearly half of the respondents want to combine traditional culture and architecture with modern landscapes, and more than 30% want traditional architecture and culture to dominate the design of the site, so that the old buildings are preserved to the greatest extent possible.

In order to understand the internal planning priorities of the area, this study was conducted using the questions "What are the first places you would choose to visit in the area" and "What do you find most attractive when visiting the area".

Table 6 Visitors' preferred places for scenic visits

Options	Subtotal (number of people)	Proportion
A. Famous attractions	77	76.24%
B. City streets	58	57.43%
C. Commercial Centre	50	49.5%
D. Activities carried out in the scenic area	43	42.57%
E. Museums	54	53.47%
F. Performing Arts Exhibition	37	36.63%
G. Theatre Performance	28	27.72%
H. Other	1	0.99%

Table 7 Most attractive places to visit when travelling

Options	Subtotal (number of people)	Proportion
A. Natural scenery	77	76.24%
B. Gastronomy	73	72.28%
C. Attractions	78	77.23%
D. Shopping	35	34.65%
E. Human history	56	55.45%
F. Other	0	0%

From the data in Table 6, it can be seen that the respondents are concerned about other facilities as well as the famous attractions, so the scenic spots need to be developed from multiple perspectives, such as developing internal streets, establishing commercial centres, building museums and setting up

activity venues. The data in Table 7 shows that the natural beauty of the area is very important in the process of tourism. At the same time, the food is not only filling but also spiritually satisfying, and is an important part of the tourism process itself, which needs to be taken into account.

The study starts with the question of how to integrate cultural landscape conservation and tourism revitalisation in ancient towns, and begins with the most popular ways of integrating culture and tourism.

Table 8 The most popular approaches in cultural and tourism integration

Options	Subtotal (number of people)	Proportion
A. Views of historic buildings	65	64.36%
B. Local cultural stories	60	59.41%
C. Handicraft practice	51	50.5%
D. Cultural and creative surroundings	58	57.43%
E. Traditional experiences with local characteristics	60	59.41%

The data in Table 8 shows that, with the exception of handicraft-based production practices, which were chosen by around half of the respondents, all other methods were chosen by around 60% of the respondents. This demonstrates that people want a variety of ways to integrate traditional culture into tourism, and that there is no 'best answer' to integrating culture and tourism, and that bold and innovative ways of integrating culture and tourism may work wonders.

Table 9 Reasons for going on a trip

Options	Subtotal (number of people)	Proportion
A. Relaxation and pleasure	80	79.21%
B. Close to nature	65	64.36%
C. Spending time with family or friends	61	60.4%
D. broaden your horizons and increase your knowledge	64	63.37%
E. Shopping	22	21.78%
F. For recreation, to pass the time	44	43.56%

As can be seen from the data in Table 9, relaxation and pleasure are the main starting points for people travelling today, so the interior of the town needs to be filled with a sense of 'relaxation'. At the same time, the need to broaden one's horizons and gain knowledge is also an important one. Therefore, the elaboration of museum exhibits and the enrichment of the introduction of attractions is a point worthy of attention, and the layout of scenic spots can be considered to bring knowledge into the minds of visitors in a subtle way while having fun. The company of family and friends is another important element of the tour, so the creation of group activities can be considered.

4. Tourism target groups

In order to clarify the target population of the ancient town tourism, this study takes the price setting of entertainment items and commodities within the scenic spot as well as the setting of the scale of the scenic spot as the starting point for the survey. From the data in Tables 10 and 11, it can be seen that respondents' per capita spending on daily tourism is concentrated in the range of RMB 500 or less, so that the goods in the scenic spots can be relatively high-end and the items can be charged at a relatively high level, thus obtaining the greatest economic benefits. The time spent by respondents on humanities-oriented tours is concentrated between one and three hours, so the proportion of time-consuming items can be relatively reduced.

Table 10 Acceptable travel expenses

Options	Subtotal (number of people)	Proportion
A. RMB200 per person and below/day	17	16.83%
B. RMB 201-500/day per person	40	39.6%
C. RMB 501-1000/day per person	29	28.71%
D. RMB 1001-3000/day per person	14	13.86%
E. 3,000 and above per person/day	1	0.99%

Table 11 Typical time spent at human interest sites

Options	Subtotal (number of people)	Proportion
A. Within 1 hour	10	9.9%
B. 1 hour - 3 hours (inclusive)	42	41.58%

C. More than 3 hours	15	14.85%
D. One day	20	19.8%
E. Two to three days	7	6.93%
F. More than three days	4	3.96%
G. Never spent	3	2.97%

5. Problems with publicity

Firstly, this study provides an understanding of the effectiveness of previous publicity for the ancient town of Luzhong. The data shows (see Table 12) that 65% of respondents said that they were not aware of Luzhong Ancient Town at all, indicating that it is not well known and is extremely lacking in terms of publicity.

Table 12 Knowledge of Luzhong Old Town

Options	Subtotal (number of people)	Proportion
A. Been there	10	9.9%
B. Heard of it	25	24.75%
C. No knowledge at all	66	65.35%

The study then investigated the channels of publicity preferred by the public today. Table 13 shows that, of the many channels, the emerging online media channel was the most chosen, at over 60%, with recommendations from others coming in second and being chosen by around half of the population, suggesting that although recommendations from others are a more traditional method, their role is still more prominent, and that effectively developed scenic spots and good internal services can enhance reputation among visitors to a scenic spot and help promote it.

Table 13 Desired sources of information about Luzhong Old Town

Options	Subtotal (number of people)	Proportion
A. News programmes (newspapers, TV news, etc.)	26	25.74%
B. Ad pop-ups	10	9.9%
C. Recommended by others	47	46.53%

D. Government advocacy, policy tilt (SMS, etc.)	29	28.71%
E. Online media (travel app, Shake, Weibo, etc.)	63	62.38%
F. Don't want to know	11	10.89%

For respondents who had heard of or knew about Luzhonggu town, this study investigated the ways in which they were informed about it. Based on the data in Table 14, it can be seen that, with the exception of the advertising pop-up, the other methods were chosen by roughly the same number of people, indicating that the publicity was not clearly targeted and was too evenly distributed.

Table 14 Access to information on Luzhonggu town

Options	Subtotal (number of people)	Proportion
A. News programmes	11	10.89%
B. Ad pop-ups	6	5.94%
C. Recommended by others	19	18.81%
D. Government advocacy, policy inclination	17	16.83%
E. Introduction to online media	19	18.81%

(iii) Summary of the survey

The above investigation has led to the following preliminary conclusions on the conservation and tourism revitalisation of the cultural landscape represented by the ancient town of Luzhong: 1. The local conservation of the cultural landscape has been incredibly negligent, resulting in damage to many buildings, and the conservation of the cultural landscape is an urgent priority; 2. There is no clear plan for local tourism development, and there are many abrupt modern buildings, which is contrary to the desire for an ancient town with traditional architecture and traditional culture; 3. The old town is less well known and needs to be better publicised to enhance its impact.

5. Exploration of the conservation and revitalisation path of the ancient town of Luzhong

In order to come up with feasible solutions for the conservation and tourism revitalisation of the cultural landscape represented by the ancient town of Luzhong, this study summarises and condenses some proposals and countermeasures for the conservation and tourism revitalisation of the historical and cultural landscape of Haining based on the findings of the survey, a review of relevant literature and in-depth interviews with experts.

(i) Balancing development work and cultural landscape preservation in tourism revitalization

Although the ancient town of Luzhong has a history of 1,000 years, its internal architecture is relatively intact and retains its traditional appearance. In order to ensure that its cultural connotations are not destroyed, the development of the ancient town's attractions must maintain a scientific and reasonable attitude, while improving the protection system for the historical and cultural resources and natural landscape resources of Haining and the ancient town of Luzhong, focusing on the protection of Luzhong's characteristic Jiangnan waterfront architecture, recording its long history and culture, and inheriting its profound humanistic heritage, so that the inheritance and development of the historical and cultural landscape is compatible with nature, culture and the human living environment In order to achieve sustainable development of society, economy and ecology. The development process should also adhere to the principle of people-oriented development, pay attention to the lifestyle and aspirations of the residents of the ancient town of Luzhong, actively explore small-scale gradual organic renewal and building repair methods, and properly handle the relationship between the improvement of the living conditions of the residents and the protection of the cultural landscape of the ancient town under the leadership of the Haining municipal government. Attention should be paid to preventing one-sidedness in the process of conservation and development, and the contradiction between people and land caused by "constructive destruction", and eliminating potential safety hazards.

(ii) Increase publicity and raise the profile of the ancient town of Luzhong

The results of this survey show that the popularity of the town is relatively low, resulting in a very low level of traffic. Therefore, increasing the publicity of Luzhong Ancient Town and prompting visitors to come and play is a necessary part of the town's development. According to the results of a questionnaire survey, in today's Internet era, new online media channels such as ShakeYin, Xiaohongshu and WeChat video numbers are increasingly popular; and the historical buildings and natural scenery of the ancient town, which exude the quiet charm of a water town, are tourism resources with Jiangnan characteristics and have the potential to be disseminated in online media. Therefore, the government should increase the network publicity of the ancient town of Luzhong. For example, register the official shake number, WeChat public number and video number of Luzhong Ancient Town, regularly release the scenic photos of the ancient town and the cultural customs featured in the ancient town landscape and other promotional videos, using digital communication, accurate communication and other means to attract the attention of the flow of people and increase the visibility of the ancient town, and also put the online soft broadcasts of Luzhong Ancient Town to increase the exposure rate of Luzhong Ancient Town and deepen the visual impression of tourists to Luzhong Ancient Town. Meanwhile, offline channels can be used to advertise in travel magazines and giant billboards to promote the historical town and increase the activity and visibility of Luzhong Ancient Town. The development of innovative and distinctive tourism products is also one of the means of promoting the reputation of tourist attractions and attracting visitors. Tourism products represent the level of local tourism development and the cultural connotation of the city, and also influence tourism revitalisation studies. Therefore, the ancient town of Luzhong should combine representative cultural

landscapes to develop innovative tourism products that coalesce cultural connotations and reflect commemorative significance, product creativity and cultural characteristics. Local rural crafts and traditional high-quality local products can also be developed in depth, transforming the economic benefits of tourism into social benefits. Based on consumers' fondness for different attractions in Luzhong Ancient Town, tourist souvenirs are developed for different scenic spots, increasing the variety of tourist souvenirs and gathering special tourist products.

(iii) Increased government attention and participation in the development of ancient towns

The conservation of the cultural landscape of Haining, such as the ancient town of Luzhong, and the revitalisation of its tourism should be carried out under the leadership and support of the Haining municipal government. In the area of tourism, the government can play a role in controlling the direction of the development of scenic spots, promoting their standardised management, facilitating the establishment of a sound evaluation system and collaborating in the training of staff.^[5] It can also attract and expand investment from private enterprises or tourism development and investment companies, for example, by means of policies that provide an economic basis for the conservation and development of scenic spots. The government can also actively raise funds through multiple channels, for example by seeking national and higher level funds for the protection and repair of the heritage of the ancient town, funds for the development and construction of tourism in the ancient town and special funds for the protection and repair of the ancient town.^[6], so as to repair some of the historical buildings in the ancient town with safety hazards and lay a substantial foundation for the protection of the historical and cultural landscape of Haining and the development of a revitalised tourism path. The government can provide more policy support for the start-up or investment of tourism enterprises, such as lowering loan interest rates and attracting investment for the whole society. At the same time tourist attractions can orientate their talents, commission renowned experts and scholars to provide intensive training for tourism practitioners to improve their services, or cooperate with universities to increase the number of interns brought in and deliver high quality professionals. At the same time, the government needs to enhance the conservation awareness of managers, city residents and tourists. An improvement in the quality of managers will help to promote a greater awareness of conservation among local city dwellers. The overall civilisation of the city will to a certain extent influence the tourist literacy of the visitors, who observe the conservation awareness on their way to play. It is also important to put ideas into concrete practice, to ensure environmental hygiene within the cultural landscape area, and to communicate with the relevant authorities to remove buildings that are not in keeping with the landscape of the park.

(iv) Develop scenic areas in a multi-faceted way with cultural heritage in the landscape

General Secretary Xi Jinping emphasised that "the excavation and interpretation of the excellent Chinese traditional culture should be strengthened, so that the most basic cultural genes of the Chinese nation can be adapted to contemporary culture and harmonised with modern society".¹ Therefore, the

¹ Wang Jue: Let excellent traditional culture live and pass on, People's Daily, 19 May 2022, p. 1

discovery and presentation of cultural connotations in historical and cultural landscapes is extremely important in contemporary tourism.

The physical survey of the ancient town of Luzhong shows that there are a large number of preserved old residential buildings in the area, so it is possible to capitalise on this feature by developing a 'old quarter' oriented tourism model after maintenance. The development of the old town's neighbourhoods will not only preserve the living atmosphere of the town, but also increase the playfulness and commercialisation of the town, which will bring economic benefits.

The development also needs to be based on the accessibility of the attractions within the town. A projection or screen can be placed next to the featured attraction to introduce it more vividly through audio-visual means and to show the local cultural story of what happened there. Considering the size and cost of the open space in front of the attraction, a QR code can also be attached to the side of the attraction's introductory sign, which visitors can scan themselves to see.

A street area could be dedicated to different hands-on handicraft experiences along the axis of the things shown in the cultural story, etc. A series of tourist souvenirs such as beautiful cultural peripherals could also be placed near the experience area.

During peak periods such as holidays, activities can also be organised, such as having actors perform traditional local culture.

6. Shortcomings of the Study

Through this investigation into the conservation of the historical and cultural landscape of Haining and tourism revitalisation paths, the study summarises the factors influencing the development of the ancient town of Luzhong, and also puts forward constructive suggestions for the development of Luzhong in the light of current tourism policies and policies on the conservation of historical and cultural landscapes, while hoping that this study will also bring new thoughts to the development of other historical and cultural landscape conservation and tourism revitalisation paths. However, there are still some shortcomings in the research process, specifically in the following areas:

(i) Small sample size and concentration of survey respondents

Due to objective factors such as the epidemic and the small number of people in this study, it was difficult to conduct this research on a large scale. In the questionnaire survey, only 125 questionnaires were distributed, 117 questionnaires were returned and only 101 valid questionnaires were judged. Without the support of a large sample of data, the generalizability of the results of this survey is relatively low, and the results analysed are relatively limited. At the same time, the vast majority of respondents to this questionnaire were young people². The sample is too concentrated and the number of valid questionnaires collected in this survey is relatively small, which does not reflect the views of

² In this article it is defined as juvenile up to the age of 18, youth from 18-35, middle age from 36-60 and old age from 60 and above.

the whole society on the ancient town of Luzhong and some suggestions and feedback on the path of preservation and revitalisation of the historical and cultural landscape of Haining.

Table 15 Age Distribution of Respondents

Options	Subtotal (number of people)	Proportion
A. Under 18 years old	7	6.93%
B. 18-35 years	82	81.19%
C. 36-60 years	11	10.89%
D. Over 60 years old	1	0.99%

(ii) Design of research questions

The study conducted unstructured interviews with local residents and tourists during the field survey of Luzhong Ancient Town, but due to the lack of comprehensive understanding of Luzhong Ancient Town in the early stage of the study, the questions were relatively deviated from the reality, resulting in relatively little useful information obtained; at the same time, factors such as regional culture and dialect communication also played a significant role in hindering the study from obtaining information about Luzhong Ancient Town during the field survey. This makes our research on the factors influencing the conservation of Haining's historical and cultural landscape from the perspective of local residents, and the obstacles and problems that may arise in the process of the conservation and development of Luzhong Ancient Town less comprehensive, resulting in some shortcomings in the design of the questionnaire. At the same time some of the questions in the questionnaire also suffer from relatively incompatible themes and vague options, which have an impact on the acquisition and analysis of data.

(iii) Insufficient examination of the local cultural landscape

This study found that some of the residential buildings in the ancient town of Luzhong are in a state of disrepair and are in danger of being damaged, with signs on the walls indicating that they are not open to the public. As a result, the members of this study were unable to investigate the current situation up close, and could only refer to some of the stone monuments and pagodas provided by the local community, as well as the documentation searched in the early stages of the study, and were unable to accurately determine the extent of damage to the local historical and cultural landscape and the possibility of restoration.

7. CONCLUDING REMARKS

Through this study, the actual situation of the cultural landscape of Haining, represented by Luzhong Ancient Town, is understood, and the problems that arise in the conservation and revitalisation of the cultural landscape are integrated, and the inherent cultural connotations of the cultural landscape are uncovered, so that the Haining municipal government can find a grip and make better adjustments when facing similar problems in the future. At the same time, this study proposes a development strategy for the ancient town of Luzhong, and also provides a reference for the conservation and development of other cultural landscapes in Haining.

The study of historical and cultural landscape conservation and tourism revitalisation paths is an ongoing process that requires targeted strategies based on the characteristics of the tilapia. Only by grasping the right combination of the two and promoting a virtuous cycle between historical and cultural landscape conservation and tourism revitalisation paths can we go further and further.

REFERENCES

- [1] Tourism Development Plan for the 14th Five-Year Plan [Z] 2021,01,20
- [2] UNESCO, State Administration of Cultural Heritage. Selected Documents on International Cultural Heritage Protection [G]. Beijing: Cultural Heritage Press, 2007: 354, 328.
- [3] Chu Jingjun. Go to feel the history in Luzhong ancient town and Haining old street [J/OL]. [2018-07-01].
- [4] Ruan Xiao. A visit to the thousand-year-old town of Luzhong[J]. Camera, 2011(09):14-17.
- [5] Zhou Jinsong. A trial discussion on the protection and tourism development of Chang'an ancient town [J]. Education and Teaching Forum,2017, No.209(06):95-96.
- [6] Dai Peng. Analysis of the role of government in tourism management and institutional innovation [J]. Farmers' Counselor, 2020, No. 661(14):251+292.
- [7] Zhang Jingya , Zhang Yujun . Evolution and identification of cultural landscape values in nature conservation sites: the case of Mount Tai [J]. Journal of Natural Resources ,2019(9):1833-1849.
- [8]Jiang Haixu,Li Wan Chen,Chang Chang Changxin. Research on the protection of urban cultural landscape and tourism revitalization in Fushun city--a perspective of creating a famous historical and cultural city [J]. Frontier Economy and Culture,2022,03:64-66.
- [9] Sun Yanfei, Tang Xiaolan, Liu Siyuan. The real situation and the path of rural cultural landscape conservation: the path of environmental education based on "human-earth relationship"[J]. Journal of Nanjing Agricultural University (Social Science Edition), 2020, 2001:117-126.
- [10] Xie Qian. The application of traditional cultural elements in the landscape design of urban squares [J]. The application of traditional cultural elements in urban square landscape design [J].



- [11] Zheng Shanshan. Tourism revitalization and business innovation of historical and cultural districts [J]. Journal of Yangzhou University (Humanities and Social Sciences Edition),2021,2501:54-62.
- [12] Li Jiangmin, Wang Qing, Zhao Qingqing, Liu Jingjing. Tourism revitalization of agricultural cultural heritage: a study of rootedness from the perspective of tourism experience[J]. Resource Development and Market,2020,3610:1122-1126.
- [13] Ye Zhining. The construction and reshaping of rural media landscape in short videos[J]. Publishing, 2022,02:74-77.