

# The Supply-Side Reform Perspective is a Fusion of the Development and Protection of Ancient Towns

Xiaoqin Quan

Chongqing southern translation college of sichuan foreign studies university

**Keywords:** supply-side reform, cultural tourism, ancient town, cultural tourism integration

**Abstract:** the economic take-off to bring the vigorous development of mass culture, gradually improve the people's cultural demand, and the effective supply of cultural industry is seriously insufficient, particularly prominent contradiction between supply and demand, supply side reform is imminent. Randomly implanted false cultural elements in the current town, no construction plan of blind expansion, the ancient town tourism economy, tourism, the status quo of the inferior quality of service is undeniable, no unified with the town development and the deepening of the journey and fusion of the planning is not enough is inseparable. This paper emphatically discusses in the new economic situation, supply side departments work together, to fuse culture protection and tourism economy to boost the ancient culture heritage protection and economic development, so as to reasonably develop its core cultural value, deepen the brigade fusion, promote the sustainable and healthy development of tourism economy.

## 1. The status quo of development and protection of ancient towns under the background of supply-side reform

Before reform and opening up, economic development level is low, people's demand for spiritual culture degree is low, the time of ancient villages and towns is very common, after the reform and opening up, along with the rapid economic development, the overall urban planning, large-scale infrastructure construction, transportation, entertainment, living facilities are also increasing. A large number of people in villages and towns went out to work, and the villages began to be deserted and abandoned, leaving only the elderly and children left behind. Because of the backward economy, the ancient town protection consciousness weak, ancient architectural structures disrepair, the ancient village of facilities serious aging, often cause water power outages, sometimes even cause fire, seriously affected the safety of lives and property of the local residents. After decades of rapid economic development, people gradually tired of the city high-rise buildings of the city life, began to yearn for far away from us easily, and the quiet life of the country, the ancient town tourism in that climate arises at the historic moment. According to maslow's hierarchy of needs, people will enter a period of need for safety when they are satisfied with food and clothing. When it comes to emotional affiliation and respect, the demand for cultural needs and emotions becomes the main demand. Especially in big cities, many of today's resident material life from well-off move to a higher stage, greatly satisfy the people's material needs, traditional culture is under the condition of missing continuously in the historical process, people's need for cultural spirit reached new heights.

With the rise of ancient town tourism, the development of ancient town tourism resources, especially the development of ancient towns with convenient transportation, is very strong. The increase in the level of people's material has led to a surge in visitor traffic. In order to meet the business needs, local government joint developers have built a lot of ancient buildings around the ancient town. On the one hand, in the exploitation of ancient town tourism resources at the same time, the management of the ancient town protection does not decrease, living facilities not to conduct a comprehensive inspection and maintenance, many famous old town many times due to problems such as short circuit fire, a large number of ancient buildings were destroyed, to the diversity of its protection has brought severe disaster. On the other hand, aboriginal people often rent their homes or doors to merchants, which have not been evaluated and have no verification of

cultural relics departments and related personnel. Especially in the early stage of tourism development in ancient towns, the protection consciousness of residents and merchants is weak, and the relevant principals have not attached great importance to the fire. For example, on February 7, 2011, a fire broke out in the zhengjie street of shapingba district, chongqing, and the old building of brick and wood structure was burned. [1] On January 11, 2014, DiQingZhou shangri-la county in yunnan province alone grams of the ancient city of fire, the best inn heater improper use and not shut off the power before falling asleep, lead to use ignition fuel heater. It caused some relics, tangka and other buddhist cultural works to be burned down and suffered heavy losses. The ancient city of dukean was built in the tang dynasty with more than 1,300 years of historical relics protection units. [2] These shocking cases have brought devastating blows to the ancient town, with a ruinous economy on one side; On the other side of the line is the failure of management to make a breakthrough on the supply-side reform of the current dilemma. Many cultural relics are thus protective utilization and commercial development of the game, Chinese building wooden structures, and under the influence of excessive commercial development, in its internal fire control facilities under the condition of incomplete, man-made disasters. After natural or man-made disasters, the ancient town tourism economy is often devastated. In response to this situation, the ministry of public security and other departments issued opinions, comprehensively tackling the major hidden dangers and repeatedly banning and repeatedly checking the illegal behavior of fire fighting. The ancient village of ancient town is a cultural heritage that we share, which has been passed on for hundreds of thousands of years. It must not disappear from our generation.

Town development another problem is expanded to chongqing magnetic device mouth make magnetic device mouth area as an example, magnetic device mouth expansion in recent years to build square, demolition of the ancient town of local-style dwelling houses building public facilities planning, on the one hand, withdraw GuJianXin destroyed the ancient town of the original style and features; On the other hand, there is a problem of over-development of the surrounding facilities. Excessive commercial development, and mainly for food and shopping development direction, eventually become not ancient today, miss west, neither fish nor fowl in the ancient town of historical and cultural blocks and imitation, five-arched, has become a popular development project, spread all over the country, the reason is that due to Beijing nanluogu xiang, and chengdu such as kam, width alley in the project. It has also intensified the destructive development of pristine, ancient streets and old towns in some places. [3] due to the limitations of The Times, the old town has a small area and narrow streets, and the tourist season is easy to fill, and there are all kinds of safety hazards. Therefore, the expansion is the necessary means for the development of ancient towns. At present, but its implementation method should be more human government is demolishing ancient town of the original building, abandon the ancient town of the original ecological life custom and cultural background, surrounded by tall buildings have already cover and the ancient town of the original culture. Local government has not seriously implement supply side in a spirit of reform, for the sake of rapid economic growth, at the cost of traditional material culture heritage and intangible cultural heritage will also be in the absence of root water gradually disappears, don't abuse of resources will be full of history in the ancient town of the ancient city built up a base a day trip, visitors come to town, after all, more is to appreciate the original style and the traditional culture of ancient buildings.

The ancient town not only built a lot of archaic buildings, but also built high-rise buildings, piers and beach culture viaduct. In order to attract tourists, operators often make up legends and create scenic spots, and make a far-fetched effort to excavate humanistic historical connotations and arrange several famous houses. Such as wuzhen west gate, is to build a large number of antique buildings in wuzhen new then do old, ancient town are all within the featureless diet, churning out waking handicraft, noise and high bar and so on, and the original ecological recreational facilities in a teahouse, theater and other intangible culture also is replaced, no trace of disappear. These are good, after all, around the ancient town in the development, and some of the fake ancient towns in the fake boobs market, such as Beijing's ancient beishui town, the yidou town. The existence of these cases, it is bound to have a market driven, but consumers have objective positioning, after all,

"we would rather have the real false, also don't false true [4]

some ancient town, has a long history and profound culture are also gradually decline, on the one hand, because of the change of the mode of transport, some ancient town is not the way of business communication; on the other hand, social development, people to live more convenient more spacious place. The ancient town to development needs transformation, needs from the original practical steering for the purpose. Our country has many of the gradual decline of the ancient villages and towns on the earth, and the local government also want to develop the ancient town tourism driving the development of local economy, but not to the purpose. The ancient town is the excessive development problem, also have a lack of development problems. Investigate its reason, traffic inconvenience, natural landscape and human landscape characteristic, the imperfection of the surrounding facilities combined with no funding, no commercial use, no professional participation factors, makes the local development is weak. Many ancient town have done a lot of development, but the effect not beautiful.

The current situation of protection of ancient towns is not optimistic. The state and cultural relics protection departments attach great importance to the protection of cultural relics in ancient towns, and they have also enacted relevant laws and regulations, but the laws and regulations are not yet built. The local government also issued a series of rules and regulations, but management lay particular stress on economic development, with index of economic development to do turn, ideology is not still stay in the past the old thought, makes the old town protection progress slowed again and again. Appeared in the ancient town protection, the Chinese net to the propaganda for the protection of cultural relics and sites such as developed economy, convenient transportation places emphasis on degree is higher, but for the protection of related knowledge and professionalism is lacking, as protectors of the reform of the supply side, professional talent is relatively scarce and rare; Many ancient cities in less developed areas are even more serious. They can't be repaired for a long time. They are supported by a few sticks. Given the lack of attention and funding, the local government wants to develop and protect it, but it can't.

## **2. Reflections on the development and protection of ancient towns under the background of supply-side reform**

In recent years, with the advent of risk society, international economic recession and social unrest have occurred. China's economic structure has also been changing, and the government has put forward the requirements for supply-side structural reform in the central economic meeting of the 18th plenary session of the fifth plenary session of the fifth plenary session since 2015.

On the supply side reform under the perspective of the development and protection of ancient, local governments need to response to the call of national policy, the emphasis on supply and demand attention, increase the total supply of products and services, improve the supply structure specificity and flexibility to demand change. To firmly establish and implement the innovation, coordination, the development of green, open, sharing ideas, to adapt to the new normal economic development, enhance supply side structural reform, strive to improve the quality of the supply system and efficiency, enhance the sustained economic growth, promote social productivity level to achieve the overall jumped in China. Economic conference in December 2015, put forward the new ideas of the reform of supply side, but form a complete set of laws and regulations is not sound, the supervision mechanism is not perfect, need government macroeconomic regulation and control and the sustainable development of the policy. Xi Jinping hosted comprehensively deepen reform leading group of 14 times of finance and economics conference pointed out that environmental supervision work mechanism is an important gripper of construction of ecological civilization, to strictly implement the environment protection of main body responsibility, improve the leading cadres target responsibility appraisal system, shall be investigated for leader responsibility and regulatory responsibility, is of great significance. The environment problems, frequent major environmental events, environmental protection responsibility to carry out the poor places as early supervision object, recently to the atmosphere, water, soil pollution control and promote the construction of ecological civilization as a top priority. [5]

Present situation of protection of cultural relics is becoming more and more serious, in the form of excessive development of ancient town in exchange for economic growth in line with the local economic development needs, mandatory intervention is not in the interests of the individual local governments in the short term. That is why the local government is not aware of overcapacity and does not provide supply-side reform to demand side demand. This requires that some local governments should pay attention to the balanced development and formulate appropriate development protection policies in line with the current situation. Tengtai mentioned in the supply-side reform to avoid the big three mistakes, the concept cannot be fired. The supply-side reform should not be misconstrued as a new planned economy; Third, it is impossible to put demand and supply in opposition so that the supply-side structural reform can be implemented and the new growth cycle of China's economy can be truly started. Government should recognize the supply side of the reform is emphasized in Labour, land, capital, innovation and reform for the protection of cultural relics and embodied in the protection of professionals on the regulation of the participation and the market itself, can't let the irrelevant people around these areas, he can not decided by economic growth unilaterally, at the same time to the material and cultural heritage and intangible cultural heritage to support energetically.

The fifth plenary session of the 18th national congress of the communist party of China (CPC) pointed out that the aesthetic fatigue of ancient towns must be caused by the failure to guarantee the simplicity of cultural elements. The more the society develops, the more the regional culture needs to be inherited, so that people can find the comfort of the soul when they can find the cultural roots and belonging. If you see all the same things on your travels, there is no value in the culture that people "create". The public service projects of cultural heritage are mainly subsidized by the government, and the commercial investment by the developers will lead to excessive commercialization, which does not meet the requirements of the sustainable development of cultural relics. The value of the tourist market after the renovation of the old town will be greatly reduced, which does not meet the growing material and cultural needs of people. The implantation of false cultural elements, the blind expansion of tourism economy in scale and the poor quality of ancient towns have brought many drawbacks in the rapid economic development. Moreover, the expansion of the ancient town, the construction of new ancient buildings, the demolition of the indigenous people and the new towns have all caused a shock to the development and protection of ancient towns and cultural tourism. Out of consideration for economic factors to build around town culture is right, but the excessive development and the development of distance, should be grasped this requires government departments to grasp the good development and protection of ancient degrees.

Supply side reform under the perspective of development and protection of ancient thought, for considering the cultural consumption growth, people's consumption habits change, people have to shift from focus on basic food and clothing needs to pay more attention to the spiritual needs. The essence of advancing supply-side structural reform is to properly handle the relationship between the government and the market, play a decisive role in the allocation of resources and play a better role in government. The supply-side reform of the old town requires not only innovation but also maintenance. [6] We should accumulate historical culture, form cultural brand, and build a good reputation for regional cultural tourism.

Implement the supply side of the reform thought in the development and protection of ancient also need to draw lessons from foreign successful cases, such as the United States the reform of the Clinton administration, reduce government intervention in the economy, and decentralization, etc. Of course, specific measures will need to be worked out in detail, and the implementation of the measures will require the cooperation and support of the grass-roots departments as well as local governments. The ultimate purpose of supply-side reform is to increase economic growth. This is a pair of contradiction of supply and demand, how to make the coordinated development, supply and demand balance is in line with the party's 18, chairman of the fifth plenary session of the acquisition of five development idea, the innovation and development, coordinated development, green development, open development, sharing development.

### **3. The supply-side reform policy is integrated into the countermeasures for the development of ancient towns**

The sustainable development of tourism economy has been studied by experts internationally, dating back to the mid-1960s. The research on sustainable development of tourism economy in China has only been paid attention since the 1990s, and it has been relatively late since the beginning of the 20th century. Theory of nearly 20 years of development, the behavior of the market economy and government administrative behavior has failed to fundamentally solve the problem of tourist environment, regional culture, the integrity of the residents' life quality improve problem - the sustainable development of tourist sites. We also stay in extensive tourism development simply expand the way of development, the pursuit of economies of scale and total various environmental problems and negative effects brought by the temporary economic results than what we get. [7]

The fundamental problem facing the sustainable development of tourism economy is not enough in-depth text brigade fusion problem, it is true that tourism growth is a green, environmental protection, extensive tourism economy to bring the economic benefits of tourism economy is extremely considerable. However, the development of The Times has put forward a new demand for us - the fusion of the text.

As the supply side of the town is facing unprecedented challenges, supply side reform must cater to the demand side, to balance the reform, should be emphasized in the process of the brigade fusion effect on the development of the ancient town. Sung ziqian in the convergence theory in the magazine from ticket economy to the development of industrial economy and regional development: travel is a way of life, is also a development mode, tourism impact on the traditional industry unceasingly, many parts of the tourism industry in the local GDP proportion bigger and bigger. Ancient town tourism development, need professional value assessment and investigation, also need to be resident identity, pure protection concept is not desirable, unilateral development cannot optional, all these need the actual investigation and study. Zou Tong qian in "Chinese heritage tourism sustainable development mode innovation and reform" mentioned in the coordination between government, community and residents, passenger of conflict and interests, multiple subject idea of working together. This requires that we should start from the whole and start from the root cause, find the development orientation, and clear the development idea. The development of the fusion of the text should not stay on the surface, and should be developed deeply in the key cultural tourism products with strong regional features. The tickets for economy of the ancient city of phoenix, for example, from the perspective of cultural relics protection, to some extent, limits the crowds, played a role to the protection of cultural relics, but also led to fewer tourists, economic growth is slowing, the problem such as bundling. The operation pressure of merchants in the ancient city increased dramatically, which was counterproductive to the fusion of the text. Adhere to three years in April, the ancient city of phoenix cancelled bundle of bond type tickets and show tickets for economic transformation to conform to the current economic development, at the same time also need to coordinate the relationship between the multiple main body, to cancel the whole tickets, but the key cultural relics protection units or individual ticket management, this is to protect the cultural relics and promote the tourism industry. Gradual adjustment brigade fusion way in is in conformity with the current macro policy, but its depth and breadth of text brigade fusion are not for further development and deepening, also failed to dig and reflect the value of cultural relics. This requires us to highlight local characteristics and focus on its uniqueness, uniqueness and non-replicability. Especially in the face of strong local characteristics of transmission of intangible cultural heritage, and more to continue its profound cultural background, and the development of peripheral products and services, make its have ornamental, playability and thick.

Below brigade fusion fuel supply side reform town economic development thinking from the following points: (1) most of the ancient city of the ancient town of poor infrastructure in our country, the environmental bearing capacity is low, the rapid development of tourism economy, will drive around town transportation, sightseeing, accommodation, catering, shopping, entertainment and other development, the development of ancient town is imperative, the development process of the government management department shall find out development orientation, clear development

ideas. Not to be able to make a quick profit in economic construction, the protection consciousness of cultural relics has been improved and rebuilt. Should be set according to the ancient town resources advantage, the short, medium and long term protection construction planning of scenic spots, and derivative buildings around town construction, the ancient town protection, the development and development of the tourist resort, given new vitality of ancient town. (2) the development of ancient town to repair ancient buildings, improving the quality of life of local residents, but after reconstruction of the ancient history of reference value to reduce so we in the protection development should follow the principle of repairing old as before. And excavate its cultural connotation, adhere to the planning guidance, and pay attention to the integration of culture and construction. (3) management departments and scenic spots should guide tourists to consume ideas, improve their aesthetic tastes and not blindly cater to tourists. To develop the diversity and uniqueness of regional culture, to dig deeper into the connotation of culture and integrate its innovation into the cultural products that meet the needs of The Times and keep pace with The Times. Create a culture and art brand that is accessible and deep. (4) the scenic area managers should set more cultural propaganda way, promote their own cultural brand, let visitors to more interested in the cultural tourism products, let visitors have a preliminary understanding and the interest on it. Propaganda in the process of highlighting cultural essence and improve tourist aesthetic (5) the local traditional folk-custom folkway culture performance project development is not enough should focus on the integration of ancient culture and ancient town construction, including cultural and tourism integration and fusion of life, culture and folk customs, to enhance the connotation of tourist culture, use cash tourism cultural value, promote the development of culture and tourism engagement. Such as scenic area residents to keep tradition, rounds, making snacks such as traditional life custom, local people will make its XiuXianHua, detail daily life experience, characteristic enhancement effect of tourism and participation experience. (6) to highlight the outstanding traditional culture in tourism product development, marketing, business services in the lead role, around the local characteristic culture, the subject culture and classical story, using a variety of forms such as film and TV entertainment and publishing, entertainment, bigger and stronger a batch of special cultural tourism brand. Should promote interaction of cultural activities, increase the town of artistic and cultural background, graffiti of the scribble avoid, destruction, historic sites, ancient town of environmental carrying capacity limited environmental damage is also the hidden behind the economic growth. (7) to encourage professional art troupes in collaboration with key scenic spot, avoid spots without cultural connotation, further promote the traditional music, dance, drama, quyi non-material cultural heritage, such as text brigade fusion, in-depth excavation of the cultural history and characteristics, the characteristics of cultural elements into the whole process of tourism, let visitors fully experience the unique and profound cultural background. Main () tourism consumption is the demand for tourism culture and tourism service level requirements are improved, this requires us through brigade fusion, dig deeper into its cultural connotation, cater to consumer demand, good services and products. The protection of cultural relics, tourism economy, local development and consumer demand are integrated.

#### **4. Conclusion**

Is illustrated by the results of this study in the current town there are lots of problems in the development and application, including the destruction of the tourism development of ancient town ecosystem, how the building with a long history of cultural relics protection as well as to the ancient town tourism resource overexploitation leads to excess, implanted false cultural elements and the problem such as service quality not guaranteed, this requires us in the process of the development of the ancient town should refer to the opinions of the professionals, from the supply side to reform the development and protection of ancient and minimize damage to the ecological and cultural relics of ancient, but also play a promoting effect on economic growth. Text brigade under the fusion of ancient and old buildings for protective development, can solve the supply side under the reform of tourism economy healthy problem of sustainable development, and provide theoretical basis for the ancient town of protective development, and in the coming of the third industry, especially the

vigorous development of tourism will produce a series of questions put forward reasonable Suggestions. In the case of excess capacity through the reform of the supply side, actively respond to new challenges, through the way of integration of text brigade, develop its core cultural value reasonably, completes the ancient cultural heritage and protection. Culture is not enough, we should develop the characteristic, the traditional cultural tourism is not enough, for us to focus on the protection of ancient buildings, from the perspective of long-term overall planning, derivative buildings around town construction, the ancient town protection, the development and development of the tourist resort, give guzhen new vitality; All of them should be more integrated with the lack of integration, so as to promote the cultural value of tourism and promote the integration of culture and tourism. Explore the reform of cultural supply side view below brigade fusion in boosting the development and protection of ancient there is still much we need to consider, because of the limitation of space here we emphatically discussed some, hope for the development and protection of ancient related practitioners to bring some help.

## References

- [1] A fire broke out early in the morning at shapingba district magnet. Xinhuanet.com/2011-02//content22010232 tm
- [2] There is a fire in the ancient city of zong in shangri-la, yunnan province [N/ol. [http://new.xinhuanet.com/local//1/\\_](http://new.xinhuanet.com/local//1/_)
- [3] Town five-arched excessive commercial development of the wind, it's a brake [N/OL <http://opinion.people.com.cn/n/2015//c1593027360573.htm>
- [4] False town also can fire, "ancient" in this age of true and false also important dl/ol]. HTTP: // <http://.Cn/newsdetail-forward1536484>
- [5] Jinping hosted comprehensively deepen reform leading group of 14 meeting of finance and economics [j/OL] <http://money.163.com/15/0706/09atr9sl000253boh.HTM>
- [6] Zhu Keli supply side reforms lead "much starker choices-and graver consequences-in" [M] // Li Zuojun correct understanding of the supply side structural reform, Beijing: China citic publishing group co., LTD., 2016
- [7] Exploration of the theory and practice of sustainable development of han luan tourism. Beijing: education press, 2011.