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## **PROJECTS IN THE FIELD OF CULTURAL TOURISM MADE BY «SHAANXI CULTURAL INDUSTRY INVESTMENT GROUP»**

Cultural tourism not only promotes the development of the local economy, but also enhances cultural heritage and social cohesion, and serves as a bridge for international exchanges, promoting understanding and respect among different cultures. Cultural tourism attracts tourists by showcasing and experiencing local cultural features, such as historical sites, art performances and festivals, thereby driving the development of related industrial chains, including hotels, restaurants, transportation and retail. In addition, cultural tourism raises public awareness of cultural heritage protection and promotes the preservation and dissemination of cultural diversity. As an important birthplace of Chinese history and culture, Shaanxi is rich in cultural heritage and tourism resources, such as the Terracotta Warriors and Horses, Mount Hua, and the Ancient City Wall of Xi'an, etc. These resources provide unique conditions for cultural tourism. The Shaanxi provincial government has given greater policy support and investment to the cultural tourism industry, which provides a good background for studying the policy environment and development opportunities of the cultural tourism industry. As a leading local cultural tourism enterprise, Shaanxi Cultural Industry Investment has a development model and management experience that may serve as a model for cultural tourism enterprises in other regions and has unique practices and experiences in the innovation of cultural tourism products and services, which are valuable for understanding the development trend and success factors of cultural tourism.

The purpose of this research paper is to explore Shaanxi Cultural Industry Investment Group in the field of culture and tourism and how these projects promote the local economy, enhance cultural heritage preservation, improve social cohesion, and serve as a bridge for international exchange. The study aims to gain insights into the group's development model, management experience, and time spent on innovation in its cultural tourism products and services, so as to serve as a reference for cultural tourism enterprises in other regions

Shaanxi Cultural Industry Investment Holding (Group) Co., Ltd (referred to as "Shaanxi Cultural Investment Group") was established in June 2009, is a large-scale state-owned cultural enterprise in Shaanxi Province, and is an important market platform for Shaanxi to implement the strategy of "cultural province". After fourteen years of development, the total assets of Shaanxi Cultural Industry Investment Group have reached 27 billion yuan, and it has built up an industrial layout with film and television production, cultural tourism and cultural finance as its core businesses, supported by art and culture, cultural media and cultural science and technology, and has become one of the state-owned cultural enterprises in China with the most clustering advantages and development vitality [1].

With the corporate mission of "bringing Shaanxi culture to the whole country and Chinese civilization to the world" and the development orientation of "excavating the contemporary value of history and culture, exploring the modern expression of traditional culture, building a market platform for Shaanxi culture, and promoting the international dissemination of Chinese culture", Shaanxi Cultural Industry Investment Group has won more than 70 honors, including China's top 100 tourism investment enterprises, China's best tourism investment institutions, and the most valuable brand culture enterprises [1].

Shaanxi Cultural Investment Group has invested in and co-produced more than 100 films and TV dramas, and won the "National Five One Project Award", "Flying Apsaras Award", "Golden

Eagle Award", "Silver Bear Award", "Golden Eagle Award", "Silver Bear Award" and "Silver Bear Award". Golden Eagle Award", "Silver Bear Award", "Golden Horse Award", "Golden Angel Award" and other awards. More than ten TV dramas have landed on the CCTV prime time slot, and more than forty of them have been broadcasted on national first-tier satellite TV and video websites [1].

Shaanxi Cultural Investment Group promotes the deep integration of culture and tourism development, the development and construction of Chang'an Twelve Hours Theme Block, Zhaojin Red Tourism Town, Yan'an Zaoyuan Cultural Square, Hancheng Ancient City Historical and Cultural Scenic Spot, Ankang Yinghu Eco-tourism Scenic Spot, and the Yellow Emperor Mausoleum Cultural Park of the Hall of the First Ancestors of China have become a new hotspot for culture and tourism in the country. With its unique charm and expression of Tang culture and rich and diversified experience modes, the project has received wide attention from all walks of life. The project digs deep into the cultural value and carries the tourists' yearning for the "human atmosphere" of Chang'an in the Tang Dynasty in a limited space, and has become a phenomenal high-quality product of the national culture and tourism industry. The company has participated in the construction of the Shaanxi Archaeological Museum and the Xi'an Branch of the National Museum of Publications, built and operated the Tongwancheng National Archaeological Site Park, and is promoting the large-scale high-tech immersive cultural and tourism performance "Great Qin" [2].

Shaanxi Cultural Industry Investment Group's industrial layout is divided into six segments, they are film and television production, cultural tourism, cultural finance, arts and culture, cultural media and cultural business. "Zhi Zao Tang Chao" led by Huaxia Wenchuang, Jordan Sports joins hands with Shaanxi History Museum to create the theme art runway show event [3], the theme of the event intends to combine elements of the Tang Dynasty with high-quality fashion apparel, and by authorizing the IP of the Shaanxi History Museum to national brands, it opens up a new trend of combining business and culture, so that history can be integrated into modern life in a new form. The "Hua Wu Da Tang" runway show, which also incorporates elements of the Tang Dynasty, through the four chapters of "The Fair Chang'an", "The Makeup of Wind", "The Decoration of Elegance" and "The Language of Ode" [4] is a dynamic and static cultural and creative show that fits the modern aesthetic, various styles of Tang-style costumes dazzled the audience, fully demonstrating the era of fashion behind the costumes.

Regarding the cultural tourism sector, Shaanxi Cultural Industry Investment Group invested in seven projects, encompassing six cities, they are Xi'an, Yan'an, Hancheng, Zhaojin, Yulin, Ankang [5]. The hottest is the "Chang'an Twelve Hours", China's first immersive Tang-style city culture and life experience neighborhood, injecting the IP and Tang culture content related to the TV series "Twelve Hours of Chang'an", the original art team of the movie and TV series designs and produces the whole production, combining the original plot, characters, props and scenes, constructing an all-tangible experience scene space. It is a brand-new business form that covers the whole Tang space, Tang style marketplace experience, theme immersion and interaction, Tang music and dance performances, and cultural, social and leisure activities [6]. It allows visitors to experience the great Tang Dynasty and interact with dozens of NPC (non-player character) actors, where they can also taste more than 100 kinds of the most original and complete Chang'an food snacks.

There are two other cultural tourism projects in Xi'an, namely the Shaanxi Archaeological Museum and the "Great Qin" performing arts project [5]. Shaanxi Archaeological Museum was established and constructed by Shaanxi Provincial Shaanxi Archaeological Museum project is a thematic large-scale museum built on the basis of nearly 60 years of archaeological excavation work and more than 200,000 pieces of cultural relics collection of Shaanxi Archaeological Research Institute, integrating archaeological scientific research, protection of cultural relics, education and display, and

cultural industry, and together with the renovation project of Beilin Historical and Cultural Neighborhood and the renovation project of the cultural and scenic area of the Mausoleum of Qin Shihuang Emperor, the project is regarded as one of the three major key projects of the cultural relics system of Shaanxi, and it will all-roundly build a new image of Shaanxi's cultural relics province, improve the cultural charm of Shaanxi's cultural relics province, and enhance the cultural influence of Shaanxi's cultural relics province [7]. Bureau of Cultural Relics and Shaanxi Provincial Archaeological Research Institute, with the full participation of Shaanxi Cultural Industry Investment Group in program demonstration, exhibition planning, tourism planning and construction operation, the project includes the museum display area, the archaeological center of cultural relics protection science and technology, the information center, the archaeological academic center, the administrative and scientific research office building, the logistic support building, as well as the outdoor cultural relics display area, the tomb restoration area, the public simulation of the archaeological area and other functions and facilities. The "Great Qin" is a high-tech immersive soundscape, telling the historical story of the Qin people's struggle, the rise of Qin, and the unification of China, creating a new landmark in Xi'an, a new business card for Shaanxi culture, and a new benchmark for cultural tourism across the country.

Yan'an is a famous red revolutionary base in China, the starting point and landing point of the Chinese revolution, and also the city with the largest preservation scale, the largest number and the most complete layout of old sites among the cities of Chinese revolutionary bases, it is one of the three major educational bases for patriotism, revolutionary tradition and Yan'an spirit in China. In Yan'an, they founded the first red-themed cultural theme park in China named "Yan'an 1938", it was one of the top ten key cultural projects in Shaanxi Province in 2012 [8]. By deeply interpreting and expressing the society, life and culture of Yan'an during the revolutionary period, fully excavating the modern spirit and contemporary value of Yan'an's red revolutionary culture, historical culture and folk culture, and integrating them into the systematic functions of modern culture and tourism, we will make every effort to create a new landmark of red revolutionary cultural experience area and culture and leisure that combines red revolutionary tourism, cultural experience, leisure and vacation, performing arts and entertainment, and fashionable consumption.

"Aryan's Long March" is also a cultural tourism project invested by Shaanxi Cultural Industry Investment Group, it's based on a true story from the Long March, Concentrated through the Battle of Xiangjiang River, Zunyi Conference, crossing the Dadu River, taking the Luding Bridge, climbing the snowy mountains, crossing the grasslands and other major typical events in the Long March, through the perspective of the boy A Liang, tells the great story of the Long March. At the same time, the introduction of the world's top "4DX + China Giant Screen" [9] equipment and technology, to create a "visual 3D + kinetic experience" of the "Road of the Long March" 4D video show, so that the audience feels as if they were in the real world. The audience seems to be in the realm, "experiencing" the baptism of war, experiencing the extraordinary courage of the Red Army inspired by the desperate situation, bringing a very impactful shocking experience and spiritual baptism.

Hancheng has a long history, having existed during the Xia Dynasty. "Hancheng Ancient City Shiji Cultural Neighborhood" is a cultural and experiential neighborhood integrating culture, tourism and leisure with Ming and Qing cultures as the main elements [10]. It involving more than 10 types of business such as restaurants, inns, bars, folk crafts, it is a high-end quality, industry-rich, unique style of cultural tourism experience-oriented neighborhoods. The Folk Museum is another cultural tourism project invested in Hancheng. It is a collection of the history and folk culture of Hancheng, composed of three courtyards, one shrine and one theater building, Ming and Qing Dynasty style. Inside the museum, thousands of exhibits and many clay sculptures are used to show the marriage, culture, education and living customs of Hancheng. In addition to these, there is also the Sanshe

Mansion project, which is a small complex of inns, restaurants and lounges. There also have a commercial district that fully reflects Dongfu's (eastern Shaanxi) food culture.

In Yulin, Shaanxi Province, the Tongwancheng National Archaeological Site Park here is the site of the capital city of the Daxia Kingdom founded by Helian Huo, the leader of the Tiefu tribe of the Xiongnu during the North and South Dynasties period, it is also the only traceable site of the capital city of the Huns in the long history of mankind. This project is based on the historical pattern of the site as the main axis, covering cultural relics protection, cultural display, tourism, ecological conservation, urban and rural integration and other forms of business [11].

Another cultural and tourism investment in Yulin is "Elm Creek Place Water Showplace" (Elm Creek Place Theater) is located in the heart of Elm Grove City, it has a large-scale live stage show and a large-scale musical fountain [12].

Zhaogin's International Ski Resort, Red Revolutionary Tourism Town, and Cultural and Creative Neighborhood, and Ankang's Cuiping Island Water Sports Center, Yinghu Scenic Area, Yinghu Hotel, and Yingjia Inn, are all cultural and tourism projects that Shaanxi Cultural Industry Investment Group has invested in with all its heart [5].

Shaanxi Cultural Industry Investment Group has deeply explored Shaanxi's rich historical and cultural resources, combined traditional and modern artistic performance forms, and created a series of artistic works with strong local characteristics and cultural heritage. These works not only showcase Shaanxi's history, culture and folklore, but also bring the audience a new audio-visual experience through modernized stage technology and performance techniques.

Shaanxi Cultural Industry Investment Group focuses on innovation and diversification of artistic performances. The Group's artistic performance team actively explores new forms and contents of performance, integrating various art forms such as opera, song and dance, drama, etc., and has created a series of innovative and contemporary art works. While maintaining the essence of traditional culture, these works are also infused with modern aesthetic elements, making the artistic performances closer to the needs of modern audiences.

Shaanxi Cultural Industry Investment Group also focuses on the market-oriented operation of artistic performances. The Group actively promotes its performing arts works and expands its market influence by organizing various art festivals, performance seasons and other activities. At the same time, the Group also cooperates and exchanges with well-known cultural institutions and art groups at home and abroad, introducing excellent art works and performance teams to enrich Shaanxi's cultural market.

Shaanxi Cultural Industry Investment Group undertakes the mission of inheriting and promoting Shaanxi culture. The Group delivers the essence of Shaanxi's culture to a wider audience and enhances the popularity and influence of Shaanxi's culture through a variety of forms, including artistic performances. At the same time, the Group also actively participates in cultural public welfare undertakings, making positive contributions to promoting the prosperity of Shaanxi's cultural undertakings.

The characteristics of Shaanxi Cultural Industry Investment Group in the field of art performance are mainly reflected in the deep excavation of historical and cultural resources, emphasis on innovation and diversification, market-oriented operation, as well as the inheritance and promotion of Shaanxi culture. These features have enabled Shaanxi Cultural Investment Group to make remarkable achievements in the field of arts and performance, and have also made important contributions to promoting the prosperity of Shaanxi's cultural industry.

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