



Feasibility Study on The Architectural Design of Commercial Pedestrian Street Based on Qianbei Culture to Promote the Development of Regional Cultural Tourism

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Abstract: The use of Qianbei cultural elements to innovate and enrich the building of commercial pedestrian street helps to express the invisible Qianbei culture vividly and concretely in the tangible architectural design, bringing both material and spiritual enjoyment to tourists, thereby enhancing the attractiveness of the development of cultural tourism in Qianbei. By analyzing the problems in the development status of cultural tourism in northern Qianbei, this paper actively draws on the role of integrating northern Qianbei culture into the architectural design of commercial pedestrian streets to promote the development of regional cultural tourism, so as to propose several ways to implement architectural design transformation, in order to change the status quo, and promote the development of regional cultural tourism in northern Qianbei with the soft power of cultural architecture in northern Qianbei. Enhance economic and social benefits.

Keywords: Qianbei culture; Architectural design of commercial pedestrian street; Regional cultural tourism development; Regional cultural tourism development

1 INTRODUCTION

"Architecture is to make the best use of all means (structural, economic, technical and mechanical) so that the tangible signifier (matter, material, and enclosure) clearly expresses what it means (lifestyle, value, function)." [1] One side's culture affects the other side's economy, and the regional culture and commercial pedestrian street is not only the carrier of the living material environment of local residents, but also the spiritual sustenance of people's traditional culture. Qianbei natural scenery is breathtaking, the cultural landscape is thick, is an important tourist area in China, but in the construction of commercial pedestrian street cultural tourism, Qianbei has a great problem, has not yet formed a set of "shopping, living, food, travel, travel, entertainment" equal to the national large-scale characteristic shopping places and blocks, in the context of the transformation and upgrading of the tourism industry, the

urgent need for Qianbei culture The essence permeates it, and carries out a harmonious and unified expression of modernization, integration and diversity, so that tourists can more comprehensively, three-dimensionally and truly understand the rich and thick cultural heritage of Qianbei, thereby enhancing the popularity, reputation and brand degree of the development of Qianbei Cultural Tourism.

2 ANALYSIS OF THE CURRENT SITUATION OF CULTURAL TOURISM DEVELOPMENT IN NORTHERN QIANBEI

2.1 THE CULTURAL CONTENT OF THE DEVELOPMENT OF CULTURAL TOURISM IN QIANBEI REGION IS SINGLE



Guizhou culture is in Qianbei, and Qianbei culture is in Zunyi. Zunyi City is a red sacred place in China, as a famous red historical and cultural city such as the Long March culture and the anti-war culture, and it is also the main tourist center city in Qianbei, but in addition to the thick red culture, Qianbei also has a variety of other regional cultures, such as multi-ethnic culture, Bozhou Toast culture, Gelao culture, Yinzheng culture, tea culture, pepper culture, Yelang culture, beach culture, Zunyi culture and Bashu culture and Jing The infiltration and integration of Chu culture, etc., these rich cultural connotations have given Qianbei a unique regional culture, but at present, in the development of regional cultural tourism, Qianbei mainly takes red culture as the theme of cultural tourism development, resulting in other characteristic regional cultures not being fully utilized and highlighted, and characteristic development Insufficient, so that tourists on the cultural impression of Qianbei has always stayed in the red culture, it is difficult to meet the cultural needs of more tourists, so the development of cultural tourism in Qianbei region should adhere to cultural innovation, strengthen cultural upgrading, develop multi-regional culture, get rid of the single "label" of tourism culture, because a single culture is easy to lose its characteristics and characteristics, especially in the current national is strengthening the construction of red culture, red culture homogenization is serious.

2.2 THE INTEGRATED DEVELOPMENT OF THE CULTURAL TOURISM INDUSTRY IN NORTHERN QIANBEI IS SLOW

Qianbei is the main tourist area of Guizhou, but led to Guizhou tourism resources rich, the development of tourism industry has obvious comparative advantages, from the perspective of tourism also format, Guizhou's tourism resources are mainly geographical resources, known as "mountain park", known as the summer brand, Qianbei as the northern region of Guizhou, complex and beautiful geographical resources to give Qianbei rich Tourism resources, however, also bring great difficulty to the comprehensive supporting construction, resulting in the development of many tourism industries such as "shopping, living, eating, traveling, traveling, entertainment" is not perfect, and the cooperation foundation between regional industries is weak, the correlation is not strong, and the mutual cooperation is not enough, such as a single tourism project, the lack of consistency in the nature of cultural themes, the lack of sharing between cultural resources, basic settings, brand information, market environment, etc., unable to achieve complementary advantages, collaborative development, resulting in a single and low level of comprehensive cultural tourism services. Lack of high-quality cultural tourism industry supporting weak, most scenic spots have "small, chaotic, scattered" and other prominent problems, can not meet the tourists in Qianbei tourism activities for shopping, living, food, travel, tourism, entertainment and other aspects of the diversified experience and consumption, so that the passenger flow is seriously dispersed, the stay time is short, has not yet fully understood and liked the culture of Northern Qianbei, they leave in a hurry, the overall tourist satisfaction is low, The economic benefits of tourism are not high.

2.3 THERE IS A LACK OF COMMERCIAL AND CULTURAL TOURISM BRANDS IN THE NORTHERN QIANBEI REGION

The natural scenery of Qianbei is breathtaking, the cultural landscape is thick, the current Qianbei cultural tourism brand is mainly Zunyi red culture, scenic spots are mainly Chishui, Suiyang ShuangheDong and other natural environment scenic spots, as well as Meitan Tea Sea, Maotai Town, Zunyi Conference Site, Sidu Chishui Memorial Hall and other historical and cultural scenic spots, has not yet formed a set of "shopping, living, eating, traveling, traveling, entertainment" as one of the characteristic shopping places and blocks, especially the lack of regional culture such as Shanghai Nanjing Road, Chengdu Kuanzhai Alley, Chongqing Liberation Monument and other regional cultural highlights , large scale, loud brand, rich connotation, night brokerage prosperity of commercial pedestrian street brand, resulting in Qianbei in the cultural and commercial tourism industry there are weak links, it can be seen that Qianbei's current scenic spots tourism time is mainly daytime, the lack of hot night economy, it is difficult to attract young tourists who like night consumption, and young tourists are like shopping, stimulate urban vitality, promote the development of the city's emerging trends, so Qianbei The development of regional cultural tourism should fully excavate the culture of Qianbei, follow the cultural self-confidence characteristics of young people, actively create a commercial pedestrian street and place that integrates "shopping, living, eating, traveling, entertainment and culture", increase the support of its night economy, create a colorful consumption scene, enhance the cultural tourism experience, and let tourists in the rich Qianbei culture Commercial pedestrian street, play with the safety, confidence and pleasure, not only to obtain material quality satisfaction, but also to get spiritual enjoyment.

3 THE ROLE OF COMMERCIAL PEDESTRIAN STREET ARCHITECTURAL DESIGN INTEGRATED INTO QIANBEI CULTURE IN PROMOTING THE DEVELOPMENT OF REGIONAL CULTURAL TOURISM

3.1 INTEGRATING THE CULTURE OF NORTHERN QIANBEI INTO THE CONSTRUCTION OF COMMERCIAL PEDESTRIAN STREETS IS CONDUCIVE TO ENHANCING THE POPULARITY OF REGIONAL TOURISM

Regional culture is a regional city historical civilization development, long-term creation and accumulation of specific wisdom, rich and vivid display of the nature, ecology, folklore, traditions and habits of the regional city, and cultural architecture is the main outline of people's cultural impression of a regional city, people through the viewing of buildings with



cultural atmosphere, to understand the city's regional culture, such as through the viewing of the Forbidden City complex in Beijing, understand the palace culture and imperial power culture in Beijing, through the viewing of the Shanghai Bund modern architectural complex, understand the Haipai culture, Economic culture of the Republic of China, through the viewing of Suzhou garden complex, understand the unique pavilion culture of Jiangnan. Commercial pedestrian street because of the collection of business, cultural tourism, leisure and entertainment and other functions, known as the "city living room", Shanghai Bund modern building complex is not only a world-famous commercial pedestrian street, but also a national historical and cultural street, a national key protected scenic spot, but also a must-visit place for tourists to visit Shanghai. Therefore, in the architectural design of Qianbei Pedestrian Street, the integration of Qianbei cultural elements can not only innovate the design style of the building, but also enrich the cultural connotation of the building, enhance the cultural heritage of the regional tourism building complex, vividly display the unique cultural charm of the Qianbei region, become an important city business card to attract tourists, form people's unique impression and memory of Qianbei, and enhance the experience of Qianbei city cultural tourism. A sense of belonging and identity to enhance the popularity of tourism in the Northern Qianbei region. Enhance the soft power of national culture

3.2 THE INTEGRATION OF QIANBEI CULTURE INTO THE COMMERCIAL PEDESTRIAN STREET BUILDING IS CONDUCIVE TO ENHANCING THE REPUTATION OF REGIONAL TOURISM

In the context of rural revitalization, cultural revitalization is the fundamental place of rural plastic surgery, and regional culture as the cultural heritage of rural areas, only by inheriting and developing excellent traditional regional culture and enriching regional cultural formats can we better improve the cultural quality, humanistic spirit and moral norms of the region, provide a good cultural atmosphere for the construction of spiritual civilization of regional tourism, and meet the spiritual and cultural needs of local residents and foreign tourists. Commercial pedestrian street is a place where local residents often shop, but also an important place for foreign tourists to sightseeing, the integration of Qianbei cultural elements into the architectural design of commercial pedestrian street is not only conducive to causing local residents to pay attention to their own Qianbei culture, but also to establish the awareness of the whole people to attach importance to and protect Qianbei cultural architecture, so that it can better inherit and develop Qianbei culture, and more benefits to make excellent Qianbei culture. Affect the cultural quality, humanistic spirit and moral accomplishment of local residents, enhance their spiritual civilization construction, fully stimulate and mobilize residents to participate in the creation of Qianbei Civilized City with the attitude of ownership, consciously become high-quality Qianbei city residents, lead by example, become the spokesperson of Qianbei culture, and then improve Qianbei City. The service image gives foreign tourists a better tourism experience and enhances the reputation of tourism in northern Qianbei.

3.3 INTEGRATING THE CULTURE OF NORTHERN QIANBEI INTO THE CONSTRUCTION OF COMMERCIAL PEDESTRIAN STREETS IS CONDUCIVE TO ENRICHING THE INDUSTRIAL CHAIN OF REGIONAL TOURISM

With the upgrading of people's tourism consumption, different tourists have different personalized tourism needs, which determines the development of regional tourism, not a single industrial development, but the comprehensive development of various industries, so how to use regional culture to promote the deep integration and development of various industries in the tourism area, through mutual promotion, promote the upgrading of tourism service industry, jointly meet the different consumption needs of different tourists, enhance the personalized experience of tourists, and further enhance the popularity and reputation of regional tourism. The tourism industry includes "food, accommodation, transportation, tourism agencies, shopping, entertainment, conferences, health, media and advertising industry, human resources, architecture, science and technology" and many other industries, the cultural elements of Qianbei integrated into the design of commercial pedestrian street buildings, can increase the interweaving and cooperation between these industries, form a more closely integrated tourism industry chain, to provide a rich and unified, complementary tourism experience. For example, the commercial pedestrian street takes "Qianbei culture" as the theme of architecture, and requires human resources enterprises to provide architectural talents who understand Qianbei culture, design a series of Qianbei cultural themes for architectural design, and accelerate various Qianbei cultural theme hotels, boutique homestays, rural inns and high-end chain brand hotels and other building complexes [2], and then let travel agencies, media advertising, transportation industry increase theme publicity, improve food, accommodation, shopping, entertainment and other supporting products and facilities containing Qianbei culture, so as to promote the development of related industries and enrich various industries, to promote the economic and social development of regional tourism.

3.4 INTEGRATING QIANBEI CULTURE INTO COMMERCIAL PEDESTRIAN STREET BUILDINGS IS CONDUCIVE TO ENHANCING THE BRAND EFFECT OF CULTURAL CITIES

With the continuous upgrading of the tourism industry, Qianbei needs to strengthen the development of high-quality tourism, integrate the rich and diversified cultural elements of Qianbei into the architectural design of commercial pedestrian streets, which is conducive to creating a high-quality commercial pedestrian street with rich regional cultural connotation and distinctive characteristics, improving the construction of commercial comprehensive supporting facilities, and promoting the professional development of tourism service levels, so as to effectively reverse the weak links, effectively supplement the tourism industry in Qianbei, and promote the synchronous development of the day economy and the night economy. Quickly crack the problems of "small, scattered and chaotic"



scenic spots in Qianbei Scenic Area, so as to improve the quality of cultural tourism development in Qianbei, meet the needs of various types of tourists such as "shopping, living, eating, traveling, entertainment, and culture", enhance the brand effect of The cultural name of Qianbei, and then drive the entire Guizhou to enhance tourism competitiveness and attract foreign tourists to the market. At the same time, the Qianbei Cultural and Commercial Pedestrian Street with unlimited potential can also radiate around, driving the development of cultural towns, theme parks, boutique guesthouses and scenic spots around Qianbei, promoting the transformation of Qianbei folk customs products, handicrafts and cultural products into cultural tourism commodities, creating a broader commercial agglomeration, and accelerating the integration of urban and rural areas The overall layout of development, so as to form a convenient and efficient tourism service network to drive, enrich tourists' tourism venues, and enhance the brand value of Qianbei Cultural City and Commercial Pedestrian Street.

4 THE IMPLEMENTATION PATH OF QIANBEI CULTURE INTO THE ARCHITECTURAL DESIGN OF COMMERCIAL PEDESTRIAN STREET

4.1 REFINE THE VIVID IMAGE OF QIANBEI CULTURAL ARCHITECTURE DESIGN SYMBOLS

Qianbei culture has a long history, rich resources and diverse forms, which is the development of cultural tourism in Qianbei region The root, to create a distinctive commercial pedestrian street building in Northern Qianbei, should adhere to the concept of coordinated development of material civilization, political civilization, economic civilization, ecological civilization and spiritual civilization, extract representative text, symbols, meaning symbols and other elements from the cultural materials of Northern Qianbei, combine the design concept of commercial trends, design it into a variety of vivid and specific modern symbols, design into the architectural space layout of commercial pedestrian streets, and enhance the differentiation and personalization of commercial pedestrian streets with a unique regional cultural image of Northern Qianbei. Eliminate its homogenization, enhance its incomparable historical value, humanistic value, landscape value and economic value, make its architectural form and space rich in symbolic symbols, let the limited commercial pedestrian street building street appearance derive unlimited image spiritual space, so that tourists can truly see and feel the specific, image, vivid and rich Cultural Scene of Qianbei in sightseeing and shopping, shortening tourists and Qianbei culture The sense of strangeness and distance enhances the sense of intimacy and interaction, and meets the diversified consumption and experience needs of tourists.

4.2 CREATE A COMMERCIAL PEDESTRIAN STREET COMPLEX WITH STRONG CULTURAL CHARACTERISTICS IN NORTHERN QIANBEI

Cultural and commercial pedestrian street is a collection of shopping stores, hotel residence, catering visits, sightseeing attractions and other integrated architectural groups, if you want to highlight the culture of Qianbei, these architectural groups must be unified around the theme of Qianbei culture, design architecture and transformation, constitute a complete and systematic tourism space rich in cultural significance of Qianbei, requiring the material of all buildings to be unified, the color is unified, the aesthetic is unified, It is highly unified with the regional characteristics of Qianbei, enriching the commercial forms in the region with the cultural and architectural elements of Qianbei, strengthening the deep integration between various tourism industries, and driving the tourism development of more industries. At the same time, the use of different Qianbei culture, but also in line with the different structural levels of consumers, the architectural group style design, so that the design of commercial pedestrian streets is more humanistic, such as in the same area to create two kinds of young and aging on the pedestrian street, young pedestrian street to highlight the novelty, fashion, uniqueness and entertainment of Qianbei culture, the aging pedestrian street highlights the leisure, taste, Spirituality, nostalgia, etc., to further accurately meet the individual needs of tourists of different structures.

4.3 IMPROVE THE PUBLIC SUPPORTING FACILITIES OF THE QIANBEI CULTURAL AND COMMERCIAL PEDESTRIAN STREET

Tourists in Qianbei Cultural Pedestrian Street to do as they please sightseeing and shopping, need a large number of public facilities, to serve the needs of tourists to stop and go, and as far as possible to attract tourists to stop and relax, extend the comfortable rest time, create opportunities for tourists to contact and learn more about Qianbei culture and stories, so as to produce a better tourism experience, strengthen the culture of Qianbei and thus deepen the impression of cultural tourism. The use of Qianbei cultural elements, to create interesting, easy to identify and remember, eye-catching commercial pedestrian street building public supporting facilities, help to create a richer and better tourism environment image, enhance the cultural and artistic charm and personality characteristics of Qianbei Commercial Pedestrian Street, such as the use of Qianbei Mulao ethnic pastoral songs, love song music symbols to design pedestrian street street lights, lawns, faucets, billboards and other signs, Ding Weng Luo, Matsuri Dance and other dance patterns to design flower beds, fountains, Sculptures and other logos fully reflect the artistic beauty, cultural orientation, customs and customs of Qianbei culture, life atmosphere, etc., improve the humanized landscape facilities of Qianbei Commercial Pedestrian Street, and promote the understanding and memory of tourists' heavy cultural diversity in Qianbei.

In short, the cultural tourism commercial pedestrian street is the most important direction of the current urban tourism industry upgrading and transformation, which can not only display a variety of urban landscapes, promote the prosperity and development of social economy, but also experience a rich and thick cultural heritage, thereby improving the image of the city and the quality of cultural tourism, so Qianbei Commercial Pedestrian Street should actively integrate the cultural elements



of Qianbei to the soft power of Qianbei cultural architecture. Promote the development of regional cultural tourism in northern Qianbei and enhance economic and social benefits.

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