Study on the Hollowization of Tourism Culture in Ancient Towns[*]

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Since the 1980s, as tourism products have developed in depth, As a new type of product, ancient town tourism has gradually been favored by tourists, thus forming a boom in the development of ancient town tourism. However, it is worrying that the "hollowing" of culture exposed in the development process has begun to hinder the sustainable development of tourism in ancient towns. Based on this, this paper expounds the ancient town culture, reveals the performance of the "hollowization" of ancient town culture, and puts forward the idea of ancient town cultural protection and development.

Keywords: ancient town culture, hollowization, protection and development

Today, ancient town tourism has become a major force in the Chinese tourism market. Thousands of tourists flock to various ancient towns every holiday. On the one hand, it has increased the income of the residents of the ancient town, on the other hand, it has also promoted the economic development of the ancient town. However, the profound cultural heritage carried by the ancient towns has shown a state of "hollowization" in the way of ancient towns tourism getting hotter. The ancient town itself should be the best representative of cultural tourism. Therefore, solving the problem of "hollowing" of tourism culture in ancient towns has become an urgent task for the sustainable development of ancient towns tourism

First, Ancient Town Cultural Connotation

Ancient Towns

Ancient towns generally refer to a group of buildings for centralized living. which with a history of more than 100 years. China has a long history and there are many ancient towns with profound cultural heritage on the vast land. Some of them have been included in the World Cultural Heritage by UNESCO. There are as many as 220 ancient villages and towns with a history of over 100 years old in China, Rebuilt at the original address and artificially constructed are not included.

Ancient Town Tulture

"Ancient town culture" is the deposition of natural features, morphological structure, cultural style, human resources, craft buildings, historical heritage, landscape image that are unique to the development of towns. This personality and character stems from history and tradition, culture and nature. The content of ancient town culture should include three aspects: material form culture, non-material form culture and ecological culture.

1. Material form culture. Including ancient buildings, ancient blocks and their unique historical and cultural environment, that is the overall cultural landscape of the integration of human landscape and natural environment. Up to now, the historical and cultural environment of some ancient towns is still relatively intact. There are complete ancient streets, including historical and cultural relics such as temples, bridges, houses, shops, tea houses, wine cellars and gardens.

2. Non-material form culture. Mainly refers to folk customs, folk sentiments, folk art and so on. Together with the material form culture, they constitute the historical environment and cultural atmosphere of the ancient town. For example, the Lantern Festival, the Qingming Kite, dragon boat race on the Dragon Boat Festival, enjoying the moon on the Mid-Autumn Festival , the Double Ninth Festival, and other folk festivals.

3. Ecological culture. Ecological culture is the product of the relationship between ancient towns and the environment. The ancient town ecological culture is divided into the natural landscape space pattern outside the ancient town and the inner building texture of the ancient town. The external natural landscape pattern includes the mountains, water, green areas, territories, fields and other surrounding areas of the ancient town. The architectural interior texture elements of the ancient town include human landscape, street space, historical buildings, production and consumption methods and so on.

Second,Performance of "Hollowization"

In the 10 years since 2000, the wave of tourism development in ancient town is higher than the wave. There are more than 2,000 ancient towns in China that have been developed or are being developed, but there are no more than eight ancient towns that people can remember. Whether it is the ancient town of Jiangnan Water Town, the southwest minority town or the Hutong Lane, The ancient town tour is a unified mode of shopping, drinking tea, visiting performances. From the point of view of words, ancient towns generally refer to buildings with a history of more than 100 years, which are concentrated for living. They are all unique in nature and have a rich and profound cultural heritage. From the point of view of words, ancient towns generally refer to buildings with a history of more than 100 years, which are concentrated for living. They are all unique in nature and have a rich and profound cultural heritage. However, why do most of China's ancient towns finally abandon their own characteristics and become products from a production line? "Hollowing" is the biggest cause of the ancient town of China have the same face. Hollowization has two major characteristics: one is serious homogenization and the other is excessive commercialization.

Serious Homogenization

Homogenization means that there is no difference in tourism products. The homogenization of ancient town culture comes from two aspects. First, the imitation construction of the ancient town. In recent years, the upsurge of ancient town tours and rural folklore tours have been set up in various parts of China to cater to the needs of tourists. The artificial ancient towns have risen up and the scale has been gradually upgraded. The styles of

artificial these ancient towns are modeled after ancient towns and ancient streets.However, due to the same stereotypes and similarity from form to content, lack of local characteristic and culture connotation,ancient town tourism is counterfeit and homogenized seriously. Second, the development and construction of many ancient town fell into the homogenization competition without distinctive brands.Some ancient towns are similar from the streets, buildings, shops on the street and even dishes for sale at the restaurants. The development content is similar to each other, there are no special features. Visitors soon felt uninterested.In addition to Wuzhen, Zhouzhuang, Lijiang and other ancient towns have more prominent brands , many ancient towns do not highlight their own brands, For example ,Wuzhen's small bridge, flowing water have a very high reputation, many ancient towns blindly copying Wuzhen do not combine their actual situation in the development and construction, It has led to the appearance of the ancient town has the same mode of operation, so that the ancient town tourism has become a "one-time consumption", and lack of perception and understanding of the ancient town culture.

Excessive Commercialization

It must be acknowledged that the ancient town tourism can not bypass commercialization and marketization, but some ancient towns have experienced large-scale reconstruction and Introduced a large number of foreign operators,coupled with the trend of tourism real estate developers and the influx of a large number of foreigners, The proliferation of shops and uncharacteristic tourism products has destroyed the original style of the ancient town, The quaint and elegant atmosphere of the ancient town disappeared, the traditional culture was eroded by modern business culture, and the ancient town became a commercial complex. The reason is that the local government regarded the tourist scenic spot as the tourism economy industrialization, and regarded the demand of tourists in the ancient town for eating, living, traveling, traveling, purchasing and entertainment as the driving force for commercialization, and took tourists' consumption as economic income. Driven by interests, it is difficult for commercial travel companies to focus on the long-term. In order to develop the local economy, many local governments have adopted the method of outsourcing the ancient town tourism management rights to obtain income and funds. The effective guidance and management of the government on the macro level will inevitably weaken, which will make the over-commercialization of the scenic spot possible.Excessive commercialization will dilute the ancient town culture and cause devastating damage to the ancient town.

Third. Idea of cultural Protection and Development

Rooted Local Culture

The local culture is the soul of the ancient town. The historical origins of the ancient towns are different. Therefore, the ancient town can be supported by the local culture, and deeply explore the cultural heritage and the value behind of the ancient town. Making ancient towns own brand and characteristics based on their own cultural connotations. That is to say, in order to stand out from the ancient town tourism, in addition to food and snacks, the folk culture of ancient towns should be deeply excavated. Constantly updating folk consumption items, identifying cultural themes, and finding bright and distinctive leisure and entertainment projects.Starting from the natural environment, historical evolution, humanistic characteristics, customs, and products, creating some landmark mascots, theme tourism facilities, and ecological experience parks,then creating a unique ancient town scenic spot that is different from other towns.

Based On Cultural Hheritage

It is necessary to pay attention to the balance between business development and cultural heritage. the purpose visitors come to the ancient town is to relax in the beautiful environment and satisfy the cultural enjoyment of the ancient town. These artistic conceptions require a spirit to be unified. This is the cultural tone of the ancient town development.Therefore, it is not appropriate for the ancient town to blindly and excessively move the indigenous people to the outside, but to try to retain and even attract the residents who have already moved out to return to their homes to live, and inherit the original business of the ancient town. Tourism commodity development should be devoted to national cultural characteristics, excavate connotation, improve quality, and ensure that commodity development is not blind for short-term economic benefits. Improve the quality of cultural products, and make tourism products serialized, diversified and high quality. Thereby improving the quality of tourism development in ancient town, effectively resisting its blind and abnormal development, and promoting its healthy and reasonable sustainable development.

Balance Between Landscape Bevelopment And Ecological Culture

It is necessary to take the road of environment protecting and sustainable development, pay attention to green management, and maintain the nature color of the ancient town with modern means, leaving room for development for future generations. In order to attract tourists, some local governments nowadays build antique buildings, birthplaces, allusions and burial of historical figures, created "history" without history. However, they turned a blind eye to the unique cultural heritage of the local area, forcibly demolished ancient shops, widened the ancient streets, and refreshed the old buildings. The "old" and "broken" with historical sedimentation are a kind of beauty to themselves. The ancient town can't be transformed. It can only be built to maintain the original appearance. And making an ancient town maintain her old temperament itself is the sublimation of beauty.

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