

# Research on tourism development countermeasures in the Bashu Cultural Corridor

Fang Mei

Leshan Vocational and Technical College, Associate Professor, Leshan, China

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**Abstract:** This paper investigates the current situation of the construction of the Bashu Cultural Corridor through field visits and questionnaire surveys, and finds that there are some problems in the construction of the Bashu Cultural Tourism Corridor, such as the imperfect cross-regional coordination mechanism, the insufficient depth of cross-regional cooperation, and the insufficient guarantee of cross-regional coordinated development.

**Keywords:** Bashu Cultural Corridor, Tourism development, Countermeasure research

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Date of Submission: 05-03-2024

Date of acceptance: 18-03-2024

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## I. INTRODUCTION

Sichuan and Chongqing have a long history and culture and unique natural landscapes, making them must-visit tourist destinations for many tourists<sup>[1-3]</sup>. In May 2022, the Ministry of Culture and Tourism, the National Development and Reform Commission, and the people's governments of Sichuan and Chongqing provinces jointly issued the Bashu Cultural Tourism Corridor Construction Plan. The scope of the corridor includes 15 cities such as Chengdu, Zigong, Luzhou and Deyang in Sichuan, 27 districts (counties) such as Chongqing Central City and Wanzhou, as well as parts of Kaizhou and Yunyang, with a total area of 185,000 square kilometers.

## II. Existential problems

Under the strong promotion of the two places, the construction of the Bashu Cultural Tourism Corridor has achieved phased results, but there is a gap between the coordinated development of culture and tourism between the two places and the requirements of high-quality promotion of the construction of the Bashu Cultural Tourism Corridor in terms of institutional mechanisms, implementation of key planning tasks, and factor guarantees.

### 2.1 The cross-regional coordinated development mechanism needs to be improved

At present, the cross-regional cooperation between the two places is still in the form of joint conferences, cooperation agreements, and joint activities, and there is not enough in-depth cooperation in building regional cooperation platforms, building cooperation mechanisms, and collaborative planning and planning. At the provincial level, there is no special mechanism to promote the implementation of the plan, and there is no administrative implementation agency to promote regional cooperation. The development of the cultural and tourism industry is essentially competitive and cooperative, at this stage, the product and market development of Bashu cultural tourism resources are generally insufficient, and the status quo of implicit competition is greater than explicit cooperation will continue to exist, and the concept of government and enterprise development, integrated development and win-win cooperation has not yet been fully formed, and the new pattern and new mechanism of coordinated development need to be improved. Second, the asymmetry of administrative levels affects the cohesion of government affairs. The survey found that asymmetries at the administrative level actually hinder communication and collaboration at the sub-provincial level. For example, Chengdu City, as one of the two polar cores, has a relatively heavy task of implementing the Plan, but it belongs to a city divided into districts at the administrative level,<sup>1</sup> and its vague positioning causes the implementation of the plan to be relatively passive, especially when docking with Chongqing City, the asymmetry of the administrative department level seriously affects the cohesion of work. This problem is also common in the work docking of cities, counties, townships (towns), and even enterprises, and it deserves attention. Third, the impact of the new crown pneumonia epidemic continues. Tourism is one of the industries hardest hit by the epidemic, and cultural and tourism enterprises, especially private enterprises, are difficult to operate, and it is difficult to fundamentally change in the short term.

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<sup>1</sup> Funds: Southeast Asian Economic and Cultural Research Center Project: Research on Tourism Value Assessment and Development Countermeasures of Chengdu-Chongqing Ancient Road Cultural Corridor (DNY2309)

## **2.2 Cross-regional cooperation needs to be deepened**

Due to the promulgation of the "plan" for a short time, the implementation plan of the two places has not yet been announced, the detailed measures are not clear, and the relevant support policies, key projects, and funding sources have not yet landed, resulting in the slow progress of project landing, activity organization, capital investment, talent introduction, etc., and individual cities and counties have waited and seen, and the implementation of some key tasks has been slow. Second, the breadth of cooperation is insufficient. At present, most of the cooperation and exchanges between the two places are concentrated at the government level, the vitality of market players has not been fully stimulated, the initiative of enterprises to participate in the construction of the corridor is not strong, and the overall activity is low. Third, the depth of co-construction is insufficient. Most of the inter-regional cultural and tourism cooperation stays at the superficial level of tourism promotion and marketing, event holding, etc., and the in-depth cooperation in the creation of cultural and tourism resources, the creation of literary and artistic products, and the research and development of cultural and creative products is insufficient. Fourth, the high-quality development of Bashu cultural tourism is still insufficient<sup>[4]</sup>. The two places rank high in the top 100 5A and 4A scenic spots in the country and the yearning of tourists, and have relative advantages in tourism competitiveness, but the competitiveness of the cultural industry is not strong, and the digital development of cultural resources and the Internet are still in their infancy. The status quo of sightseeing has not changed, and the phenomenon of "Mountain [Fund Project: Southeast Asian Economic and Cultural Research Center Project: Chengdu-Chongqing Ancient Road Cultural Corridor Tourism Value Assessment and Development Countermeasures Research (DNY2309)] Strong water, strong scenery and weak culture, strong summer and weak winter, strong day and night" phenomenon is still relatively obvious, the ticket economy is seriously dependent, the integration and improvement of cultural tourism resources is not enough, the supply of high-end cultural tourism products is insufficient, and it is difficult to meet the growing cultural and tourism needs of the people.

## **2.3 The guarantee of cross-regional coordinated development needs to be strengthened**

The supporting facilities are not perfect, and there is a gap between supporting the high-quality development of cultural tourism. Due to the lag in infrastructure construction, some local cultural and tourism resources are "kept in the depths of the boudoir", and the development of cultural tourism between regions is unbalanced and insufficient. The ability of comprehensive supporting services such as "food, housing, transportation, travel, shopping and entertainment" is insufficient, and fast travel and slow travel, external and internal communication are not in place, which cannot meet the needs of tourists to "enter quickly, swim slowly, and play well"<sup>[5]</sup>. Second, the support of cultural tourism professionals is insufficient. The integrated development of culture and tourism requires the formation of a product system and the support of a long industrial chain, and there is a high demand for compound talents. However, at present, the coordinated development of cultural tourism in Sichuan and Chongqing relies on administrative forces to promote, and there is a large gap in management, technology, creativity and other elite talents. Third, insufficient capital investment. The overall fit between the financial, fiscal and taxation policies of our province and the cultural and tourism industry is not high, and the funds for the development of the cultural and tourism industry are relatively low. At present, the downward pressure on the economy is high, and most private enterprises take "survival" as their rigid need, and their willingness to increase investment in the cultural and tourism industry is not strong, and it is difficult to meet the high-quality development needs of the cultural and tourism industry by relying only on the investment of state-owned enterprises.

### **III. Countermeasures and suggestions**

The report of the 20th National Congress of the Communist Party of China emphasized the need to promote coordinated regional development, and listed the construction of the Chengdu-Chongqing Economic Circle as a major regional development strategy, which has brought new major opportunities for promoting the joint construction of the Bashu Cultural Tourism Corridor. Sichuan and Chongqing should deeply understand the national strategic intent, strengthen ideological understanding, take the initiative, and make up for shortcomings, lay a solid foundation, create characteristics, and promote the coordinated development of Sichuan and Chongqing's cultural tourism with high quality.

#### **3.1 Further improve the mechanism of cooperation and joint construction**

The first is to strengthen the leadership of the party committee, the promotion of the government, the coordination of departments, the participation of the whole industry, and the sharing of the people. It is proposed to set up a leading group for the construction of the Bashu Cultural Tourism Corridor, with the leaders of the two provinces and cities as the joint leader, and an office under it, with the person in charge of the Department of Culture and Tourism (Committee) serving as the director of the office. Establish a multi-level linkage working mechanism in the province, specifically led by the provincial party committee and the provincial government to

establish a provincial, municipal, and county-level linkage of the Bashu cultural tourism corridor integrated development liaison, coordination, and discussion mechanism, increase overall coordination, strengthen assessment and supervision, and form a joint force as a whole, supervise the implementation of task decomposition, organize all parties, integrate various resources, and effectively promote the implementation of the plan. At the same time, guide and promote the cooperation between the city and county governments and cultural and tourism enterprises of the two places, build and make good use of the Sichuan-Chongqing cultural and tourism enterprise alliance, and comprehensively promote the coordinated development of Sichuan-Chongqing cultural tourism. The second is to expand the path of cultural and tourism cooperation between Sichuan and Chongqing. Strictly implement the joint conference system and promote the coordinated development of culture and tourism in an all-round way. Actively strive for the national level to establish a leadership mechanism for the overall coordination and coordination of the construction of the Bashu cultural tourism corridor, focus on the major projects, key projects and important matters specified in the "plan", do a good job in the top-level planning, clarify their strategic positioning and spatial layout in the construction of the Bashu cultural tourism corridor, and effectively solve the situation of each party's own policy and planning. The third is to promote the interconnection of Sichuan and Chongqing. Promote the "Sichuan-Chongqing Communication Office" and other interconnection work, realize the sharing and mutual recognition of administrative examination and approval of cultural and tourism projects, and create a good development environment for the coordinated development of culture and tourism. Integrate the platforms built by governments at all levels in the province to form an open and shared joint exchange platform with a unified structure and unified standards, promote the mutual integration of the platforms, and provide high-quality services for cultural tourism enterprises in the two places, so that enterprises can truly get help and benefits.

### **3.2 Further promote the coordinated development of cultural tourism in Sichuan and Chongqing**

Jointly excavate and carry forward the value of the Bashu cultural era, form a number of major landmark research achievements, continuously enrich the connotation of the Bashu cultural era, and continue to promote cultural self-confidence and self-improvement. Promote the display and utilization of Bashu cultural heritage. Accelerate the construction and upgrade of a number of key museums with typical Bashu characteristics, improve the protection and display level of grotto stone carvings such as Leshan Giant Buddha and Anyue stone carvings, jointly build the Sichuan-Chongqing Grottoes Exhibition Corridor, and build the Sichuan-Chongqing Grottoes National Heritage Park. Widely apply new technologies such as the Internet, blockchain, and cloud platforms to promote the construction and application of digital cultural relics, improve the interconnection and interoperability of museum collection information and online exhibitions, and enhance the influence and dissemination of Bashu culture. The third is to improve the level of protection and inheritance of intangible cultural heritage. Establish a coordination mechanism for the protection of intangible cultural heritage, increase the protection and inheritance of intangible cultural heritage such as Sichuan opera, dragon dance, lanterns, bamboo weaving, woodblock New Year paintings, and Shu brocade weaving skills, and create a highland for the innovative transformation and development of intangible cultural heritage with the help of intangible cultural heritage resources accumulated in the Bashu Cultural Tourism Corridor and the Tibet-Qiang-Yi Corridor "The Belt and Road". Jointly carry out coordinated legislation on the protection and inheritance of Sichuan opera, and promote the integrated development of Sichuan opera<sup>[6]</sup>. The fourth is to deepen the exchange of literary and artistic creation between the two places, jointly improve the level of creation, create excellent works that reflect the historical features and contemporary practices of the Bashu region, and promote the prosperity and development of Bashu culture and art. Fifth, improve the level of public cultural services. Improve the public cultural service guarantee system of the two places, focus on promoting the construction of a number of public cultural venues, and optimize the functions of public libraries and cultural centers. Jointly build a public cultural service brand and improve service efficiency. Accelerate the construction of smart cultural tourism, integrate regional information resources, and achieve refined management, so that tourists can travel more intelligently and conveniently. Sixth, further promote the integrated development of cultural tourism. We will build a number of demonstration parks for the integration of culture and tourism, optimize a number of high-quality cultural and tourism scenic spots, and build a number of significant, leading and pivotal major cultural and tourism projects, so as to effectively promote the development of regional cultural tourism. Jointly lay out and build digital culture, as well as tourism equipment, equipment and intelligent terminal industrial clusters in adjacent areas. Guide the excellent traditional culture represented by the intangible cultural heritage of Bashu into modern life and tourist attractions. Seventh, we will strive to build a cultural tourism brand with Sichuan and Chongqing characteristics. Intensify the creation of brands such as world heritage, 5A scenic spots, and national tourist resorts in the two places, integrate advantageous resources, and strengthen the construction of scenic byways and expand the brand influence of Sichuan and Chongqing cultural tourism by building the Minjiang World Heritage Channel, building the Yangtze River Golden Waterway, and upgrading the Chengdu-Chongqing Ancient Road. Use various publicity platforms to jointly

increase the foreign exchange and publicity and promotion of cultural tourism, and call for the cultural tourism brand of "Comfortable Four Sichuan Bashi Chongqing".

### **3.3 Further promote the implementation of planning tasks**

"Planning" is the current and future period to guide the construction of the Bashu cultural tourism corridor programmatic documents, to promote the implementation of the "planning" to the construction of the Bashu cultural tourism corridor is of great significance. The first is to accurately align with the national and provincial "14th Five-Year Plan". Actively integrate into major national and regional development strategies such as the "Belt and Road", the development of the western region, the development of the Yangtze River Economic Belt, and rural revitalization, and effectively connect with other special plans of the Chengdu-Chongqing Economic Circle. According to the deployment of the provincial party committee, the existing policies and measures will be improved, and the cultural and tourism plan will be promoted to connect with the overall layout and regional development pattern of Sichuan's modernization. Promote the effective connection between the mid-term adjustment of the "14th Five-Year Plan" and the "Plan", and incorporate the cultural and tourism projects specified in the "Plan" into the "14th Five-Year Plan" in combination with the actual situation. Strengthen guidance for cities and counties, improve the quality of planning, and clarify the implementation path and supporting measures of the "Plan." The second is to speed up the introduction of the Sichuan implementation plan and related special plans. An implementation plan and related special plans should be introduced as soon as possible. The provincial party committee and the provincial government have strengthened supervision and assessment, urged the municipal and county governments and relevant departments to formulate a task list according to the "plan", find out the correct positioning, claim the task, clarify the roadmap and timetable, and promote the implementation of the "plan" in strict accordance with the plan. The third is to strengthen intermodal cooperation, strengthen the thinking of "Sichuan and Chongqing, a game of chess", abandon local protectionism, strive to break down barriers such as planning approval, capital investment, and factor guarantee, work together to dredge breakpoints and blockages, give full play to their respective advantages, and effectively achieve unified planning, integrated deployment, mutual cooperation, and joint implementation, so as to better promote deep integration and coordinated development, and achieve complementary advantages, mutual benefit and win-win results. Jointly build a Sichuan-Chongqing cultural tourism venture capital platform, hold investment and financing docking on a regular basis, and jointly attract national advantageous entrepreneurs and high-quality project resources. When the conditions are ripe, a jointly controlled cultural and tourism platform enterprise or a mixed equity enterprise will be established to be responsible for the joint construction and operation of major regional cooperation projects.

### **3.4 Further strengthen various safeguard measures**

Strengthen organizational leadership. In accordance with the method of "provincial coordination, municipal overall responsibility, and county implementation", we will effectively promote the implementation of the plan. Regular meetings at the provincial level, regular joint meetings, wall chart operations, clear tasks, implementation of responsibilities, strengthen the tracking and analysis of the implementation of the plan, regularly carry out monitoring and evaluation around key construction tasks, and orderly promote major matters and key work. All city and county governments and relevant departments directly under the provincial government should divide labor according to the tasks, clarify the work measures one by one, and implement the task requirements. Increase policy support. At the provincial level, we will jointly strengthen policy support, enhance the attractiveness of policies, enhance the forward-looking, innovative and sustainable nature of policies, and jointly promote the construction of regional cultural and tourism innovation and reform models. Explore the establishment of a special fund for the development of the cultural and tourism industry in Sichuan and Chongqing, focusing on supporting the development of cultural and tourism enterprises in the two places. Optimize the amount of capital investment and improve the efficiency of capital use. The construction of major cultural and tourism projects to ensure the "green channel" and support the construction of cultural tourism projects. Implement the cultivation project of outstanding cultural and tourism leading enterprises, and expand and strengthen backbone enterprises through resource integration, technological innovation, brand output, marketing cooperation, etc. Strengthen talent support. Support colleges and universities to take the initiative to connect with the industrial chain and innovation chain of cultural and tourism integration, and explore the construction of a modern industry college platform for cultural and tourism integration. Through preferential policies, we will attract middle and high-end talents such as "entrepreneurship and entrepreneurship" talents, intangible cultural heritage inheritors, and arts and crafts masters to gather in parks, bases, and key enterprises<sup>[7]</sup>. Support universities and enterprises to cultivate characteristic tourism talents such as red, cultural and creative, sports, research, and health care. Establish a flexible talent management mechanism, improve the talent service guarantee system, and build a high-quality "cultural tourism Sichuan army".

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