

Research on the Development Path of Xi'an's Cultural Industry under the Background of Cultural and Tourism Integration: Taking the "Chang'an Twelve Hour Theme Block" as an Example

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Abstract: As an ancient capital of the Thirteen Dynasties, Xi'an has a particularly prominent Tang culture, and Tang cultural attractions have also received much attention. The "Chang'an Twelve Hour Theme Block" opened on April 30, 2022. This block reproduces historical celebrities, interprets ancient life, and creates a strong traditional cultural atmosphere through the use of antique architectural spaces. This article attempts to analyze the current development status, existing problems, and solutions of the "Chang'an Twelve Hours Theme Block", with a focus on exploring the development path of Xi'an's cultural industry under the background of cultural and tourism integration. This benefits the long-term development of the "Chang'an Twelve Hour Theme Block", and allows the "Chang'an Twelve Hour Theme Block" to provide richer cultural and tourism resources for the development of Xi'an's cultural and tourism industry.

Keywords: "Chang'an Twelve Hour Theme Block"; Tang Culture; Integration of Culture and Tourism; Cultural Confidence; Culture industry

1. Introduction

The 'Chang'an Twelve Hour Theme Block' explores the path of Xi'an cultural confidence and self-improvement development, which is an important content of Xi'an's cultural and tourism development. The academic community has achieved certain research results on this content in the past year, with relatively few journals. There are mainly tourism surveys such as Jiao Ying, Gan Yating, and Yang Wanyue's "Research on the Spatial Construction of Urban Historical and Cultural Districts under the Background of Cultural and Tourism Integration - Taking the Twelve Hours

of Chang'an as an Example", and Li Xiuze's "Immersion, Sharing, and Interaction: A Study on the Ritualized Communication of the" Twelve Hours of Chang'an "in Xi'an Ancient Style Districts". This article mainly focuses on exploring the path of Xi'an's cultural confidence and self-improvement development through the content analysis method of the 'Chang'an Twelve Hour Theme Block'. It explains how to effectively promote the creative transformation and innovative development of Tang culture through the integration of cultural and tourism industry innovation, and assist in the construction of a strong cultural country. This study has important theoretical value and practical significance for future research on this issue.

In the new era, culture plays a prominent role in inspiring national spirit, maintaining national identity, promoting economic and social development, and promoting comprehensive human development. Xi'an, as an ancient city with a history of three thousand years, contains many excellent traditional cultural resources. The "Chang'an Twelve Hour Theme Block" is one of them. The "Chang'an Twelve Hour Theme Block" is precisely positioned as the "Tang Feng Market Culture", allowing culture to be touched, participated in, interacted with, and consumed. It uses cultural and tourism IP techniques to "liven up" and "ignite" culture, achieving the mutual integration and empowerment of cultural IP and tourism, and gaining recognition from the market and the favor of tourists.

Xi'an is an ancient capital of thirteen dynasties in China, with a profound cultural heritage. The Zhou, Qin, Han, Tang and other dynasties left a large number of precious historical and cultural relics here. The ancient capital of Xi'an today is focusing on "inheriting and promoting excellent traditional Chinese

culture", striving to build a world capital of humanities that showcases Chinese civilization, continuously promoting the deep integration and development of cultural tourism, and better inheriting and promoting excellent traditional Chinese culture. In the process of promoting the excellent traditional Chinese culture in education, Xi'an is striving to build a world capital of humanities that showcases Chinese civilization and continues to promote the deep integration and development of the cultural tourism industry [1]. Among a number of traditional cultural tourist attractions such as Dayan Pagoda, Datang Furong Garden, and Datang Night City, the "Chang'an Twelve Hour Theme Block" has become a hot topic. As China's first immersive Tangfeng Marketplace cultural life block, the "Chang'an Twelve Hour Theme Block" is undoubtedly a highly disruptive case of film and television IP landing. The operational concept of "culture as the core, tourism as the support, integration as the means, and experience as the purpose" has enabled the "Chang'an Twelve Hour Theme Block" to achieve a new business format, new mode, new consumption, and new experience that integrates tourism, shopping, catering, entertainment, and leisure. The "Chang'an Twelve Hour Theme Block" is a cultural and tourism project based on the history and culture of Tang Chang'an, aiming to inherit and promote traditional culture and achieve innovative development. In the development process of the "Chang'an Twelve Hour Theme Block", the current research content mainly focuses on historical and cultural research, traditional cultural inheritance and innovation research, original IP development and operation research, cultural and tourism integration and project management research, etc.

2. The Current Development Status of the "Chang'an Twelve Hours" Theme Block

Adhere to shaping tourism through culture, and promote the deep integration of culture and tourism development through tourism. As an "internet celebrity city", Xi'an has frequently attracted attention from cultural and tourism circles. The frequent popularity of cultural and tourism in Xi'an in recent years is closely related to the establishment of characteristic projects, and the "Chang'an Twelve Hour Theme Block" is one of the

characteristic projects. The following will focus on analyzing the development status of the "Chang'an Twelve Hour Theme Block".

2.1 Analysis of the Advantages of the Characteristic Projects of Chang'an Twelve Hours

When it comes to Chang'an, one can associate it with the bustling market of the Tang Dynasty. In various film and television dramas, there are countless expressions of the cultural theme of the prosperous Tang Dynasty, and the TV drama "Twelve Hours of Chang'an" is a representative. The theme block named "Chang'an Twelve Hours" has become popular on the internet since its opening. This cultural and life experience zone of the entire Tang Dynasty provides people with immersive enjoyment, allowing tourists to "become Tang Dynasty people once again and go to the prosperous era of Chang'an together". The Chang'an Twelve Hours Scenic Area is located in Xi'an City, Shaanxi Province, China. It is a historical and cultural themed scenic area set against the Tang Dynasty Chang'an City. The scenic area mainly features the city walls, gates, streets, mansions, temples, and markets of Chang'an City in the Tang Dynasty. By restoring the historical scenes of Chang'an City in the Tang Dynasty, it showcases the bustling scenery and historical culture of Chang'an City to tourists.

Chang'an, carrying countless Tang Dynasty dreams; and in twelve hours, countless people's Tang Dynasty dreams were fulfilled. The "Chang'an Twelve Hours Theme Block" is a large-scale cultural, commercial, and tourism integration project with the theme of the online drama "Chang'an Twelve Hours", with the aim of experiencing the culture of the prosperous Tang Dynasty and the core of immersive cultural experience. The art team of the TV drama "Chang'an Twelve Hours" is planning to inject a three story 24000 square meter commercial space into the "Chang'an Twelve Hours Theme Block". The IP and Tangfeng Marketplace cultural content are the first to restore the entire scene of film and television drama IP, and are also industry models for transforming film and television drama IP into cultural and tourism projects [2]. The project relies on the cultural heritage of the ancient city of Xi'an, from deeply cultivating the Tang

Dynasty's urban culture to replicating the prosperous past of Chang'an; From exclusive product development and design to one-stop aggregation of all formats; Presenting an authentic experience space for the entire Tang Dynasty's urban life, a Tang style themed leisure and entertainment interactive space that combines elegance and popular taste, and a theme cultural banquet immersion space for Qiongpu Shengge. Indeed, the emergence of the Chang'an Twelve Hour Theme Block is partly due to the fan base accumulated in the original work and TV dramas; At the same time, the Chang'an Twelve Hours Theme Block project is rooted in Xi'an and closely linked to the unique cultural memory of the city, creating a new business form that integrates culture, business, and tourism with the past [3]. The "Chang'an Twelve Hour Theme Block" combines the plot, characters, props, and story features of the original drama to create an authentic experience space for the entire Tang Dynasty's urban life, as well as a Tang style themed entertainment and leisure space that combines elegance and popular taste. It traces the prosperous Tang Dynasty's urban style and allows visitors to experience the daily life of Tang Dynasty people. Upgrade the Tang culture experience in Xi'an, allowing people to "enter the Tang Dynasty in one second". According to local cultural and tourism industry insiders in Xi'an, in the Chang'an Twelve Hour Theme Block, tourists are the protagonists and can immerse themselves in the city life of Tang people. All elements, scene layout, venue music, and staff in the block are working together to complete the immersive experience of tourists [4].

Under the background of cultural and tourism integration, urban tourism has ushered in new development opportunities. As an important tourism resource that can meet people's needs for experience, entertainment, leisure, and stress relief, urban historical and cultural blocks are also a true carrier to showcase the unique cultural charm of the city [5]. The Chang'an Twelve Hours Theme Block has preliminarily integrated Tang Chang'an Lifang culture with commercial leisure tourism, enhancing the connotation of traditional commercial areas, enriching the functions of the same space, and meeting the immersive perception needs of Tang clothing experience. It is a highlight project for leisure tourism that

builds cultural confidence.

2.2 The Good Development Trend of Chang'an Twelve Hours

From a national perspective, similar immersive experience blocks are available in various regions, but "Chang'an Twelve Hours" is the first immersive experience block with Tang culture theme in China. It is precisely due to its strong cultural connotation that the block has its uniqueness [6]. During the May Day opening in 2022, the "Chang'an Twelve Hour Theme Block" is undoubtedly one of the most popular cultural and tourism attractions in Xi'an and even in China. The total network exposure has broken the 200 million mark and reached Tiktok with more than 200 million communication interactions. Ranked 4th on the national hot list, and also made it to the top 1 of the Xi'an scenic spot grass planting list. Weibo also made it to the top 1 of the same city hot search list, with over 50 million interactions across the entire network. Even in the context of epidemic prevention and control restrictions on pedestrian flow, 75% of the maximum carrying capacity is still maintained for scheduled entry every day, resulting in a shortage of tickets and the length of the team stretching for hundreds of meters. During the National Day holiday of this year, the "Chang'an Twelve Hour Theme Block" theme block made another appearance on CCTV. The exciting and rich characteristic activities have been highly praised by citizens and tourists, and have also been reported in various forms such as images, text, and videos by various media including CCTV, People's Daily, Shaanxi News, etc., presenting the "High Light Moment" belonging to the "Chang'an Twelve Hour Theme Block". During the festival, the block also appeared on the list of OTA recommendations, Tiktok Food, Drink and Play (tourist attractions) TOP1, etc. In the first half of this year, Xi'an received a total of 124 million tourists and achieved a tourism revenue of 150 billion yuan, both exceeding the level of the same period in 2019. Among them, In the first half of 2023, the proportion of tourists from outside the province in the "Chang'an Twelve Hours Theme Block" showed that tourists from outside the province accounted for 35% of the total (Figure 1), and In the first half of 2023, the age group of tourists in the "Chang'an Twelve Hours Theme"

Block showed that young tourists accounted for 83% of the total (Figure 2). The development of the cultural and tourism industry ranks first in the country. The film and television industry can achieve cross-border integration with the tourism industry, providing new economic growth points for regional economic construction [7].

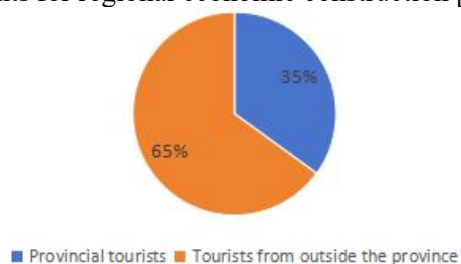


Figure 1. The Proportion of Tourists from Outside the Province in the “Chang'an Twelve Hours Theme Block” in the First Half of 2023

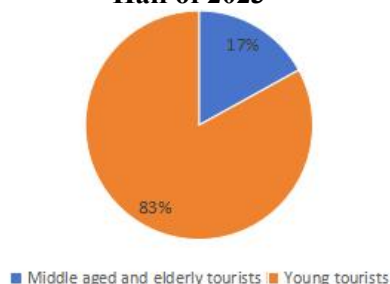


Figure 2. The Proportion of Tourists in the Age Group of the “Chang'an Twelve Hours Theme Block” in the First Half of 2023

From the foot of the Qinling Mountains to the White Deer Plain, from the towering city walls to the dazzling Tang Dynasty Never Night City, the surging crowds witness the tradition and modernity, openness and inclusiveness of Xi'an [8]. The development of the "Chang'an Twelve Hour Theme Block" tourism culture allows people to feel that culture can be touched, consumed, and experienced in an immersive manner. The "Chang'an Twelve Hour Theme Block" is a comprehensive scenic area that integrates history, culture, tourism, and entertainment. It is an important place to learn about Chinese history and culture. Tourists can experience the bustling scenery and historical culture of Chang'an City in the Tang Dynasty here, understand the vast and profound ancient Chinese culture, and experience the charm of traditional Chinese culture. In the long run, the "Chang'an Twelve Hours" ancient style block not only has entertainment value, but also has the function of spreading traditional culture and promoting

the formation of positive values. It plays an important role in maintaining social order and enhancing social cohesion [9].

3. The Current Development Problems of the "Chang'an Twelve Hours" Theme Block

"The excellent traditional Chinese culture is the wisdom crystallization and essence of the Chinese civilization, the root and soul of the Chinese nation, and the foundation for us to stand firm in the turmoil of world culture." At present, China is forming a new development pattern with domestic circulation as the main body and domestic and international double circulation promoting each other. Promoting the two-way integration of cultural and tourism industries can effectively promote the upgrading of urban consumption and strengthen economic internal circulation [10]. As a world-renowned historical and cultural city, Xi'an is rich in traditional cultural resources, which is a good opportunity and condition for the development of Xi'an's cultural industry. The "Chang'an Twelve Hour Theme Block" has been open for over a year now, and there are inevitably some problems. Next, we will analyze the problems in the development of the "Chang'an Twelve Hour Theme Block".

3.1 Insufficient Space for Performance Accommodation

Farewell to the world to feast and witness the beauty of the prosperous Tang Dynasty. The program performance with unique Tang Dynasty charm in the "Chang'an Twelve Hour Theme Block" has also become one of the characteristics of the block. Performances are available at multiple times throughout the day. The "The Dance of Nishang and Yuyi" showcases agility and naturalness; The "Great Tang Yan Music" is played in unison, and everything is prosperous and peaceful; "The Feast of Bliss" Dreams of a Thousand Year Prosperous Era; Hu Ji's dance showcases exotic charm. Immersive performances of "Chang'an Cuiqi", "Zhongqi Ren", and "Jiang Jinjiu" allow people to immerse themselves and feast their eyes. However, the capacity for performances is limited, especially during holidays when some popular performances require long queues to be watched, and the performance time is relatively short, which has

an impact on the tourist experience.

3.2 The Tourist Route Map is Not Clear

For a popular scenic spot, having a clear tourist route map can improve visitor efficiency and satisfaction. There is no clear route map in the scenic area, and many tourists express that they are very confused after entering the "Chang'an Twelve Hour Theme Block", not knowing how to play, nor knowing where each performance area is located or where to watch the performance time. Moreover, some staff members in the neighborhood are not very familiar with the amusement projects and specific locations in the neighborhood.

3.3 The Commercialization Atmosphere is Relatively Obvious

The "Chang'an Twelve Hour Theme Block" is China's first immersive Tang style street life block, which covers various "original Tang" business formats such as Chang'an snacks, themed cultural and creative activities, characteristic performances, immersive games, cultural private rooms, and scene experiences. However, many tourists have reported that the commercial atmosphere of the "Chang'an Twelve Hour Theme Block" is too obvious, and the consumption, shopping, and travel photography existing in the scenic area will dilute people's attention to traditional culture, thereby reducing tourists' sense of experience.

4. The Solution Path for the Theme Block of "Chang'an Twelve Hours"

4.1 Flexible Expansion of Performance Space

The accommodation space for the performance is not sufficient, and each performance venue is small, which is a problem with the characteristic performance of the "Chang'an Twelve Hour Theme Block". The "Chang'an Twelve Hour Theme Block" can flexibly expand the capacity of the performance space, make reasonable use of the venue in different performances at each time period, and maximize the capacity of the performance venue to accommodate a large number of tourists at once. During holidays, it is also possible to increase the density of some popular performances, such as "The Dance of Nishang and Yuyi", "Great Tang Yan Music",

and "Jiang JinJiu".

4.2 Build Clear Online and Offline Tour Guides

The "Chang'an Twelve Hour Theme Block" can publish clear tour guides online and offline, allowing tourists to have a clear understanding of their destination. The block can also invite some internet experts to make travel route planning suggestions for the block and publish them on relevant official online platforms for tourists to refer to, in order to enhance their experience and comfort of the "Chang'an Twelve Hour Theme Block". At the same time, develop a detailed planning plan, emphasizing the overall coherence within the theme block and coordination with the surrounding environment.

4.3 Building an Industrial System Centered on Culture

Promoting high-quality development of the cultural industry, improve the modern cultural industry and market system, promote the development and growth of various cultural market entities, cultivate new cultural formats and consumption models, and enhance people's sense of cultural gain and happiness through high-quality cultural supply. While commercializing development, attention should be paid to the inheritance and promotion of cultural connotations, creating an environment and atmosphere with historical charm, constructing an industrial system centered on culture, and highlighting the characteristics of Tang culture. At the same time, efforts should be made to protect historical buildings and cultural heritage, and necessary repairs and maintenance work should be taken to ensure their original preservation.

5. Conclusion

The "Chang'an Twelve Hour Theme Block" showcases significant industry innovations since the integration of culture and tourism, effectively promoting the creative transformation and innovative development of Tang culture, better meeting the cultural and tourism needs of the people, enhancing their cultural and value confidence, and assisting in the construction of a cultural power. In the future, "Chang'an Twelve Hour Theme Block" will continue to take advantage of Xi'an's rich

cultural tourism resources, give full play to the advantages of historical culture, Silk Road culture, festival culture, folk culture, etc., actively integrate into the new practice, new achievements, and new experience of the "the Belt and Road" construction, break the traditional business operation thinking, explore a new mode of cultural, business and tourism integration, and promote the integrated development of culture and tourism.

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