

CHARACTERISTICS OF SICHUAN CULTURAL TOURISM INDUSTRY AND ITS INTERNATIONALIZATION

Zhu Wenjun¹

Liao Guoqiang¹

Abstract: With the development of economy and society, cultural tourism is gradually becoming a new tendency and new trend in the development of the world tourism, whose mode and connotation of activities are changing from natural sightseeing tourism to leisure and cultural experience. In 2012, at the Sichuan Provincial Conference on Opening to the Outside World they raised the goal of "building the most important inbound tourism destination in the western region, planned and constructed in accordance with international standards and becoming the largest port and destination for international inbound tourism", which made the Sichuan cultural tourism industry have a clear direction in international development. Therefore, the whole province, at all levels and departments, should strengthen the sense of opportunity, cherish, seize the good opportunity and utilize it effectively and never let it slip. So we must boost up our strong sense of responsibility and urgency of accelerating the construction of provincial cultural tourism and work hard actively to create a new situation of cultural tourism industry in our province.

Keywords: Sichuan; culture; tourism industry; internationalization

¹ **Sichuan University of Science & Engineering, Sichuan**

1 Introduction

In today 's world, the economic function of culture is becoming more and more prominent, cultural factors have penetrated into various fields of economy and society, and cultural creation has increasingly become an important driving force in economic and social development. The cultural tourism industry has the characteristics of strong comprehensiveness, high correlation, and leading pull, showing great vitality in the fields such as economy, society, culture and ecology. Sichuan has prominent cultural tourism advantages, containing the cultural heritage, natural scenery, historical stories and rich produce, which embrace both beautiful landscape and outstanding humanities. In 2009, the number of inbound tourists in Sichuan reached 840.99 thousand; in 2010, one million and 49.3 thousand; and in 2011, 1630.97 thousand. In 2012, the tourism industry in Sichuan Province witnessed rapid growth, receiving 2.273 million inbound tourists. In 2013, the inbound tourism market in Sichuan Province only received 2.095 million tourists, falling by 7.8% due to the earthquake in Lushan; in 2014, under the background of a slight decline in the country's inbound tourism market, the number of visitors in Sichuan had a contrarian rebound, reaching 2.4 million, and in 2015, the number of inbound tourists moved up to 27.32 million.

2 The Resource Characteristics of Cultural Tourism Industry in Sichuan

2.1 The Diversity of the Cultural Tourist Resources

Sichuan is one of the origins of China's multiple integration of Chinese civilization with a long history. It is the origin of civilization in the upper reaches of the Yangtze River and development center with rich cultural heritage and lots of assembled celebrities. Sichuan's unique local characteristics of cultural tourism resources are very rich, spread across the province, with the foundation of humanities in the development of cultural tourism and diverse cultural characteristics. As early as 4500 years ago, the first urban civilization was born in the Chengdu plain. In Sichuan basin, human activities have left us a lot of spiritual wealth and cultural heritage, which provides valuable resources for the development of the modern cultural tourism industry. For example, Sichuan contains 55 ethnic minorities, among which only Yi, Tibetan, Qiang, Hui, Mongolian, Manchu, Lisu, Naxi, Bai, Dai, Miao, Buyi, Tujia, and Zhuang have more than 5000 people.

Every minority has its own rich culture and folk customs, such as Tibetan, Yi, and Qiang, who have different colorful ethnic cultures, and the Lugu Lake, known as “the Oriental Daughter Country” and her Mosuo matriarchal culture. Examined and approved by the related government departments, now Sichuan has nation and province-level ancient towns and well-known cities throughout the province. The cultural tourist resources in Sichuan have the characteristics of diversity, among which Sanxingdui, Jinsha and “Twelve-aperture Bridge” construction sites in Shang and Zhou dynasties of ancient Shu culture shine with great splendor. The cultures of the Three Kingdoms at Wuhou Temple, Jianmen Pass and Zhangfei Tempel, etc. have a widespread influence. The ancient civilization of science and technology related to water conservancy, brocade, well salt and silk can be acclaimed as the acme of perfection. The Ancient Southern Silk Road and Ancient Tea Route are the representatives of characteristic cultures. Du Fu Thatched Cottage, River-watching Pavilion, Sansu Temple and Li Bai Longxi Institute stand as the main carriers of Chinese poetry culture. There are Qingyang Temple, Mount Qingcheng as the representatives of the Taoist Meditation Resorts, and Mount Emei, Wenshu Temple, Zhaojue Temple, Anyue Sculpture Carvings, etc. as the representatives of the Buddhist Holy Places. There are Liu's manor, the representative of the Western Sichuan residential buildings; the distinctive cultures of minority nationalities, such as Tibetan Buddhism, Tibetan and Qiang Blockhouses, Torch Festival; and red culture related with the Red Army Long March and the great people. Folk cultures related to Sichuan Opera, Sichuan liquor, Sichuan Cuisine, Sichuan tea, shadow figures, puppet shows and juggling, etc. are much loved by the masses. In Sichuan, the unique regional cultures, rich and colorful ethnic cultures, magnificent natural landscape, distinctive customs and traditional cultural festivals have become the resource base in the development of Sichuan cultural tourism, forming a world-class tourist attraction.

2.2 The Uniqueness of Cultural Tourism Resources

The cultural tourism resources in Sichuan are rich in connotation and unique in taste. Ba-Shu cultures and distinctive minority cultures constitute the main cultural tourism resources. As everyone knows, Ba-Shu area is one of the birthplaces of the Chinese civilization, and is the center of ancient civilization in the upper Yangtze River of Western China, with a unique position in the history of the Chinese civilization. In the past two thousand years, Ba-Shu cultures experienced continuous variation and development, leaving us a unique and

magical heritage.

Ba-Shu cultures refer to Sichuan culture and Chongqing culture. Ba Culture takes Chongqing as the center. The Ba people established the first capital of their state in Yi City(now within the Changyang Tujia Autonomous County of Hubei). After that, their activities could be traced in the whole territory of Chongqing, in the regions of western Hubei, eastern Sichuan, southern Shaanxi and Northern Guizhou. Shu state was composed of three ancient ethnic clans, and later became the Western Zhou Dynasty. The prominent characteristics of Ba-Shu cultural tourism resources are the natural landscapes ,which are magnificent, precipitous, solitude or outstandingly beautiful, often containing profound connotations of splendid culture and a remarkable place producing outstanding people. For example, Jianmen Pass, the ancient Shu Road, has the rich Shuhan cultures of Three Kingdoms and Wenchang culture at Zitong and the cultural connotation of Queen Wu Zetian's hometown. Along the way of Jiuzhai and Huanglong, one can enjoy the cultural connotations of Qiang stone pillbox buildings, Xia Yu, ancient Shu and Minshan Mountain and Three Kingdoms; Lugu Lake has the cultural connotation of the matriarchal kingdom; Along the Three Gorges is a treasure for the ancient cultures. All this proves why the Ba-shu tourism has an enduring charm.

Now Ba-Shu cultures have become the soul of tourism resources in Sichuan and the complete embodiment of individuality with its distinctiveness, uniqueness and the special value in the origin and development of Chinese civilization. For example, the unearthed Sun Bird of gold jewelry from the Jinsha Ruins in Chengdu was identified as China's logo of the World Cultural Heritage, which fully embodies the cultural characteristics of magic, mystery and wonder. In addition, more than ten ethnic groups have gathered in Sichuan, which holds the country's largest Yi community, the second largest Tibetan inhabited areas, the only Tibetan and Qiang Autonomous Prefecture and Qiang Autonomous County . The minorities have their rich and unique ethnic customs, bright and colorful national costumes, national buildings in different poses and different, distinctive national holidays. For instance, the annual Liangshan Yi Torch Festival, Lugu Lake Mosuo matriarchal culture and so on, are full of cultural connotation and aesthetic value as well as the potential and value for tourism development, which have a strong cultural attraction and competitiveness in the international market.

2.3 The Combined Integrity of Cultural Tourism Resources

Cultural tourism resource types in Sichuan Province are not only unique and rich, but also have formed a zone and belt-based, relatively concentrated space layout because of its similarities of cultural tourism resource kinds and the relative integrity of its regional distribution. For example, in Chengdu plain, there has formed a core region of archaic Ba-Shu culture, and some cultural corridors have constituted hydrographic nets of the Jinsha River, Jialing River, Fujiang River and Minjiang River, indicating the theme of river civilization; in Chengdu, Mianyang, Leshan and Neijiang, a cultural tourism belt related to poems and paintings have been shaped; Along Chengdu, Deyang, Mianyang and Guangyuan, a culture-oriented tourism zone of the Three Kingdoms formed has appeared; in the Western Sichuan Plateau of Ganze Prefecture, Aba Prefecture, etc. Kangba, Tibetan and Qiang culture tourism districts have been constituted; in Liangshan Prefecture and Panzhihua City of Southwest Sichuan, Yi nationality style tourist areas have been shaped; you can also see the cultural tourism belt along the Southern Silk Road of Chengdu, Ya'an, Liangshan, Panzhihua, Yibin, etc. and the cultural tourism belt of Ancient Sichuan-Tibet Tea-Horse Route along Ya'an, Luding and Kangding.

2.4 The Integration of Cultural Tourism Resources

Sichuan Province attaches great importance to the protection of the ecological environment and its restored construction, where its colorful landscape scenery becomes natural tourism resources. The rich and profound combined cultural resources make the dual advantage mutually supported, organically integrated and harmoniously united, which are outstanding advantages and development trends of Sichuan cultural tourism. While tourists enjoy the natural beauty, they can also taste the unique cultures. The nature is loaded with humanities, and the humanities are penetrated into the nature. One will experience all this along the route from Jiuzhaigou to Huanglong, Mount Qingcheng to Dujian Weir, Mount Emei to Leshan Giant Stone Buddha, Yanyuan Lugu Lake, Mosuo culture and Xingwen Global Geopark, the natural ecological environment around Beichuan Alpine Ape King Karst Cave and the charming flavour of Qiang Stockaded Village, Sword Gate Pass (Jianmen Pass) and the culture related to the Three Kingdoms, etc., which are all sightseeing landscapes combined with natural and cultural attractions typically, highlighting the characteristics of the cultural tourism

resources and the natural ecological harmony in Sichuan Province.

3 The Classification of Cultural Tourism Resources in Sichuan

3.1 Historical and Cultural Sites

As for historical relics, there are some human fossil sites as the representative of more than 10 paleolithic sites, such as Ziyang Carp Bridge, Eel Creek, Sanxingdui Site, Jinsha Site, architectural sites of Shang and Zhou Dynasties at “Twelve-aperture Bridge”. In 2001, the most prominent is the “the Sun and Immortal Bird” gold foil unearthed at Jinsha Site, Chengdu, which was a major discovery of China's archaeology in the 21st century. The gold design of the Sun and Immortal Bird is not only the crystallization of ancient Shu ancestors’ hard-working wisdom but also the embodiment of the Chinese nation’s self-improvement spirit. On August 15, 2005, the Chinese government officially announced that the gold design of the Sun and Immortal Bird should be used as a mark of the Chinese cultural heritage .

Minjiang River, the water conservancy project of Jiangyuan civilization, is the first economic and cultural area developed by the ancient Shu people, called “Jiangyuan” in ancient times. So from ancient times to the present day, a brilliant Jiangyuan civilization has been gradually in shape. Dujiangyan Irrigation Project, World Cultural Heritage, is the only one still playing a real role in the production, which is the great representative of China's water conservancy civilization. There are lots of cemeteries and inscriptionless steles. Cemeteries are mainly divided into two categories: mausoleums of emperors or monarchs, cemeteries of officials and rock-tombs, among which there are the Mausoleum of Liu Bei in Chengdu, the Royal Tomb of Wang Jian, the Ming Tomb of Shu King, the Tomb of Meng Zhixiang, etc., the concentrated reflection of the material wealth and spiritual wealth of Ba-Shu civilization and the development height of social life. Especially, the stone carvings of the 24 performers in Yongling Mausoleum are the real evidence of ancient oriental music capital-Chengdu in the Tang Dynasty, with a high artistic value. The rock-tomb is a prevailing form of burial in Sichuan, from the Eastern Han Dynasty to the Period of Wei , Jin and Southern and Northern Dynasties. The famous are the cliff tombs of Mount Tianhui in Chengdu, the grouped ethnic cliff tombs of Mount Shicheng in Yibin, hanging coffins (tombs) in Gong County and so on. In the tombs shaped during the

Eastern Han Dynasty of Sichuan, storytelling figurines, portrait bricks, painted murals, bronze chariots, money-shaking tree, meridian lacquer and other cultural resources vividly reflect the unique economic and social life, which has a special value for development.

Bei Que, stele or inscriptionless stele, is a decorative building, reflecting the feudal rite and usually standing in front of the tomb and ancestral temple. Bei Que has not only rich carved contents on it, exquisite carving techniques and superb construction techniques, but also has high historical, artistic and scientific value; The ruins of the Three Kingdoms: Sichuan was the main administrative area of the Three Kingdoms, and Chengdu is the capital of the kingdom of Shu Han regime and the political, economic and cultural center. Zhu Geliang, the Prime Minister of the kingdom of Shuhan (221-263), had his main achievements established in Sichuan. It can be said that Sichuan is the origin and the main place of communication of the Three Kingdoms culture. There are a great number of existing relics or sites related to the Three Kingdoms, such as Wuhou Temple, Pangtong Shrine, Mount Fule, Huanhou Temple, Jianmen Pass, Temple of Meng Huo, nearly 100, distributed widely in Ba-Shu land.

The Three Kingdoms culture in Sichuan has rich connotation and unique taste. The Wuhou Temple in Chengdu is recognized as one of the most influential memorial halls associated with Zhu Geliang and Liu Bei. The Hui Mausoleum of Qing Dynasty is China's only emperor mausoleum of the Three Kingdoms. The celebrity relics of Ba-Shu culture: the ancient city Peng'an, the hometown of Sima Xiangru, Wenjun Well Park in Qionglai, Li Bai's former residence and tablet forest in Longxi, Chengdu Du Fu Thatched Cottage, Xue Tao Memorial Garden at River-watching Pavilion Park, Meishan Sansu Temple, Chongzhou Lu You Temple and Yanhua Pool, the former residence of Zhang Daqian in Neijiang and Guo Moruo's former residence in Leshan, etc. are all important carriers of understanding the contributions which Ba-Shu celebrity made to the Ba-Shu culture and Chinese culture. They can also be seen as an important aspect of showing the great influence of Ba-Shu culture and the penetration of the personality.

3.2 Famous Ancient Cities, Towns or Stockaded Villages and Landscape Architecture

Chengdu, Leshan, Zigong, Yibin, Luzhou, Dujiangyan and Langzhong are all well-known national historical and cultural cities. Besides, there are 25 famous provincial historic and cultural cities, related to mountains and rivers, industries, businesses, land-and-water transportation hub, literati, historical city types, etc. The types mentioned above are Sichuan's material and spiritual wealth accumulated generation after generation and represent different geographical characteristics and cultures. The famous ancient towns or stockaded villages in Sichuan have distinctive features, most of which are ancient buildings made up of stone and wood, showing leisurely folk customs, unique folk art and historical relics. Many of them have been approved as a national or provincial-level towns, such as Huanglong Valley Town, Luodai Town, the Town of Li Zhuang in Yibin, Shangli Town in Ya'an and so on. There are also quite a few well-known villages with the unique characteristics in Sichuan, such as Taoping Qiang Cottage in Wenchuan County, Jiarong Tibetan Village, No One Yi Village in Panzhihua, Chengdu Hongsha Village, etc. There are many ancient roads in Sichuan, among which is the ancient Shu Road, where we can see lots of mountains, deep valleys and rapid currents. The road is tough and dangerous, but there are many cultural relics related to the Three Kingdoms. Along the Ancient Tea-Horse Route, there are mainly Sichuan-Tibetan and Yunnan-Tibetan lines, whose primitive state of the culture in the western part of China is best preserved and is China's best and most colorful ethnic cultural corridor. It is also an important way for the people of the ancient Han nationality and surrounding ethnic minority areas to exchange materials and cultures.

The tea culture and Guozhuang culture of the Ancient Tea-Horse Route, integrated with other exotic and colorful ethnic customs and magical magnificent natural landscape along the way, have a great potential of tourism development. The Southern Silk Road, a nongovernmental commercial road to South Asia and Central Asia, was opened more than two thousand years ago by merchants in Sichuan and other places. The road is made up of Ling Guan Road (Yak Road) and Five-foot Road in the territory of Sichuan. The rich historical and cultural relics and unique folk culture and magnificent natural landscape along these ancient roads have unique charms and important value of tourism development. The Confucian Temples in Landscape architectures such as Deyang Confucian Temple, Fushun Confucious' temple, Tongjiang Confucious' temple, and so on, are

important carriers of spreading Confucian culture. These temple buildings have their own characteristics and profound historical connotation, which are important cultural tourism resources. The Tibetan and Qiang ancient towers are concentrated in Danba, Tao Ping, Qiang Feng and other places, with a long history, peculiar shapes, a high historical heritage value and aesthetic value. Sichuan's traditional dwellings are palaces, quadrangle courtyards, platoon houses, official houses, etc. among which quadrangle courtyards and Diaojiaolou (vernacular pillar-supported dwellings) have the most distinctive features.

3.3 Ethnic Customs and Folk Festivals

Sichuan is a multi-ethnic region, in which there are a dozen of ethnic groups. Each minority has its own distinctive characteristics and unique life styles, traditions and histories. There are unique and colourful ethnic customs, many of which have world or national intangible cultural heritage values. Minority performing arts are of primitive simplicity, expressive, unrestrained and captivating, such as Tibetan Guozhuang Dance, Tap Dance of the Yi nationality, Sheepskin-drum Dance of the Qiang ethnic minority and Ruergai's Golden Crown Dance, etc. The large-scale national and cultural festivals with strong and rich colors are Torch Festival of the Yi people in Liangshan, Kangding's Love Song Festival, Hongyuan's Yak Festival, Danba's Moerduo Temple Fair, Litang's Horse-racing Festival and so on; the peculiar and diverse ethnic customs are Lugu Lake "Male-leaving Marriages", Liangshan's "Marriages by Capture", Danba's "Headscarf Grabbing" custom, Seda's "Ancestral Mountain Sacrifice", "Heaven Bath" in Xiangcheng County and so on, full of fun and fascination. As for the national art, there are a large number of retained precious Thangka (scroll paintings) in Ganzi, murals and craftsmen, Tibetan epic "King Gelsall", magical rap artists and their different kinds of talking-singing versions. In ethnic religions, there are Tibetan Buddhism and Tibetan native religion, the Bimo belief of the Yi nationality, many other primitive religious cultures and so on, showing the ancient human faith and customs. The folk art cultures and folk customs of Sichuan also have local characteristics. For instance, in traditional operas and quyi (Chinese folk art forms), they have Sichuan Qingyin(a type of ballad-singing popular in Sichuan), dulcimer, anklong, North Sichuan festive lanterns and so on.

4 The Advantages of Industrial Internationalization for Sichuan Cultural Tourism

4.1 The Harmonious Blending of Unique Culture and Natural Landscape

In Sichuan, there's beautiful natural scenery, profound history and culture, magical human landscape, simple and honest folk customs, whose diversity, uniqueness, integrity and fusion of the cultural tourism resources can provide a material basis for Sichuan's internationalization of the cultural tourism industry, which is conducive to the exertion of the province's advantages of cultural tourism resources and enhancement of the cultural quality of tourism. Rich cultural heritage, cultural atmosphere, the unique natural scenery and ethnic customs will make people have the feeling and enjoyment of a unique culture, as long as they step into Sichuan tourist spots. The infectiousness brought about by this feeling and enjoyment will leave people a deep impression and memory and will be unconsciously blended with the natural landscape, lasting for a longer time. For example, in 2000 a little-known hill gully in Ya'an was formally opened after the development, with good ecological and Nuwa culture based on Bifengxia scenic spot, which recorded the good results of 600 thousand tourists trips and 60 million yuan of tourism revenue just in that year.

4.2 The Interactive Communication Between Regional Cultures and Transnational Tourism

Sichuan's unique regional cultures provide a foundation of cultural exchange for the internationalization of cultural tourism industry in Sichuan. The regionalization of culture determines that tourism, as non-local activities, has to be cross-cultural exchange activities, the most typical of which is naturally transnational tourism. In a cross-cultural international tourism environment, the cultural differences between tourists from different countries and regions will undoubtedly have a direct impact on their social interaction. Therefore, fully understanding the cross-cultural properties of international tourism is the inevitable requirement for the rapid development of our cultural tourism industry in Sichuan Province, and it is also an important prerequisite for the internationalization and marketization of cultural tourism in Sichuan.

4.3 The Interactive Promotion of Cultural Tourism and Economic and Trade Activities

Economic globalization and the implementation of reform and opening-up strategy are conducive to expanding the international cultural tourism market. The governments at all levels of Sichuan Province will

hold lots of featured events of various themes each year, the most outstanding feature of which is to promote the development of economy and trade through the cultural tourism activities. On July 23 to 28, 2016, Sichuan International Cultural Tourism Festival was held, aiming to use the festival as the media, so as to promote the deep integration of tourism and culture, enhance the image of Sichuan, drive Sichuan actively integrated into the national “Belt and Road” development strategy and comprehensively carry forward the construction of tourism economy and the world tourism destination. The varied and colorful activities covered many areas, such as scenic sightseeing, the experience of peculiar folkways, sports, forum discussions and business negotiations, attracting consular officials and many foreign tourists from Australia, Germany, South Korea, Israel, Thailand, Italy, Britain, Burma, Bangladesh, India, Japan and some other countries to participate. At the Cultural Tourism Festival, 13 cities and more than 30 enterprises were organized to participate in the commercial exhibition with more than 500 kinds of their tourism products. On the same day, the signing ceremony of investment promotion and friendly cooperation was held in Xichang City. The signed amount reached 40 billion yuan and was doubled, compared with the project amount of 16.981 billion yuan in 2015. Sichuan's favorable investment environment and location advantages, coupled with the close integration of cultural tourism and economic and trade activities, have laid the foundation for the internationalization of Sichuan cultural tourism industry, so that Sichuan's economic and trade activities have not only promoted the construction or updating of venues and reception facilities, but also greatly promoted the development of cultural tourism, business travel and exhibition tourism.

In this way, Sichuan, through the full play of the traditional advantages in history, folklore, modern culture and some other aspects, has expanded cultural sightseeing and leisure tourism, which has stimulated the upgrade of the cultural tourism industry with the help of effective consumption effect of business activities.

5 The Developmental Trend of Sichuan Cultural Tourism

In recent years, Sichuan has made great progress in the development of cultural tourism and opening up cultural tourism resources, such as infrastructure construction, protective development of cultural attractions and soft environment construction of cultural tourism attractions, greatly promoting the development of

Sichuan cultural tourism.

5.1 The Cultural Tourism Has Further Enhanced the Overall Image of Sichuan

Sichuan is the birthplace of Ba-Shu culture, where cultural tourism resources are very rich. Through the cultural tourism, domestic and foreign tourists can have a better understanding of Sichuan's various scenic spots and historical sites, tasting the long history of Sichuan's cultural accumulation. While they are enriching their knowledge of history, culture etc., they have also promoted the exchanges of new cross-regional ideas and new concepts, which has greatly improved the local popularity. Sichuan has shown and enhanced the overall image of herself through the holding of many distinctive and unique festivals, such as Chengdu International Giant Panda Festival, Leshan Giant Buddha International Tourism Festival, Dujiangyan Water Releasing Festival, Zigong International Dinosaur Lantern Festival, Liangshan Yi Torch Festival, Ya'an International Tea Culture and Tourism Festival, Mianzhu New Year Picture Festival and so on.

5.2 Cultural Tourism Has Promoted the Rapid Development of Tourism Industry in Sichuan

The vigorous development of cultural tourism industry has promoted the multi-channel investment of tourism, so that some typical tourist and cultural attractions have been effectively protected and exploited. For example, the ancient Shu bounteous cultural tourism resources of Sanxingdui ruins have been continuously excavated and formed a series of characteristic tourism products; Jinli Folk Culture Street that Chengdu meticulously built has a concentrated display of the folk customs of the Ba-Shu and the Shuhan culture of the Three Kingdoms, which has become China's urban leisure and tourism boutique place; Langzhong ancient city, through the deep excavation of the cultural tourism resources, has now turned into a new spot of bright display. All regions are based on their own characteristics, thinking about the excavation of the connotation of cultural tourism resources, so they launched a number of cultural and tourism projects, which greatly promoted the rapid development of tourism industry in Sichuan.

5.3 Cultural Tourism Has Promoted the Protection and Development of the Characteristic Cultures

Sichuan opera and charming, unique folk songs and dances are the Province's cultural characteristics and highlights. The evening entertaining parties organized by some theatrical performance groups and local folk

dances have already become an important part of the tourism industry. The cultural tourism activities carried on in depth make some forgotten traditional customs and folk cultural activities in some areas redeveloped and restored, the traditional hand crafts, music, dance, drama, sports events, etc. much valued and excavated, and some historical sites or buildings close to the edge of extinction effectively managed and maintained. By making use of the attractions and cultural relics to expand and display culture, they have more and more cultural heritages regaining new lives. These unique cultural resources not only attracted a large number of foreign tourists to travel there, but also effectively promoted the protection and development of the characteristic cultures.

6 The Disadvantages and Developmental Bottlenecks in the Internationalization of Sichuan Cultural Tourism Industry

In the rapid development process of the global tourism industry, the requirement of tourists for the cultural experience is getting more and more intense. According to the survey of some experts, the cross-national tourists from the United States, Britain, France, Germany, Japan and some other countries all regard "communicating with the local people to understand the local cultures and ways of life" as one of the three motives of their outbound tourism. For example, 65% of the world's tourists traveling in Europe have their focus on cultural tourism. In this context, cultural tourism should, of course, be paid attention to by local tourism operators and management agencies. Every two years, the World Economic Forum will assess the world tourism competitiveness related to global 141 countries and regions, concerning 14 fields such as cultural resources, infrastructure, business development, services, safety, sanitation and traffic convenience. The Global Travel & Tourism Report 2015 points out that Spain is the country of being the most tourist-competitive and the most friendly country to tourists, followed by France, Germany, the United States, the United Kingdom Switzerland, Australia, Italy, Japan and Canada. China's tourism competitiveness has mounted to the 17th place from the 45th of 2013, which is mainly due to China's rich cultural resources and natural landscape projects and a number of social gatherings held every year by international organizations, bringing a large number of business travelers. China has also made great progress in the development of infrastructure construction, especially the construction of the airport and other aviation facilities. According to

the data released by the World Tourism Organization, China's revenue from the international tourism of 2015 was \$ 114 billion, while the United States ranked first in the world for \$ 178 billion. Japan is the most competitive country in the Asian tourism industry with its rich cultural resources, meticulous service, perfect infrastructure and first-class digital economy, ranking the ninth in the global rankings. Sichuan Province is one of the birthplaces of Chinese civilization with a long history, whose cultural tourism resources are very rich and traffic conditions are very good, enjoying a uniquely positioned advantage in the development of cultural tourism. However, the cultural tourism industry in Sichuan Province, which should be the main industry, develops relatively slow in general. Compared with the world's top ten countries, the gap is bigger, which greatly hinders the internationalization of Sichuan cultural tourism industry.

6.1 Obvious Resource Advantages, Lack of Development and Utilization

Many of the cultural tourism resources in Sichuan Province are monopolistic, but some of them are still based on static sightseeing. This kind of tourism mode is single, lack of development of the tourist products, lack of cultural background and characteristics of the resources, which are worth developing, so they are short of creativity and originality without appreciation value and interactivity. Therefore, to turn the advantages of resources into industrial advantages and the potential advantages into real and practical advantages, the Province should be good at seizing the opportunities and good at leveraging. In the effective use of cultural resources, the Province can learn some successful practices at home and abroad, such as the films "Crouching Tiger, Hidden Dragon", whose producer is Hollywood, and "Mulan" is made by Disney, although they are both Chinese stores; "Kung Fu Panda" is an American action comedy film with the theme of Chinese Kung Fu, which uses the scene of ancient China as the background with its landscape, scenery, clothing and even food filled with Chinese elements. Although the above cultural materials and resources are Chinese, the expressive way is global, with the copyright and the profit belonging to the US company. After the completion of the " Millennium City Park " in Kaifeng, Henan Province, it has been widely welcomed and is said to have recovered the cost just after one year. The key to the success of this developed project is that it embodies a fresh culture in the form of visitors' favorite experiences and thus has become a " Living Cultural Museum of the Song Dynasty " and a "Disneyland of the Ancient Chinese Culture".

6.2 Rich Variety of Resources, Few Well-known Competitive Products

In the development of cultural tourism markets, the relevant departments in Sichuan Province have also done a lot of attempts. However, many tourism products of deep cultural deposits have not yet formed well-known brands, with a low market share due to the lack of deep development and high-grade construction of tourism resources, such as Ba-Shu culture and ethnic folk culture, insufficient attention to the development of cultural tourism products, the lack of investment, excavation of cultural connotation and propaganda for Sichuan cultural tourism products in the international community.

6.3 Strong Cultural Demands, Poor Supporting Services

Although the international tourists have strong cultural demands for tourism resources, the bottlenecks and weak links of tourism industry chain still exist in some regions of Sichuan, for the pace of tourism infrastructure construction and integrated services and management can not keep up, so the whole environment the cultural tourism resources are attached to is poor, hindering the healthy development of cultural tourism. For instance, although there are many valuable tourist attractions, the cultural connotation is not enough. Tourism information services, transportation, health and entertainment and other related industries are not good enough; some places are overcrowded with tourists, catering and other reception capacities are very limited, which can not meet the multi-level needs of the tourists, so that they feel inconvenient in many ways. This situation affects the cultural tourism atmosphere quite a lot; some other tourist scenic spots have poor planning and only leave tourists the main impression of shopping or just try to make visitors dig down for their local products, whose business atmosphere is too thick, seriously affecting the atmosphere the cultural relics areas should have and to a certain extent, affecting the comprehensive benefits of the cultural tourism industry.

6.4 Strengthened Development Consciousness, Poor Cultural Concept

At present, the development awareness of Sichuan relevant departments is generally strengthened, with high enthusiasm in promoting the development of cultural tourism industry. However, people in some places lack of understanding of the unique advantages of the cultural tourism resources and multiple functions and development potential of cultural tourism industry, so that the cultural tourism resources are not utilized well

and the development and construction are carried out slowly; the tourism products lack of characteristics and cultural elements have not been fully mined. We should note that as the prerequisite for industrial integration, only the effective infiltration of factors between the tourism industry and cultural industry can the two industries complement each other, bring out the best in each other and cooperate with each other. Therefore, only relying on the enthusiasm and the hardware facilities is not enough. We also need to explore local cultural elements, the corresponding social and cultural backgrounds, namely the development and inheritance of local culture and cultural tourism, and need to generally improve the cultural education and cultural concept of the citizens, so as to make the development concept of cultural tourism deeply rooted among the people and have more professional talents, otherwise it may not adapt well to the development of cultural tourism.

6.5 Scattered Development of Scenic Spots, Unable to Form a Joint Force

Sichuan Province is rich in cultural tourism resources, widely distributed throughout the Province, and there are many projects remaining to be developed. Although many cities or counties have some good resources and the local governments have high developing enthusiasm, the development of many projects lacks of systematic integration and outstanding themes, whose scales are small and scattered, so the cultural tourism products are unitary and the simplex sightseeing leads to the scarcity of experience products. This phenomenon is owing to the mutual restriction between different administrative divisions, and the development work lacks of coordination, some of the places are self-contained and even compete with each other with pressure, often having their eyes inward, only to see the local interests. Although a lot of money has been spent, it can not form a cohesive force, so it is very difficult to attract tourists, seriously affecting the play of overall advantages and cultural regional advantages in our province.

6.6 Focusing Much on Development but Ignoring Protection or Focusing Much on Protection but Ignoring Development

Because of the lack of understanding of the dialectical relationship between the protection and development of cultural tourism resources, some governments are eager to gain a quick and instant success in the development of cultural tourism resources, but their awareness of protection is weak, ignoring long-term and sustainable

development. On the other hand, some other governments, inward-looking and conservative, only emphasize the protection of the tourism resources and have them underfunded without any progress, fearing that the development of cultural tourism resources will cause their damages. These two tendencies are going to extremes. For one thing, they can easily lead to improper protective measures; for another thing, they may make the development and utilization of the resources improper, resulting in the failure to apply their full strength in the development of cultural tourism products and the failure to give publicity to the cultural tourism resources, hindering the development of local economy. However, we should realize that Sichuan's tasks of the protection and development of the cultural tourism resources are very heavy, for the cultural tourism resources in Sichuan abound in species, spots and areas, so the main reason is the lack of funds, professional personnel and good facilities, etc.

6.7 The Number of Tourists Increased, Management Means Lagged Behind

With the increase of people's income and the improvement of living standards, people's ideas are changing greatly and their pursuit of spiritual cultural tourism is becoming stronger and stronger. Although many cultural tourism areas in Sichuan have received the increased number of tourists at home and abroad in recent years, they are not clear about the total amount of the tourists and where they come from. It is difficult to adjust or develop a targeted and marketable cultural tourism products if they are uncertain of the formation of tourist origins, tourist orientation and development trends. To change the original backward management means fundamentally, we must carry out the strategy of science and technology to promote and strengthen the construction of information, develop cultural tourism resources comprehensively by utilizing information network technology and change the mode of travel services to improve the quality of tourist activities. We should make full use of modern scientific and technological means to improve the tourism industry management network, service network and marketing network, and through the platform of modern information technology, we can scientifically measure and objectively evaluate the position and function of our cultural tourism so that we can thoroughly change our lagging management means, expand the speed of travel information, improve the efficiency of the tourism market services and constantly enhance the image of cultural tourism in our province to study and broaden the tourist market in a targeted way.

6.8 Lack of Market Awareness, Single Marketing Way

Although the cultural tourism products in some parts of Sichuan are valuable, they are often not well known. The reason is that the marketing way is too simple, and some even stay at home to wait for tourists to go there! In fact, publicity is an indispensable business for cultural tourism enterprises and one of the main means of expanding tourist markets. Because of the neglect of publicity or insufficient promotional efforts and single marketing way, the cultural tourism images of many outstanding attractions don't show their distinctness well and lack of popularity, so the attractions are still in the "static state", many of which are not known by the people even in the province.

7 Conclusion

At present, tourism industry is becoming a new force of China's economic and social development under the new normal. Sichuan is an important tourist destination in China. The Sichuan Provincial Party Committee and Provincial Government have given priority to the tourism industry as a pillar industry in the province, producing remarkable results. In the first half of 2016, the total income of tourism economy in Sichuan reached 384 billion and 13 million yuan, an increase of 25.1%. The entry number of tourists amounted to 1 million and 208 thousand, an increase of 13.3%. A large number of international tourism marketing activities attracted the attention of the world, with the foreign exchange revenue of \$515 million, 301 thousand and 700.

Through the above analysis of the tourism resources in Sichuan Province, we see that the development prospects of the cultural tourism industry in our province can be concentrated on landscape culture, leisure culture, folk culture and so on. The most prominent feature of culture is the root, so in laying down the development strategy of cultural tourism industry, Sichuan Province should fully promote the development of our cultural roots or sources, and in the world, shape a new cultural tourism image of Sichuan as the source of Chinese civilization and the source of the nation.

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