

Research on the Coupling Effect of Economic Development and Cultural Protection in Characteristic Towns

-- Take Taohuatan Town as an Example

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Abstract

With the continuous in-depth development of national characteristic cultural towns, cultural towns play an important role in economic development as a new business card for the city's cultural image. Up to now, my country has provided numerous policy supports for the economic development and cultural protection of small towns. Under the current background, how to improve the cultural protection level of characteristic cultural towns, make the brand characteristics of cultural towns more distinctive, and strengthen the economic development and protection of cultural towns has aroused widespread concern in the academic circles. Based on the research of domestic and foreign literature, this paper puts forward the following policy suggestions through the analysis of the coupling effect of Taohuatan town's economic development and cultural protection: 1. Adhere to the protection of traditional culture and help the revitalization of characteristics. 2. Develop science, culture and technology, and strengthen characteristic innovation. 3. Develop characteristic cultural scenic spots and create characteristic brands.

Keywords

Taohuatan Town; Cultural Protection; Coupling Effect.

1. Introduction

With the continuous in-depth development of national characteristic cultural towns, cultural towns have played an important role in economic development as a new business card for the city's cultural image. Cultivating characteristic cultural towns can promote the integrated development of economy and culture. However, due to the limitations of some systems and mechanisms, it is not conducive for some small towns to participate in market-oriented competition. Therefore, some small towns with potential and characteristics can be tapped, and the development of some industries can not only promote economic development, but also absorb part of the surrounding towns. Rural labor employment. At the same time, during the development of cultural towns, cultural protection and inheritance have received high attention. The development of cultural towns is very necessary under the current situation. At present, in the actual development process, most small towns have the phenomenon of excessive development or insufficient cultural inheritance and protection, resulting in insufficient cultural value presentation, insufficient cultural protection, and poor economic development effect. Under the current background, how to improve the cultural protection of characteristic cultural towns, make the brand characteristics of characteristic cultural towns more distinctive, and strengthen the economic development and protection of cultural towns is worth pondering.

2. Research Overview

2.1. Research Background

Up to now, my country has provided numerous policy supports for the economic development and cultural protection of small towns.

In 2016, the state issued the "Notice on Carrying out the Cultivation of Characteristic Towns", which requires that by 2020, about 1,000 characteristic towns with their own characteristics and vitality should be cultivated. So far, the first national-level policy to support the "construction of characteristic towns" has been introduced, which has become the starting point for the construction of characteristic cultural towns.

In 2017, Anhui Province announced the Measures for the Protection of Famous Historical and Cultural Cities, Towns and Villages in Anhui Province. Starting from the actual development of characteristic towns, it refined the application conditions and approval procedures for a series of cultural areas, and further standardized the protection of characteristic towns. building.

2.2. Research Significance

The cultural town is the business card of the city's historical and cultural image, and the cultural town is also very important to the development of the local economy. This project investigates the coupling effect of Taohuatan Town's economic development and its cultural protection. The specific research significance is as follows:

- 1) To understand the current situation of Taohuatan Town, through on-the-spot investigation of Taohuatan Scenic Spot, the Four Treasures of the Studying Town and other areas, and combined with the research status of the protection and economic development of related cultural towns at home and abroad, put forward the Taohuatan Town's status quo. Measures that can be taken for economic development and cultural protection to provide better guidance for their development.
- 2) Conduct investigation and analysis with the survey results and data obtained from the field survey, and by checking the relevant literature, draw the coupling relationship and interaction between the economic development and cultural protection of the cultural town taking Taohuatan Town as an example.
- 3) Propose an implementable coupling optimization strategy to guide the development of the town and better protect the traditional Chinese culture.

3. Literature Review

3.1. Current Status of Foreign Research

The protection of cultural towns in foreign countries began as early as the 15th century. Subsequently, international documents including the Athens Charter were issued, which provided relevant documents and policy support for the protection of cultural towns, which is an effective way. Foreign countries have developed cultural towns very early and focused on tourism development. Laurie Kroshus Medina (2003) took Mayan ancient villages and towns as examples to study the situation of Mayan traditional culture under the development of tourism and the business phenomenon it produced; Moya Taking France as an example, Kneafsey (2013) proposed that an effective way to promote the coordination of traditional culture and economic development is to balance the relationship between traditional cultural towns and current social development; Rodrigo et al. (2015) conducted a study on the impact of cultural town tourism development Research; Jeffrey H (2017) conducted a field investigation of four ancient villages in Mexico, and believed that the economic benefit of ancient villages was a localized management model, but at the same time, more appropriate methods should be found to help the overall community benefit and alleviate local The

phenomenon of unbalanced economic income; Moya Kneafsey (2018) proposed that only by balancing the relationship between traditional cultural protection in cultural towns and various social issues today can better promote the good operation of culture and economy.

3.2. Domestic Research Status

My country's research on the protection and development of characteristic cultural towns is relatively late, but the number of related research projects is increasing year by year. The cultural protection and economic development of characteristic towns are the key research contents in my country. Xiong Hongyan (2009) discussed the problems faced by Boyan Township, Hebei Province, and put forward relevant measures to improve the development status of the town and related planning to help the town's cultural protection; Liu Shilin (2018) released the "Report on the Development of Cultural Towns with Chinese Characteristics", proposed that characteristic cultural towns should focus on the healthy and rapid development of characteristic cultural industries, and use scientific planning to improve the characteristics of characteristic cultural towns. It should be continuously carried out from the dimensions of internal and external driving forces, development subjects, and soft and hard conditions; Fan Zhou (2019) In response to the problems arising in the process of integrated development of culture and tourism, it is necessary to formulate a protection, development and utilization plan according to local conditions, and activate" to create a cultural characteristic town.

3.3. Summary of Existing Research

Scholars at home and abroad have put forward the existing problems and solutions for the cultural protection and economic development of cultural towns, but most of the researches focus on one aspect of cultural protection or economic development. Emphasis is placed on the research on the modelization, simplification, and commercialization of small towns, mainly in terms of summarizing development-related problems, analyzing the causes of problems, and proposing relevant strategies. Starting from the coupling effect, there are very few studies on the coordination of its economic development and cultural protection, and today's characteristic cultural towns are also undergoing continuous development and protection. In the process of development, how to effectively make the economy develop continuously Culture can also be protected in China to reflect cultural values and have important values.

4. Analysis of the Coupling Effect of Economic Development and Cultural Protection in Taohuatan Town

4.1. The Internal Mechanism of the Coupling Effect of Economic Development and Cultural Protection in Taohuatan Town

The economic development of Taohuatan Town has made substantial progress for cultural protection. The town of Taohuatan belongs to Jingxian County. Thanks to the continuous development of the town economy, many ancient buildings including Taohuatan have been rectified and restored, traditional buildings and culture have been developed, and their appearance has been restored. Traditional culture and architecture are valuable treasures created with the development and progress of society. Over time, traditional cultures and buildings may lose their original appearance and require restoration to restore their original appearance. The continuous development of the town's economy is conducive to the cultural protection of the town and highlights the value of the town's traditional culture. The direct driving force for the protection of town culture is the development and growth of the town economy.

The economic development of Taohuatan Town provides financial support for its cultural protection. Lack of funding is the biggest problem in cultural conservation and restoration. The

economic development of the town can promote the strengthening of the government's awareness of protection and restoration. Through economic development, the economic value of traditional culture can be displayed, which can not only protect traditional culture and architecture, but also enable rapid economic development.

4.2. The External Mechanism of the Coupling Effect of Economic Development and Cultural Protection in Taohuatan Town

On the one hand, the advantages of economic development of characteristic towns do not equal the advantages of cultural protection, and the advantages of cultural protection are not equal to the economic development of characteristic towns. The coupling process of economic development and cultural protection of Taohuatan Town is a complex system, and various external factors may change at any time. Influence coupling effects, such as the level of economic development, government participation and other factors will have a core impact on the effect of cultural protection.

On the other hand, in terms of the coupling time of economic development and cultural protection of characteristic towns, it can be roughly divided into the budding stage, the development stage and the mature stage.

Coupling budding stage: Under China's existing market economy system, the economy of characteristic towns has developed rapidly, and the traditional culture inside the town has been effectively protected, and the coupling effect of town economic development and cultural protection has gradually formed.

Coupling development stage: In order to promote the continuous economic development of characteristic towns, government departments begin to plan the economic development of characteristic towns. The effective promotion of relevant departments and the introduction of external funds have promoted the continuous restoration and excavation of cultural protection in characteristic towns, thereby driving the development of relevant cultural and creative industries and cultural commodities in the town, and the economic development and cultural protection of characteristic towns have begun to enter Coupling stage of development.

Coupling maturity stage: Due to the gradual increase in the cultural popularity of characteristic towns, the economic effects of characteristic towns have begun to form, and they have gradually gained strong market influence, and the economy of characteristic towns has entered a stable and mature stage.

5. Control Strategies for the Coupling Effect of Economic Development and Cultural Protection in Taohuatan Town

5.1. Adhere to the Protection of Traditional Culture and Help the Revitalization of Characteristics

The protection of traditional culture and the continuous economic development are the key points in the development of characteristic towns. In the process of development of Taohuatan Town, attention should be paid to the formulation of relevant plans for the village's cultural development of the town. Under the protection and importance of traditional culture in today's country, town authorities should pay attention to excavating local characteristic culture and scenic spots, and by excavating characteristics, promote the development of regional characteristic economy and traditional culture.

5.2. Develop Science, Culture and Technology, and Strengthen Characteristic Innovation

The development of science and technology is an effective driving force for traditional culture to promote regional economic development, as well as a foothold for promoting economic

development and strengthening characteristic innovation. Taohuatan Town should create a new development form of traditional culture, take advantage of the current Internet+ situation, integrate traditional characteristic culture with modern technology, and find a technical level to strengthen technological innovation.

In the development process, it is urgent for Taohuatan Town to pay attention to the trend of market economic development, and always focus on market demand to adapt it to changes in local economic needs. Pay attention to excavating the characteristics of small regions. Cultural characteristics are the soul of the economic development of characteristic towns, as well as the core competitiveness to attract cultural investors and government policy support.

5.3. Develop Characteristic Cultural Scenic Spots and Create Characteristic Brands

Taohuatan Town is a traditional Chinese cultural town with a very high cultural heritage and literary charm. In the process of development, Taohuatan Town should integrate the local natural landscape and traditional cultural landscape, and provide cultural resources for the cultural and tourism economic development of the characteristic cultural town. Under the guidance of coupling effect theory, each subject of coupling effect and economic development coexist, including coupling environment, coupling resources, coupling carrier, etc., to create a cultural and tourism industry chain of Taohuatan characteristic cultural town, making the characteristic cultural town a local The development of tourism economy guides the direction, so that the cultural tourism economy can promote the protection and inheritance of traditional culture.

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