

Research on the Current Situation of Integrated Development of Culture, Business and Tourism in Historical and Cultural Blocks of Shenyang City

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Abstract: Historical and cultural blocks represent an important process and cultural symbol of urban development. Shenyang, as one of the important cities in Northeast China, has rich cultural heritage and historical districts. However, these valuable cultural resources have not been fully explored and effectively integrated in the current integrated development of culture, commerce, and industry. The excavation of cultural resources is not deep enough, and many potential cultural elements and historical stories have not been fully discovered and utilized. Research suggests that the integrated development of culture, commerce, and tourism in historical and cultural districts of Shenyang is a comprehensive and complex task that requires joint efforts from the government, enterprises, and all sectors of society. By fully leveraging the advantages of cultural resources, strengthening the integration and cooperation of culture and commerce, improving the quality and experience of tourism services, and innovating development models and marketing methods, a unique and attractive tourist destination can be created for the historical and cultural districts of Shenyang.

Keywords: historical and cultural district, integration of business and tourism, cultural resources

1. Introduction

Shenyang, as a city with a long history, has rich cultural heritage and historical districts. However, these valuable cultural resources have not been fully explored and effectively integrated in the current integrated development of culture, commerce, and industry. The excavation of cultural resources is not deep enough, and many potential cultural elements and historical stories have not been fully discovered and utilized.

The insufficient integration of cultural resources mainly lies in the lack of effective mechanisms and platforms to systematically integrate dispersed cultural resources. In the process of integrating culture, commerce, and travel, the integration of cultural resources is the key to enhancing overall attractiveness and competitiveness. However, due to the lack of unified planning and management, cultural resources in Shenyang often present a scattered distribution state and cannot form a cohesive force. For example, the connections between various historical districts are not close, and there is a lack of effective transportation connections and information sharing, which makes it difficult for tourists to form a coherent experience during their travels.

For example, some old neighborhoods, ancient buildings, and traditional crafts in Shenyang, although having high historical value and cultural significance, often fail to fully showcase the characteristics and stories of these resources in actual tourism development, resulting in limited depth and breadth of tourist experience [1]. As the first commercial pedestrian street in China, Zhongjie was founded in 1625 and has a long history. Near Zhongjie, there are also a series of famous historical and cultural landscapes in Shenyang, such as the Forbidden City, the Governor General's Office of the Three Eastern Provinces, the Grand Marshal's Office, and a series of historical buildings and cultural landscapes from the Qing Dynasty to the Republic of China. In terms of geographical conditions, cultural resources are relatively concentrated. However, in fact, the integration of cultural resources in the Zhongjie area is very loose, and the correlation between various scenic spots is relatively weak. There is a lack of unified introduction and guidance, which leads to tourists being unable to obtain a comprehensive and interconnected travel experience, and may even miss some relatively less well-known landscapes.

The insufficient integration of cultural resources is also reflected in the insufficient integration of

cultural resources with commerce and tourism [2]. The combination of cultural resources with commerce and tourism is an important way to enhance cultural and commercial value. However, at present, this integration often remains at the surface level, lacking deep level interaction and innovation. For example, the combination of cultural activities and commercial promotions is not close enough, lacking creativity and attractiveness, and cannot effectively attract tourists and consumers. The insufficient depth of cultural resource exploration has led to weak understanding of the culture carried by each scenic spot when creating cultural products, resulting in products that are less cultural and more commercial in nature. This is reflected not only in the homogenization of cultural and creative product design, but also in the exterior design and merchant access of historical and cultural districts. Many merchants in the vicinity of Bagua Street in the South Market and Oufeng Street in Zhongshan Square are common chain brands, and the decoration and themes of many stores do not conform to the decoration style of the block, which greatly destroys the overall cultural atmosphere of the historical and cultural block and greatly reduces the immersion of tourists during the tour. And frequent store changes have also caused damage to historical buildings, and merchants themselves lack awareness of protection, resulting in many historical buildings lacking maintenance and being dilapidated. We should strengthen policy supervision in this regard, increase requirements for merchant access, and require tenants to fulfill corresponding obligations.

One problem faced by Shenyang in the integration of culture, commerce, and tourism is the insufficient exploration and integration of cultural resources. To solve this problem, it is necessary to start from multiple aspects such as policy guidance, market mechanisms, and technological innovation, strengthen the exploration and integration of cultural resources, and enhance the role and value of cultural resources in the integration of culture, commerce, and travel.

2. Insufficient integration of culture, commerce, and technology

In the integrated development of culture, commerce, and tourism in Shenyang, the insufficient application and integration of technology is a significant problem. With the rapid development of technology, especially the widespread application of digital, networked, and intelligent technologies, technology has become an important force in promoting the integrated development of culture, commerce, and travel. However, Shenyang's application in this area is still relatively backward, and it has not fully utilized technological means to enhance the interactivity and experience of cultural, business, and tourism.

The application of technology in cultural display and dissemination is insufficient. In the digital age, technologies such as virtual reality (VR) and augmented reality (AR) can greatly enrich the forms and content of cultural exhibitions, providing a more immersive experience. But in Shenyang, the application of these technologies is still relatively limited and has not fully demonstrated the charm and depth of cultural resources.

The application of technology in commercial operations and tourism services is also insufficient. For example, big data analysis can better understand the needs and behaviors of tourists, thereby providing more personalized and accurate services. However, Shenyang's application in this area is not yet mature enough to effectively utilize data to optimize business strategies and tourism services [3]. One of the fundamental issues is that the self-service ticketing and recharging machines in Shenyang Metro do not have English services, which reflects a serious lack of awareness of tourism services. Japan's subway ticket machines not only have English, but also Chinese, Korean, and voice assistance to help visually impaired people use them. Moreover, China's mobile payment started earlier and developed more maturely compared to Japan. But Japan's subway service is more convenient than China's. In China, each city has a separate subway card, and even if you use a mobile phone to scan and ride, you need to download different mini programs to take the ride. And Japan's subway cards, such as Suica Card in the Kanto region and ICOCA issued in the Kansai region, are not only widely used nationwide, but can also be used for consumption and payment in many other places such as convenience stores, shopping malls, and restaurants. In contrast, the tourism industry in Shenyang is severely lacking in service awareness and humanistic care. In the absence of service awareness, the support of technology for cultural and tourism services is more superficial, providing only novelty and not being implemented to provide tourists with a more convenient travel experience.

The role of technology in enhancing the interactivity and innovation of cultural, business, and tourism integration has not been fully utilized. For example, social media, mobile applications and other platforms can enhance the interaction between tourists and cultural resources, improve tourists'

sense of participation and experience. However, in Shenyang, the development and utilization of these platforms are still in their early stages and have not yet formed effective interactive mechanisms. The operation of new media platforms should strike a balance between the pursuit of popularity and the depth of content. Currently, in many places, promotion only focuses on popularity and lacks depth. The current video memes of cats dancing are very popular all over the internet, and many official accounts follow the trend by editing related videos to gain popularity. However, it is questionable whether the monetization rate of traffic obtained from such popularity is objective. In most cases, such trend following videos will only increase the browsing volume of a single video, without significantly increasing the number of followers on the account, nor can they significantly help promote local culture and tourism.

3. Homogenization of cultural products

One important issue faced by the historical and cultural districts in Shenyang during the integration of culture, commerce, and tourism is the homogenization of cultural products. With the rapid development of the cultural tourism market, many cities and regions are actively developing their own cultural products to attract tourists and enhance economic benefits. However, this rapid development is often accompanied by insufficient product innovation, resulting in a large number of similar or even identical cultural products appearing in the market, and this phenomenon is no exception in Shenyang.

The homogenization of cultural products is reflected in the similarity of product design and content. Many cultural products, such as souvenirs, handicrafts, and cultural experience activities, often lack unique local characteristics and cultural connotations, making it difficult to reflect Shenyang's unique historical and regional features. With the popularization and development of online self media platforms this year, the promotion and construction of internet celebrities have become a trend in cultural tourism. Many places have begun to use the internet celebrity model as a promotional and marketing tool, and are focusing on creating internet celebrity check-in points and products. This means of relying on the Internet for publicity can certainly increase some popularity, but the over popular and commercialized business strategy has also led to the weakening of cultural characteristics, making the scenic spots and cultural products in different regions tend to be homogeneous. This homogenized product not only reduces tourists' purchasing interest, but also affects the shaping and dissemination of Shenyang cultural brands. The lack of cultural foundation based on the internet celebrity effect is not a sustainable development model.

The problem of homogenization is also reflected in the similarity of marketing strategies and promotion methods. Due to the lack of innovation and differentiation, the marketing and promotion methods of many cultural products tend to be consistent, such as relying on traditional advertising, internet celebrity models, etc. These methods often have limited effectiveness and are difficult to make latecomer regions stand out in fierce market competition.

The homogenization of cultural products is also related to the imperfect industrial chain. The research and development, design, production, and sales of cultural products have not yet formed a complete industrial chain, resulting in insufficient product innovation capabilities and difficulty in meeting the diverse needs of the market. Meanwhile, the lack of effective market regulation and intellectual property protection also makes innovative achievements easy to imitate and replicate, exacerbating the phenomenon of homogenization.

To solve the problem of homogenization of cultural products, it is necessary to start from multiple aspects. Firstly, we need to strengthen the research and design of cultural products, explore and integrate more local cultural elements, and continuously enhance the uniqueness and attractiveness of the products. Secondly, we need to innovate marketing strategies and promotion methods, utilizing modern tools such as digital marketing and social media to enhance the market competitiveness of our products. Finally, we need to improve the industrial chain, strengthen market supervision and intellectual property protection, and provide a favorable environment for cultural product innovation.

4. The mechanism for integrating culture, commerce, and travel is not perfect

In the process of integrating culture, commerce, and travel in the historical and cultural districts of Shenyang, there are still some issues with incomplete integration mechanisms. The integration of culture, commerce, and tourism refers to the organic combination of these three fields, promoting and complementing each other to achieve resource sharing and maximize benefits. However, in practical

operation, the integration of culture, commerce, and tourism in Shenyang still faces some challenges and problems.

The depth and breadth of integration are insufficient. Although Shenyang has made some progress in the integration of culture, commerce, and travel, the depth and breadth of integration are still insufficient, and the synergistic effects between the three have not been fully utilized. For example, the combination of cultural activities and commercial promotions often remains superficial, lacking in-depth interaction and innovation; The integration of tourism products and cultural experiences is not close enough, making it difficult to provide tourists with a comprehensive and in-depth experience. The integration of Japan's cultural industry with local tourism is even more profound. Various regions in Japan have local limited cultural products created in collaboration with big brands and famous IPs. For example, famous IPs such as Chiikawa and Sanrio have regional limited cultural products with regional characteristics in Kyoto, Tokyo, and Osaka. In Kyoto, these big brands also cooperate with temples to launch cultural peripherals such as imperial guards and prayer bells. The mutual promotion of culture and commerce is very successful. It not only enhances the popularity of cultural tourism through cultural products of well-known IPs, but also enhances tourists' consumption desires through the combination of cultural tourism and commerce, promoting local economic development. This virtuous cycle not only helps to generate more income to enhance service capabilities and create better cultural tourism experiences, but also more funds can contribute to the maintenance of historical and cultural facilities.

The mechanism and platform for integration are incomplete and lack policy guidance. The integration of culture, commerce, and industry requires effective mechanisms and platforms to promote resource integration and information sharing. However, there are still shortcomings in the development of cultural, commercial, and travel industries in Shenyang, lacking unified policy planning and management, resulting in scattered resources and difficulty in forming synergy [4]. Meanwhile, information asymmetry and poor communication also affect the efficiency and effectiveness of integration. The Shenyang Scream Bookstore is a landmark case of renovating cultural facilities from abandoned factories in the old city area of Shenyang, but it is difficult to maintain in the actual operation process. The highest survival rate in the renovation project of old factories is still in restaurants, bars and other catering consumption oriented stores, while cultural oriented stores are difficult to sustain. On the one hand, this is due to the generally insufficient consumption ability of residents, and their willingness to consume culture is weaker compared to their diet. According to the bookstore staff, the main source of income for the bookstore is still beverage sales rather than cultural products and activities. On the other hand, the lack of policy guidance and platforms is also an important reason why cultural activities are difficult to carry out and monetize into commercial value. According to the bookstore, their efforts to specialize in cultural services are also facing difficulties. Bookstores holding cultural activities such as movie screenings and performances require approval from government cultural departments, and movie screenings also require relevant qualifications. The cultural activities of individual merchants are currently in a relatively gray area in management. Various laws and regulations are not clear, and there are not many cases that can be learned from. The policy's flexibility fluctuates greatly, making it difficult for individual merchants to deepen their development. The other relatively successful cases currently seen are more focused on attracting capital and customer groups through commercial performances. Relatively non-profit cultural activities aimed at attracting a higher end customer base are difficult to carry out. This reflects the insufficient support for the integration of culture, commerce, and travel in policies, the lack of policy norms and corresponding platforms for cultural activities, and the difficulties in integrating with commerce.

The awareness and ability of integration need to be improved. The integration of culture, commerce, and industry not only requires policy and mechanism support, but also requires relevant enterprises and institutions to have the awareness and ability to integrate. In Shenyang, some enterprises and institutions lack a deep understanding of the integration of culture, commerce, and travel, and lack relevant experience and skills. Successful businesses lack cultural significance, and enterprises that focus on culture lack commercial monetization capabilities, making it difficult to effectively promote the integration process.

In the process of integrating culture, commerce, and tourism in the historical and cultural districts of Shenyang, although each scenic spot has different cultural types and development industry models [5]. However, the most common and significant problem among them is the lack of service awareness and service capabilities. The absence of service awareness and capabilities has resulted in the industrial model of historical and cultural districts remaining at a relatively primitive stage, regardless of how hardware conditions are upgraded and transformed, making it difficult to rely on good service models for industrial structure upgrading. The historical and cultural districts in Shenyang lack attractiveness in both domestic and international tourism markets, and can only rely on regional price advantages as the main point of interest to attract tourists. When constructing the integration mechanism of cultural,

business, and tourism, attention should be paid to the construction of service awareness and capabilities, which should be included as an important factor in the underlying logic of the cultural, business, and tourism integration framework, rather than being patched up from the surface after problems arise. Compensatory measures always have a lag, and only service designs included in the underlying design can match today's market demand.

Overall, to solve the problem of integrating culture, commerce, and travel, improvements need to be made from multiple aspects. Firstly, we will strengthen policy guidance and planning, establish and improve integrated mechanisms and platforms, promote resource integration and information sharing, and form a standardized management model. Secondly, we enhance the integration awareness and ability of enterprises and institutions, and strengthen their ability to promote integration through training and communication. Finally, we encourage innovation and practice, explore more effective integration models and methods, and promote the deep development of cultural, commercial, and tourism integration.

5. Conclusion

The integrated development of culture, commerce, and tourism in the historical and cultural districts of Shenyang is a comprehensive and complex task that requires joint efforts from the government, enterprises, and all sectors of society. By fully leveraging the advantages of cultural resources, strengthening the integration and cooperation of culture and commerce, improving the quality and experience of tourism services, and innovating development models and marketing methods, a unique and attractive tourist destination can be created for the historical and cultural districts of Shenyang.

This article delves into the current situation, challenges, and potential of Shenyang's historical and cultural districts in the integrated development of culture, commerce, and tourism. Research has found that although Shenyang has abundant historical and cultural resources, there are currently problems in the integration of culture, commerce, and tourism, such as insufficient exploration of cultural resources, inadequate application of technology, and homogenization of cultural products. To address these challenges, a series of strategies have been proposed, including strengthening the deep exploration of local cultural resources, utilizing technological means to enhance the innovation of cultural experiences, creating differentiated, personalized, and diversified cultural, commercial, and tourism products, and promoting the deep integration of culture, commerce, and tourism.

By implementing these strategies, the historical and cultural districts in Shenyang are expected to achieve a balance between cultural heritage and commercial prosperity, improve the quality of tourism services, attract more tourists, and promote the sustainable development of the regional economy. At the same time, strengthening policy guidance, improving integration mechanisms and platforms, enhancing service awareness and intelligence level will help Shenyang's historical and cultural districts achieve greater success in the integration of culture, commerce, and travel, and become internationally influential cultural tourism destinations.

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