

ORIGINAL RESEARCH ARTICLE

Study on the development path of cultural tourism resources in Balikun reclamation

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ABSTRACT

Balikun, known as the mother place of Han culture in Xinjiang, has rich cultural tourism resources and a good foundation for tourism development. It is one of the first counties to enter the list of national global tourism demonstration areas. Based on the analysis of Tunken culture and its tourism nature, this paper defines the concept of Tunken cultural tourism resources, and further excavates, classifies and analyzes the characteristics of Balikun Tunken cultural tourism resources. Based on the realistic basis of Balikun tourism development, this paper explores the realization path of the development of cultural tourism resources in Balikun from the perspective of global tourism.

Keywords: reclamation of cultural tourism resources; Balikun; global tourism; create path

1. Research background

The long history of reclamation gives Balikun county a distinctive cultural character and mystery. As the hub connecting the Central Plains and the western regions, Balikun is a place that military strategists of all dynasties must contend for. It is an early and large-scale garrison place of the central government, which has always been under the control and management of the central government. According to the county annals, in the first two years of Emperor Xuan of the Han Dynasty (72 BC), officers and soldiers had entered Balikun to garrison. At the end of Sui Dynasty, it has become an important town of the new North Road of the silk road. During the Tang Dynasty, Balikun became an important base for farming and animal husbandry.

According to textual research, the ancient city of Dahe (a national cultural relics protection unit) in Dahe Township, Balikun is the “ganluchuan” where Yiwu army stationed in the Tang Dynasty. In the Yuan Dynasty, Balikun cultivated fields in balihang province. In the mid Qianlong period of the Qing Dynasty, the central government carried out large-scale reclamation in Balikun. The Han Army and people from all over the country have formed a distinctive reclamation culture through the continuous integration with the grassland culture of the western regions in the production and life practice of Balikun. With the continuous inheritance and development of generations of immigrants, it has formed a profound cultural accumulation, rich folk customs and numerous reclamation sites. It is a living history museum. Rich historical relics and distinctive cultural characteristics are important

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resources for Balikun tourism development. After years of tourism development, Balikun county was rated as a national 4A-level scenic spot in 2008 and became a strong tourism county at the level of autonomous region.

In order to comply with the development trend of tourism from a single “scenic spot” to an overall “global”, in 2016, the National Tourism Administration launched the creation of global tourism demonstration areas to build a tourism development pattern. Balikun County, as one of the first batch of units to establish the demonstration area, based on its excellent natural environment such as grassland, mountains and lakes, how to make full use of all kinds of reclamation cultural tourism resources in the whole region to create a comprehensive tourism destination with rich connotation, prominent image, complete basic service facilities and rich tourism formats is the main goal of its tourism development.

2. Classification and characteristics of Balikun Tunken cultural tourism resources

2.1. Reclamation culture and its tourism nature

Reclamation is a kind of land system, which is called “reclamation system” in history. It is known as the three major land systems in ancient China together with the well field system and the equal field system^[1]. Zhang believes that reclamation is a reclamation and border defense activity carried out by the army and residents directly organized by the state, and includes the reclamation behavior of mainland immigrants under the guidance of reclamation policy. Its main function is to serve the border defense^[2]. Reclamation culture is a cultural phenomenon accompanied by reclamation activities and practice. Wang and others believe that the reclamation culture has the distinctive characteristics of “a high degree of patriotism, a strong sense of pioneering and enterprising, and an eclectic spirit of embracing all rivers”. Sun proposed that the

reclamation culture is a unique and colorful culture in the world. The author believes that the reclamation culture refers to the cultural system with unique connotation formed by the reclamation immigrants, as the cultural carrier, who brought their native culture into Xinjiang since the reclamation practice of the central government in Xinjiang in the Han Dynasty. In the process of communication with each other and local residents, and in the process of adapting to the natural and social environment of Xinjiang, they formed through continuous collision, integration and change. It is an integrated regional culture characterized by Chinese culture.

Due to its unique geographical location and numerous ethnic minorities, Xinjiang’s reclamation culture is unique. Xinjiang’s reclamation culture is rich in connotation. It shows the non-material landscapes such as the life style, value orientation and management system of the reclamation area from all levels, as well as the rich material landscapes such as various reclamation sites, relics, ancient cities, buildings, modern cities, farms, cultural relics treasures and works of art. It has immeasurable historical value, cultural value and spiritual value. Reclamation culture is the culture accumulated by the military and people guarding the border and guarding the country for a long time in a specific area. As the only Xinjiang that maintains the corps system at present, reclamation culture can continue to inherit and continue here, forming independent characteristics and charm. Stimulate the curiosity of tourists and arouse tourism interest and motivation. The tourism development of Tunken culture is the process of transforming Tunken culture and various heritages into tourism products after design and production. In order to become a type of tourism resource that can be exploited. Firstly, the culture of Tunken should be able to provide tourism activities for travelers. Secondly, tourism is attractive. Thirdly, achieve certain economic, social and environmental benefits. Reclamation culture and heritage have the characteristics of nationality, regionality, inheritance and variability, which are the necessary factors for its tourism attraction. Xinjiang reclamation culture and heritage is a humanistic

phenomenon with strong regionality, obvious characteristics and rich content, which makes the material and intangible landscape of reclamation culture have strong uniqueness and diversity.

2.2. Classification of cultural tourism resources in Reclamation: A case study of Balikun

There are still many disputes about the connotation and extension of tourism resources in academic circles. The National Tourism Administration on tourism resources refers to “the general name of all things and factors in nature and human society that can attract tourists, develop and utilize tourism, and produce economic, social and environmental benefits”. Tourism resources include natural and social factors, as well as, tangible material landscape and spiritual civilization. On this basis, according to the obvious humanized characteristics of the reclamation cultural tourism resources, the author believes that the reclamation cultural tourism resources in Xinjiang refer to all the reclamation historical and cultural relics and social and cultural phenomena that can reflect the garrison history of Xinjiang and display the achievements of reclamation civilization, have tourism attraction, stimulate tourists’ tourism motivation and make use of for tourism since the Han Dynasty.

The classification and evaluation of tourism resources is the basis and premise of tourism development and management. Therefore, it is very necessary to classify the cultural tourism resources.

At present, the national standard of classification, investigation and evaluation of tourism resources (GB/t189722003), which is widely used in tourism classification, is more suitable for the evaluation of natural tourism resources. For the evaluation of cultural tourism resources with prominent single characteristics, the score is often low, resulting in the low resource evaluation level of some cultural tourism resources with distinctive characteristics^[4]. Xu, Hu and Zhou^[4] integrated the classification scheme of intangible cultural heritage should be based on the national standard (four categories including ruins, buildings and facilities, tourism commodities and cultural activities), added relevant subcategories of cultural activities, and formed a relatively perfect classification system of cultural tourism resources. According to the classification system, this paper deeply excavates and counts the cultural tourism resources of Balikun Tunken, and classifies the tourism resources monomer. There are 4 main categories, 11 subcategories and 45 basic types. The detailed results are shown in **Table 1**.

2.3. General characteristics of Balikun reclamation cultural tourism resources

Abundant cultural relics and high historical and cultural value.

Balikun county has the largest and best preserved ancient city site in Hami area, the old city of Dahe (a national key cultural relics protection unit). With a history of more than 200 years, the an-

Table 1. Types of cultural tourism resources in Balikun reclamation

Main class	Subclass	Basic type	Resource monomer
E ruins	EB sites of socio-economic and cultural activities	EBH beacon	There are 74 beacon towers in kuisu tower, agale beacon tower, shuangdunzi beacon tunnel, Qidun beacon tower, Santanghu beacon tower and Zhonghu village beacon tunnel
		EBF abandoned city and settlement relics	Dahe Tangcheng, Mucheng, Seoul in the Qing Dynasty, Mancheng
		EBE traffic Heritage	New North Road of the Silk Road
		EBC abandoned temple	Confucian temple, Guandi temple, Guanyin temple, Nanshan Temple
F buildings and facilities	FA comprehensive humanities tourist destination	FAB recreation and leisure resort	Lanzhou Wanzi farmhouse scenic spot, lujiashuang ethnic style park, gaojiahu original ecological farmhouse scenic spot, Sunshine Paradise, Jianshanzi, changjiashuangzi and Hanjia
		FAD Garden Recreation Area	Zhuangzi, Zhonghu village, Chahaquan village and other characteristic tourist villages pulihai Grand View Garden

Table 1. (Continued)

Main class	Subclass	Basic type	Resource monomer
F buildings and facilities	FA comprehensive humanities tourist destination	FAE cultural venues	Balikun cultural center, township cultural station and village cultural room
		FAF construction project and production site	Balikun ancient granary
		FAI military sightseeing site	Yue Gongtai
		FAJ border port	Laoyemiao port
	FB single event venue	FBB worship venue	Dizang temple, Xiangu temple, Sun Bin Temple
		FCH (forest)	Baoan stele, funing'an stele, Jiang xingben stele and Ren Shangbei stele
		FCK architectural sketch	Statue of Yue Zhongdi
	FD residence and community	Traditional and local architecture	Wang's sanhuaitang ancient folk house, Kui Shunhe ancient folk house, camel merchant Liu's house, Lanzhou Bay Ni's house
		FDB characteristic streets and alleys	Balikun food street, Han Culture Street, ancient folk house Street, etc.
		FDC characteristic community	Lanzhou Wanzi Village
		FDD celebrity former residence and historical Memorial Building	General Wang Shangui's ancient residence
		FDE Academy	Songfeng Academy
		FDG guild hall	Shaanxi guild hall
		FGD embankment section	Chahaquan Karez in Qing Dynasty
G tourism commodities	GA local tourism commodities	GAA dishes diet	Eight bowls of mutton stewed cake, wormwood noodles and Balikun earth mat
		GAB agricultural, forestry and livestock products and products	Balikun horse, camel and Huaqi brand "Tianshan strange milk", kunmu brand bacon and flavor beef, Yihe lvkun organic cauliflower and Yihe lvkun organic lettuce, Jersey brand Tianshan wild mushroom, Jersey brand potato vermicelli, powder, crystal powder, Jiuhu brand pickled vegetables (gift box), etc
H cultural activities	Ha personnel records	HAA characters	Ban Chao, a famous general of the Eastern Han Dynasty, Pei Cen, the governor of Dunhuang, Jiang xingben, a general of the left tunwei of the Tang Dynasty, Yue Zhongqi, a great general of Ningyuan, and funing'an, a famous general of the Qing Dynasty
	HB Art	HBA literary and artistic group	More than 30 social fire performance teams, including nanyuanzi village, and Xinjiang song performance team in Puxi opera park
		HBB literary and artistic works	Xu Xuexi's works such as the heavy countryside in the Far West
	HC folk customs	HCA local customs and folk etiquette	The custom of praying for rain in agricultural production, the custom of animal husbandry production, the custom of seeking children, the custom of marriage and funeral, the custom of building a prosperous fire in the Spring Festival, the custom of guessing boxing and drinking alcohol, and the custom of running legs frequently during the Qingming Festival
		HCB Folk Festival	New year's day, Spring Festival, Shangyuan Festival, sky mending day, February dragon head Festival, spring club and Qingming Festival; "Langyuan Festival", Dragon Boat Festival, temple fair on June 6, Qiqiao Festival, Zhongyuan Festival, Mid Autumn Festival, cold food festival and winter solstice festival Laba Festival, zaotu Festival, etc.

Table 1. (Continued)

Main class	Subclass	Basic type	Resource monomer
H cultural activities	HC folk customs	HCC folk performing arts	Xinjiang Xiaoqu, Yangko, waist drum, Shehuo (City God leaving the house, naoge, lifting the pavilion, spring cattle, two ghosts wrestling, snipe and clam fighting, marriage, etc.), folk flower playing, Qin opera, crumbling households, stilts, etc.
		HCE religious activities	Buddhist and Taoist activities
		HCF temple fair and folk assembly	Temple fair on June 6
		HCG diet custom	Give each other apricot skin rice at the winter solstice, eat sheep's head on February 2, eat meat and cake on January 20, hang meat bags high and dig deep pits, store well, be good at all kinds of pasta, pepper, Artemisia and other wild vegetables
		HCH special clothing	Scarf, leather board, leather coat, leather pants, nest pants, blanket raincoat, leather shoes
	HD modern festival	HDA Tourism Festival	Besides the ice and snow Cultural Tourism Festival and the Silk Road Cultural Tourism Fair, there are food festivals, tourism commodity exhibitions and "Balikun gift" selection activities, and Garden Township Rose Festival
		HFA national languages and dialects	Northern part of lanyinguan dialect of Xinjiang Dialect
	HF national language and oral literature	HFB myth	The legend of Yue Zhongqi and the legend of fan Lihua, such as Nuwa mending the sky and the earth, the origin of "jingerquan", Baima fishing the reins and building a snake wall, etc.
		HFC legend	"Hard work makes a good day", "don't pull the show when you should be asked", "waist tripping and folding", etc.
		HFD story	"Journey song (minor)" and other details are shown in "Chinese ballad integration Xinjiang volume Balikun sub volume"
		Ballad HFE	"The flame of revenge"
		HFG long poem	"There are thousands of cylinders of oil at home, without double twisting head", "honey on the mouth, stabbing the nest in the heart", "the water in the sea doesn't dry, and the knowledge in the stomach is not satisfied". For details, please refer to the volume of Chinese proverbs in Xinjiang - volume of Balikun hasa sound Autonomous County edited by Xu Xuecheng
		HFH proverb	Ban Chao, a famous general of the Eastern Han Dynasty, Pei Cen, the governor of Dunhuang, Jiang xingben, a general of the left tunwei of the Tang Dynasty, Yue Zhongqi, a great general of Ningyuan, and funing'an, a famous general of the Qing Dynasty
		HFI riddle	Lantern riddles, language fans
	HG traditional skills	HGB process and handicraft	Han nationality "felt technology", Han nationality clay sculpture, paper cutting, traditional manual oil pressing technology and traditional pea powder making technology
HI folk beliefs	HIB secular belief	God of heaven and earth, God of stove earth, God of earth, God of door, goddess of mercy, God of joy, God of evil, etc.	
	HIC ancestral beliefs	Sacrifice to ancestors	
	HID witchcraft and taboos	Witchcraft such as expelling epidemic diseases, watching Feng Shui, moving the earth, thanking the earth, calling the soul, winning, chopping chickens and so on; Gender, marriage and funeral, no needlework, no wedding ceremony at the age of (the 20 th day of the first month) No holes and other taboos	

cient city of Balikun, the two cities of earth ramming, Han and man in the Qing Dynasty. There are the largest ancient Temple community in Xinjiang,

including dizang temple, Xiangtu temple and the Royal granary of the Qing Dynasty. There are eight steles in the Han, Tang and Qing Dynasties, the most

famous of which are Peicen Jigong stele in the Han Dynasty and rensang stele in the Eastern Han Dynasty. There are more than 70 beacon towers stretching more than 200 kilometers built in the Tang and Qing Dynasties. An ancient folk house street is represented by Wang's Sanhuai hall ancient folk house. In 1825, the first Chaha spring Karez in Hami was excavated. There are more than 70 county-level cultural relics protection units such as General Yue's commanding platform. All show that Balikun has accumulated profound cultural heritage and has a strong attraction to Xinjiang reclamation culture, silk road culture, western region culture and religious culture lovers.

Unique and rich cultural folk customs

As the main channel of the ancient Silk Road, the unique and rich folk customs of Tunken culture have formed a unique style of Tunken culture with the blending, collision, convergence and precipitation of the mainstream culture of the Central Plains and the local culture of the western regions. Since the establishment of Balikun Seoul in the Qing Dynasty for more than 200 years, soldiers and civilians from all over the country, especially from Shaanxi and Gansu, have gathered here with their own living customs and ideas. Under the unique natural environment and resource conditions of Balikun, a lifestyle and customs originating from the mainland but not completely equivalent to the mainland have been formed. The customs and habits of the Han nationality in the Yellow River are rich in content. They not only absorb the essence of many local customs in the Yangtze River Valley, but also reflect the economic, social and cultural development of the country. Many customs have disappeared in the mother place of origin, but they can still be tenaciously preserved in Balikun. They have become an important form and part of Han culture in Xinjiang, showing a unique cultural landscape. For example, kuisu Town, which is unique in local traditional arts and national culture such as singing and dancing, social fire and playing and singing, was named "hometown of Chinese folk culture and art" by the Ministry of Culture^[5].

Rich intangible cultural heritage rich and high artistic value

The profound cultural accumulation breeds a rich intangible cultural heritage. At present, Balikun has one national intangible cultural heritage project and fifteen autonomous region level intangible cultural heritage projects. Among them, Xinjiang tune (commonly known as "small tune"), as a local folk art handed down by word of mouth in Balikun, was identified as the first batch of national intangible cultural heritage expanded list by the State Council in 2008. The City God's going out of the house, Nao Pavilion, lifting Pavilion, spring cattle, two ghosts wrestling, snipe and clam fighting, marriage and other social fires have been identified as the intangible cultural heritage list of the autonomous region. Both Xiaoqu and Shehuo are cultural phenomena with distinctive regional characteristics formed by the integration of Han culture and Xinjiang local grassland culture. Xinjiang Quzi is a local opera form formed by Shaanxi "Quzi", Lanzhou "guzi", Qinghai "Pingxian" and folk songs and folk songs from Northwest China. Influenced by Balikun dialect, it integrates Balikun Han, Kazakh and Mongolian music art. Balikun's social fire performance is a folk entertainment activity that absorbs local Mongolian and Kazak music, song and dance elements on the basis of the Han culture of reclamation immigrants. In addition, Balikun's rich collection of myths and legends, ballads and stories, lyrics, riddles and jokes and other oral literature will become an inexhaustible treasure house for the development of tourism resources.

3. Realistic basis of Balikun tourism development

3.1. The development of scenic spots and scenic spots is relatively mature and has the embryonic form of global tourism development

With 14 square kilometers of Balikun ancient

city scenic spot, it is a 4A-level scenic spot jointly declared by the county and the surrounding famous natural and cultural scenic spots. As a comprehensive scenic spot with various resources, it has a good development foundation and relatively complete tourism infrastructure. Therefore, on the basis of the current 4A-level, improve the comprehensive management level, strengthen the urban landscape characteristics, take the town and its surroundings as a unified whole, carry out tourism planning and infrastructure construction, enhance the overall attraction of the region, expand the relevance of the tourism industry, and realize comprehensive service economy and repeated leisure consumption. With the material and policy support provided by the establishment of the global tourism demonstration area, and under the background of new urbanization and beautiful rural construction, the construction of the whole town according to the standard of 5A-level scenic spot is completely feasible to realize the global landscape.

3.2. The tourism environment has been greatly improved, laying the foundation for the development of tourism in the whole region

Firstly, the accessibility of tourism resources has been continuously improved. The double track of Lanzhou-Xinjiang Railway runs through the whole territory of Hami. The opening and continuous speed increase of Urumqi Hami bullet train accelerate the construction of a 24-hour tourism circle in Hami and Turpan. The departure of Beijing-Hami-Turpan and Beijing-Hami-Shihezi routes will help form a new model for the tourism development of Hami and bring opportunities for the tourism development of Balikun, which can develop more tourism products.

Secondly, the construction and reception capacity of scenic spots have been continuously strengthened. At present, it has invested in building a new Pu Grand View Garden, repairing and building an old oil workshop in Dahe Town with a history of more than 100 years and complete preservation. A

number of cultural relics protection projects such as SONGFENG academy, granary of the Qing Dynasty and ancient city wall have been implemented. In recent years, the tourism reception capacity has also been further improved, with more than 150 catering outlets, 48 large and medium-sized guest houses, hotels and family tourism reception points, and 2161 reception beds, meeting the current tourism reception needs.

Thirdly, strengthen the governance and overall rectification of the tourism consumption environment. In order to ensure a safe and reassuring consumption environment for tourists, a series of measures have been taken. First, comprehensive improvement and special inspection of catering and other service industries have been carried out to find out the main problems of current tourism services; second, strengthen the improvement of the quality of service personnel in catering and accommodation industries such as hotels and farmhouses, implement a variety of industry training measures, reward the advanced, and promote the improvement of industry service awareness and level; third, help the county's "farming (animal husbandry) Jiale" complete the software and hardware upgrading and improve the reception facilities.

3.3. Strong awareness of tourism development is a strong driving force for tourism construction in the whole region

Firstly, capital is the key factor and absolute guarantee for tourism development. At present, Balikun county has set up special funds for tourism development for planning, tourism service infrastructure, publicity and promotion, talent training and other aspects.

Secondly, the *Implementation Opinions on Accelerating the Development of Tourism Commodities in Autonomous Counties, Implementation Plan on Improving the Development of Agriculture, Animal Husbandry and Family Entertainment in Autonomous Counties, Incentive Measures for Tourism Promotion in Autonomous*

Counties and other tourism related policies were issued to promote the standardized and rapid development of tourism.

Thirdly, take advantage of the Tourism Festival platform to improve tourism popularity. Balikun already has brand tourism festivals such as ice and snow Cultural Tourism Festival and Silk Road Cultural Tourism and sightseeing fair. In addition, food festival, tourism commodity exhibition, “June 6” temple fair and other activities are carried out to fully display Balikun’s excellent natural landscape, food culture with regional characteristics, Buddhism and Taoism culture, so as to enhance Balikun’s tourism popularity and influence.

4. From the perspective of global tourism, the development and realization path of Likun Tunken cultural tourism resources

Li and Zhang put forward the basic framework for promoting the development of global tourism from the perspectives of all factors, all industries, all processes, all directions, all time and space, all society, all sectors and all tourists^[6]. Some scholars such as Lv, Li and Han have conducted case studies on the leading areas of global tourism construction to improve and refine the modes and Countermeasures of global tourism development. At the same time, the state has established a quantitative index system for the content, objectives and acceptance standards of global tourism construction, which has certain guiding significance for local global tourism construction. However, in the actual promotion of tourism reform, in addition to following the general principles and absorbing the development experience of other advanced regions, Balikun should combine its own tourism development foundation, highlight the characteristics of cultural tourism resources and explore the road of characteristic global tourism development.

4.1. Transformation of government management mechanism

In the context of global tourism construction, it is unrealistic to rely solely on the promotion of the tourism sector. As a comprehensive industry with “high relevance and wide coverage”, we must rely on the overall promotion of the party and government to form a situation of “comprehensive industry”. According to the previous experience of tourism management, if a region wants to make a difference in tourism development, it must be grasped by the main leaders of the government. Balikun county gives priority to tourism in the “top-level design” of overall development. It should take the establishment of a national global tourism demonstration area as the general starting point of the work of the whole region, guide tourism coordination, planning and development with a broad vision, and organize the joint support of transportation, land, security and other departments. Adhere to high-end positioning, planning first, and organize experts to prepare tourism development plans. Build a new tourism development pattern of “whole industry development and whole region management”. Promote the overall leap of the management level and service function of each scenic spot in Balikun ancient city scenic spot. Improve the specification of the tourism administration system, truly realize its ability to regulate and control all kinds of public resources, and ensure the practice of the whole industry’s tourism development with tourism development as the core. Establish a tourism circuit court, establish a tourism law enforcement brigade, and gradually transition to the tourism police. Build Balikun County into a tourist destination full of scenic spots, landscapes and landscapes.

4.2. Create characteristic products of reclamation culture tourism

Culture is the soul and main content of tourism development. The increase of the comprehensive

benefits of the tourism industry can not simply rely on the increase of the number of tourists, but the improvement of the average consumption level of tourism. This requires paying attention to the design and development of tourism characteristic products and services. The characteristics are rooted in the multi-cultural content and special cultural differences. The integration of more cultural elements will bring greater economic benefits. Balikun has rich intangible cultural heritage projects. The uniqueness and non replicability of “intangible cultural heritage” make it unique and charming. Deeply tap the value of folk art and focus on creating intangible cultural heritage projects with rich performance forms such as social fire and small songs. Support and organize professional or folk performance teams, actively participate in tourism performance activities, enhance tourists’ full experience of local multiculturalism, and enrich the connotation and form of tourism culture. In addition, the development of Balikun food culture and traditional sports will also greatly enrich the connotation of global tourism.

4.3. Strengthen brand marketing

Traditional tourism marketing is centered on individual scenic spots, which leads to the lag of tourism development in surrounding areas and the uneven development of tourism destinations. The marketing strategy in the era of global tourism should focus on the destination, think comprehensively, pay attention to word-of-mouth, and increase the revisit rate of tourists. The core of the “all brand” concept of global tourism is “all resources”, that is, comprehensively integrate the overall resources, refine the core content of the brand, and create a strong brand image of the destination. As a compound tourism destination highlighting the natural and cultural characteristics of Xinjiang, Balikun has a high enrichment of tourism resources, but the influence of individual resources is relatively limited and the competitive advantage is insufficient.

Therefore, shaping the product system and image different from other similar resource rich areas in Xinjiang is the core task of brand marketing. The author believes that the unique reclamation culture and various architectural relics are its unique cultural symbols compared with other regions in Xinjiang. Fully exploring this unique feature and creating a high-quality cultural tourism project are the necessary conditions for Balikun to become a unique part of Xinjiang’s international tourism destination. At the same time, the long history, rich ruins and unique folk customs make Balikun become the focus of attention of more and more scholars, and the relevant research is increasing. Taking this opportunity, Balikun actively hosts and organizes all kinds of intangible cultural heritage academic seminars, improves Balikun’s popularity and improves its current situation of “being unknown to others”. Seize the great opportunity of the construction of global tourism demonstration sites, strengthen brand construction, publicity and promotion, improve the popularity and reputation of urban tourism brands, broaden the market and make Balikun enter the vision of more people by taking advantage of the investment, publicity and other support given by the state.

4.4. Strengthen the construction of tourism service facilities and comprehensively improve urban development

Perfect tourism service facilities are the premise of building a comprehensive tourism destination of tourism, leisure and vacation. At present, Balikun’s hotels and tourist vehicles can not meet the needs of peak tourism season, and there is a gap between tourism service quality and service items and the increasingly diversified and personalized needs of tourists. Improve the construction of tourism infrastructure such as transportation, accommodation, catering, toilet and identification system, strengthen the training of tourism professionals such as tour guides, improve the

construction of urban infrastructure and public service facilities, and create a tourism resort and living area with distinctive characteristics and complete functions. In urban construction, highlight urban culture, carry out complete artistic design and systematic image design of the city. In order to speed up the integrated development of the region, the action plan of beautiful village and beautiful home in surrounding villages and towns was implemented. The appearance of surrounding villages, such as road traffic, housing renovation, sewage treatment, and garbage cleaning should be improved. It is particularly emphasized that a good ecological environment is the fundamental advantage of tourism development. The development of tourism in the whole region should strictly abide by the requirements of the construction of ecological civilization, promote the integration of tourism and ecological construction, and transform ecological advantages into development advantages.

4.5. Encourage residents to participate in tourism development

Encourage more residents to participate in and profit from tourism. Residents are not only operators and participants in tourism development, but also important carriers of Balikun's rich folk customs and inheritors of intangible culture. Their participation in tourism activities not only increases new channels to get rid of poverty and become rich, but also helps tourists obtain a more real tourism experience and improve tourism quality. Balikun is a key county in the national poverty alleviation and development work, and it is difficult for the rural poor to get rid of poverty. Therefore, actively participating in the development of tourism will become an important way for industrial optimization and economic development of agricultural and pastoral areas in the county in the future. The more backward ethnic areas are, the more attention should be paid to the balance between efficiency and fairness when developing economy^[7]. Therefore, first, the government should

establish a complete set of residents' participation mechanism by strengthening training, providing financial support and policy preference to improve their enthusiasm to participate in tourism employment and tourism entrepreneurship. Secondly, formulate a reasonable interest distribution mechanism. Reasonable benefit distribution is the core issue in community participation and the key to cultivating the lasting livelihood of participants. In the process of formulating the distribution mechanism, we should fully consider the issue of fairness. The actual contributions of human labor, land resources, real estate and farmhouses, facilities and equipment, handicrafts and skills provided by the participants shall be fairly evaluated. Make reasonable compensation for the negative factors such as environmental pollution and rising prices brought by tourism development to residents. Third, establish a supervision mechanism to effectively prevent the legitimate rights and interests of community residents. Regulate the behavior of all interested parties by establishing relevant laws and regulations. The establishment of information transparency system can also avoid the occurrence of illegal acts that infringe on the interests of residents to the greatest extent.

4.6. Building a global smart tourism system

According to the relevant contents of Han Xuewei County smart tourism system^[8], integrate and improve Balikun global tourism smart tourism system. As shown in **Figure 1**.

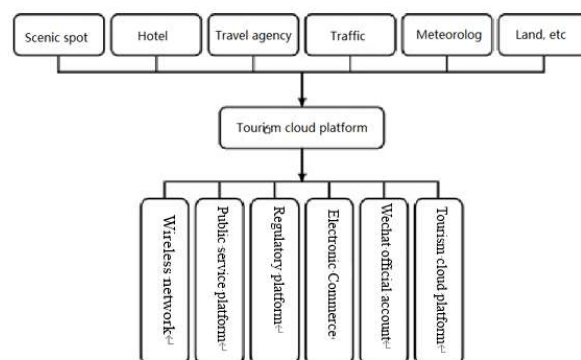


Figure 1. 5A-level urban Smart tourism system.

Tourism cloud platform is the foundation of smart tourism construction system, including all kinds of information of scenic spots, hotels and other related industries. Realize wireless network coverage in core areas such as scenic spots, hotels and tourism distribution centers. Establish a public service platform for smart tourism, including tourism information, scenic spot navigation and rescue. Establish a comprehensive supervision platform including industry statistics, quality monitoring, complaints and other systems. Enrich tourism products and strengthen cooperation with tourism e-commerce such as Ctrip and tuihu; Establish network reservation, commodity trading, financial payment, service outsourcing, project bidding and other systems. Strengthen the development and operation of the official account of the WeChat public. Compared with mobile phone APP, WeChat official account has the notable features of low development cost, strong interaction and wide dissemination channels. With more than 900 million WeChat users in China, WeChat has become an important platform for tourism brand marketing. During the development and operation of WeChat Official Accounts, we should pay attention to improving the service functions of online booking, online consultation, tourist reviews, beauty sharing and so on. Pay attention to the display of local culture and highlight the characteristics of resources. Marketing activities focus on planning, design and data analysis, rather than blindly preferential promotion.

5. Conclusions

This paper analyzes the main reclamation cultural resources and characteristics of Balikun. Based on the perspective of global tourism, this paper puts forward the countermeasures and paths for the development of cultural tourism resources. It has certain reference significance for the construction of global tourism demonstration area in the future. At present, 24 cities, counties and districts in Xinjiang, including Xinjiang Production and

Construction Corps, have entered the list of founding units of national global tourism demonstration areas. The regions listed in the list can enjoy the support of national preferential policies in terms of financial investment, infrastructure construction, tourism promotion, construction of class a scenic spot, talent training, etc. How to make full use of all kinds of national funds and policy support to complete the construction and acceptance of the whole region tourism demonstration area within the specified time is the main problem that all creation units need to face in the next few years.

Conflict of interest

The author declares no conflict of interest.

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