PEONY CULTURE: GUIDELINES FOR CULTURAL TOURISM DEVELOPMENT IN LUOYANG

[1]Jinglan Wu and [2]Somkhit Suk-Erb

Mahasarakham University, Thailand

[1]somkhit.suk@gmail.com

Received: October 10, 2024; **Revised**: November 23, 2024; **Accepted**: December 28, 2024

Abstract

The purpose of this paper is to study and analyze the development path of peony flowers to promote cultural tourism in the Luoyang region. The Objectives of this research were: 1) To study the historical development of peony culture. 2) To study the development status and existing problems of Peony culture and tourism in To study the development status and existing problems of Peony culture and tourism in Luoyang and 3) To study guidelines for cultural tourism development in Luoyang. This study uses qualitative research. Conducted in Luoyang, Henan Province, China, with the following target groups. Key informants, 4 in total; secondary informants, 10 in total; and general informants, 6 in total. In this work, The following research methods were used Literature review, observations, interviews, and group discussions. Briefly analyzed the cultural significance of peonies in Luoyang, analyzed the current situation and problems of peony cultural tourism in Luoyang, and considered the development potential of peony cultural tourism in Luoyang through SWOT analysis. Some new ideas for the development of peony cultural tourism in Luoyang are put forward to guide the development of Peony Cultural Tourism in Luoyang. With the booming development of tourism in China, People have been traveling mainly for sightseeing, but in recent years, with the increasing demand for spiritual culture in modern times, people have started to pay more attention to the spiritual value of tourist attractions in travel destinations, and it is to meet these requirements that cultural tourism has emerged. In response to this trend of humanistic tourism, destinations are actively exploring the historical and humanistic connotations of their tourist attractions to enhance their strengths by improving their historical and humanistic connotations. Although Luoyang, one of the seven ancient capitals of China,

Keywords: Peony culture, Guidelines, Cultural, Tourism, Promotion

Introduction

It hasn't been long before this continued development. People's material and cultural living standards have continued to increase. And tourism sometimes appeals to the souls and spirits of people. Tourism development in tourism tourism tourism development low level Recently, the travel experience and appearance have reappeared. People have a desire for the spirit and culture of tourism. And never again will we take a superficial tour of a place. Cultural preferences provide this tourism demand. Cultural culture is a tourism product with high characteristics, which is considered a cultural legend information about tourist attractions and

[1]Student in Curriculum and Instruction Program, Bansomdejchaophaya Rajabhat University, Bangkok, Thailand

[2]Associate Professor Dr., in Curriculum and Instruction Program, Bansomdejchaophaya Rajabhat University, Bangkok, Thailand

additional details on weather conditions for traveling. Cultural tourism is becoming an important and widespread form of tourism around the World. Meet a new experience in traveling around the World. The Evolution of Cultural Tourism Development to the Present Needs Food of Peru All tourism resources have begun to explore the halls in the tourism section. Check out the taste and advertising content of the tour soon. Up Member of Parliament of Traditional Culture Peony, a monument to traditional culture and carry out Important activities related to national prosperity and national revitalization and the cultural development of the heritage therein must not be of the Chinese nation. The Peony of Allhor is vital to the needs and coordination of resources and AR Travel can see how the prosperity of socialism and leadership has developed. Undiscovered, the peony is a traditional flower. And peony culture is of great importance to peony tourism activities. The culture of peonies is discussed, as the necessary areas and documentation of This reason and belief refers to flowers and herbs Dok Wei' Dating from the Five Dynasties and the end of the Post Dynasty, it is a peony The peony colors were so bright that everyone in Luoyang bought a ticket to see the Song Dynasty preview. Peonies are once again the time of their most prosperous development. Luo began to become the center of the peony culture that flourished even today. With the development of the economy, The living standards of the people are better. with doing various activities anymore Continue searching for a culture that is more advanced than your spiritual needs. The history of peony culture and tourism is one inevitable thing and another.

However, peony culture can also become a tourism resource. Peony cultural activities are not only about peony culture in the pipework activities section. not only for tourism but also for the peony culture, mainly in scenic spots In other words, the rest of the general tourism system Peony cultural activities are tourism activities that develop peony culture as a resource Tourism, Folk Culture, Peony, Culture, Culture, Culture.

Material culture, medicine, lamps, worship culture, etc., etc. However, the results of such research were Published in the academic journal "Proceedings of the Royal Society B" in early January. 2015 made all flower lovers frightened. Peony is a native plant in China. When the flowers bloom, they are beautiful and come in many different colors. It smells really good. It was even praised as the national flower until the plum blossom took over in 1929. Mrs.Peng Liyuan, wife of President Xi Jinping, whose birthplace is in Heze City, Shandong Province. The "City of Peons" often uses the King of Flowers to decorate the clothes she wears. When officially leaving work give it as a gift to foreign guests. For a long time, there used to be a sense of wonder. Why are the colors of peonies so stunning? One theory states that Formed from the crossing of several wild peony species. However, botanists still lack evidence to confirm the hypothesis. Finally, Researchers from the Institute of Botany under the Chinese Academy of Sciences, led by Hong Deyuan, continued his investigation until he discovered the origin of beauty. This amazing thing was finally possible.

Objectives

1. To study the history of the peony culture in Luoyang City.
2. To study guidelines for the development of cultural tourism in Luoyang, China.

Material and Method

In the study "Peoney Culture: Guidelines for Cultural Tourism Promotion Luoyang City China" For this research The researcher studied the literature and research documents related to this study

1. Literature review

In the study of Leshan Giant Buddha: The Value of Cultural Heritage and Protection of Tourism The researcher has studied from research documents. Other related documents as well as going to the area to collect field data To get the most accurate information.

2. Research Methodology

Scope of research

According to the research purpose, the author studies the following contents:

2.1 Content

(1) On the basis of a large number of literature review combined with field investigation and analysis of the historical development and cultural heritage resources of Leshan Giant Buddha, a detailed analysis is made of the basic features such as the historical value of Leshan Giant Buddha, and a comprehensive evaluation of its social background and culture in different periods.

(2) Analyze the protection measures of the cultural heritage of Leshan Giant Buddha and the status quo of tourism development, and analyze the tourism status of tourist attractions with Leshan Giant Buddha as the center and the change in the number of tourists in recent years. Then, SWOT analysis is made on the tourism development of Leshan Giant Buddha, focusing on the analysis of the advantages and disadvantages of its heritage tourism development.

(3) Comparative analysis is made from the characteristics, protection status, management mode and other aspects of heritage resources, and the existing problems and shortcomings of Leshan Giant Buddha in tourism resources are concluded.

(4) As for the problems existing in the heritage protection of Leshan Giant Buddha and how to form the tourism resources in the scenic spot, solutions are proposed, aiming at promoting the coordinated and sustainable development of Leshan Giant Buddha heritage tourism. The corresponding countermeasures are put forward from the aspects of improving the consciousness of cultural inheritance, strengthening environmental management, and forming a fixed pattern of tourist routes radiating from the peripheral scenic spots.

2.2 Research period

The researchers begin by identifying the research topic and continue the research from the approved paper outline to the present.

2.3 Research methods

In this study, researchers used qualitative research, literature survey, observation, interview, discussion and other methods to collect mobile phone data from documents and on-site data, and did data analysis.

2.4 Research areas

So that the research can solve the research problem and achieve the research objective, the researchers use the purpose selection method to select the research area. Leshan Giant Buddha Scenic Spot in Leshan, Sichuan Province. The criteria for selecting the research area of Leshan Giant Buddha Scenic Spot are as follows:

2.4.1 It is a famous tourist attraction in Leshan City and the first major tourist attraction in Leshan surrounding area.

2.4.2 is the history, humanity and culture of Tang Dynasty. Most of the cultural relics in Leshan Giant Buddha Area are the representatives of Chinese Buddhism, and Leshan Giant Buddha was listed as a national key cultural heritage in 1982.

2 .4 .3 Leshan Giant Buddha Museum and other scenic spots built around Leshan Giant Buddha. To obtain relevant support in data collection for the purpose of this study, this field is chosen as the research field.

2.5 Population and sample group

2.5.1 Population

The study population consists of local people and foreign tourists in Leshan city. The local people in Leshan City are about 3.151 million.

Researchers select specific methods by locating sample groups. The distribution is as follows:

1) Key information. Two people in all. To formulate and implement protection measures and management systems for Leshan Giant Buddha&# 3 9 ;s natural and cultural heritage; to be responsible for the investigation, evaluation, registration, protection and management of natural and cultural heritage resources in the scenic spot; to cultivate and expand tourism and cultural industries. To understand the development and historical value of relevant cultural heritage.

2) Usually, there are 6 people in total. They are researchers and other related staff of the Leshan Giant Buddha Scenic Spot Management Committee. To protect the resources and ecological environment of scenic spots and historic sites, and maintain their natural features and cultural landscape. Mainly live in scenic spots and offices, implement relevant policies, and timely respond to problems in scenic spots. Temporary information. Two people in all. They are tourists and local residents. The first choice for tourists and local people to travel during good weather or holidays.

3. Research methods

3.1 According to the integration of observers into the field, observation methods can be divided into participant observation and non-participant observation. The general situation of Leshan Giant Buddha scenic area was studied with the observers, such as the way of tourists visiting, the behavior of the protection personnel, and the observation of the damage of the visual Buddha body. In addition, researchers also conduct inspections and participate in activities with scenic area personnel.

3.2 Structured Interview and unstructured Interview Formal or informal conversations with subjects to obtain research data. The interviewees in this study include scenic area management personnel, restoration and protection experts, government personnel and scholars. Interviews can be divided into structured interviews and unstructured interviews according to specific arrangements and Settings in different situations. The structured interview is mainly about the control of the questioner. It uses a certain pattern to set and record questions throughout the interview process. Unstructured interview is a very free interview mode, more flexible. It does not arrange uniform questions and questionnaires in advance, but it does focus on a topic or scope.

1) Structure is used to interview researchers of Leshan Giant Buddha Scenic Spot Management Committee to understand the history, identity, including protection mode and tourism development plan.

2) Unstructured is suitable for practitioners, cultural administrators, scenic spot staff who have a certain understanding of the history and stages of Leshan Giant Buddha Scenic Spot.

3.3 Research tools

This study adopts qualitative research as the main research method, supplemented by quantitative research. At the same time, based on data collection and fact observation, this method pays attention to process and structure analysis, and strives to obtain target field survey data for the research and interpretation of qualitative research objects.

3.4 Data collection

The study researcher collects data based on consistent information related to the purpose of the study and can answer the research questions according to the regulations. The data are collected as follows:

Collect data from a file. To collect and study materials related to Leshan Giant Buddha cultural heritage protection and tourism development from relevant literature and documents. In addition, the history, social background, giant Buddha culture and protection methods of Leshan Giant Buddha cultural heritage are interpreted through the theories and concepts of cultural evolution, sociology and ecology. Questions are studied separately

according to their contents through the research group's secondary or secondary documents from government organizations, museums, private institutions, books, textbooks, newspapers, papers, term papers, and the Internet.

Field collection data Information collected from the field of study. Discuss and listen to suggestions through participatory observation, non-participatory observation, structured interview (formal interview), unstructured interview (informal interview), in-depth interview and discussion.

3.4.1 Formal and informal interview with researchers of Leshan Giant Buddha Scenic Spot Committee Management Committee. It mainly starts from the historical value and cultural value of the heritage of Leshan Giant Buddha and other multi-dimensional aspects. Secondly, it discusses the aspects that need to be improved and how to build the tourism into an integrated tourism integrating health care, leisure and Buddhism through combining policies. It is committed to developing the surrounding economy and forming an economic chain with Leshan Giant Buddha scenic spot as the representative.

3.4.2 Conduct in-depth interviews with internal staff and maintenance personnel of the scenic spot through random sampling, and inquire about relevant regulations, methods and measures of cultural heritage protection, as well as how to develop the scenic spot and retain tourists for overnight travel.

3.4.3 Observation. Through field visits, observation of all aspects of the scenic area, as well as on the cultural heritage protection and tourism development of the introduction card, learn more information.

3.4.4 Discussion. Researchers work with conservators, visitors, conservators, managers, etc., to learn about the history and development of cultural heritage and tourism through consultation and conclusions on each area and research question.

3.5 Organizing and analyzing data

In data processing, the information obtained from document research comes from domain data classified according to the purpose of the study. Now let's do this.

3.5.1 Obtain information from relevant documents (papers, journals, Internet, etc.).

3.5.2 Information shall be collected from observations, interviews and surveys, including survey data of field visits, chat records, communication transcripts, etc.

3.5.3 Verify the integrity of information collected from documents, observations, interviews, and field data collected from discussions. By checking accuracy using multiple checking methods, all data is reorganized and checked, and informants are consulted about the source and the reliability of the data, the researcher conducts a secondary check.

3.6 Presentation of data analysis results

In data analysis, researchers conduct data analysis according to the research purpose. Analyze data in the form of conclusions using data collected in documents and field data from observations, interviews and discussions. According to the collection concept as follows.

3.6.1 Analysis of induction. Analytical induction originates from the field of quantitative research, and when it is applied to qualitative research, the field is clearly defined as " a method for collecting and analyzing data, as well as a method for developing and testing theories. This method has a long and controversial history. When some specific problems, questions or issues become the focus of research, researchers can adopt the path of analytical induction.

3.6.2 Provide reference for decision making. Part of the data analysis reports are timeliness,

so the conclusions and suggestions obtained can serve as an important reference for decision makers in decision-making. Although most decision makers do not have the time to read the entire analysis report, the conclusions and recommendations or other relevant chapters of the report will be heavily read during the decision-making process, and the results will be used to support the final decision. Therefore, analysis reports are an important source of secondary data for policymakers.

3 .6.3 Meaning refers to people&# 3 9 ;s understanding of natural or social things, meaning given by people to objects and things, and spiritual content transmitted and communicated by people in the form of symbols. All the spiritual contents exchanged by human beings in communication activities, including intention, meaning, intention, cognition, knowledge, value, concept and so on, are in the category of meaning.

Results and Discussion

Research results

Peony culture is a dynamic and constant culture. It forms as people grow, reflect. and develop peonies It has a long history, dating back 7,000 years to the Neolithic period in China. When painted terracotta pots with single petals and distorted peony shapes were produced, During the Qin and Han dynasties, the word 'peony' Appears on Chinese brush pots. which can be seen as the first definitive artwork of the peony culture. Later during the Northern and Southern Dynasties A peony painting by Yang Zihua, a sage of the Northern Qi Dynasty. It clearly shows that peonies have entered the realm of culture and art. It has become a popular topic for artists. From the Sui and Tang Dynasties to the present Peonies are cultivated in large numbers and have a wide and diverse range of meanings in all aspects of life. man archaeological discovery Ancient architecture, wall paintings, textiles, everyday objects, poetry. songs and dances and culinary traditions They are a testament to the long history of peony culture. Peonies are a symbol of wealth and prosperity. strength and perseverance as well as national and ethnic unity and security. in politics This reflects that the level of legality has been improved compared to before. opening the country and the sole form of reliance on administrative means to govern society has been replaced by protection. Possession according to law; in the economy. This is reflected in the fact that the economic structure used to be dominated by agriculture and complemented by industry. Industry and Commerce But now the industry dominates. All three industries are booming and agriculture is stable. In terms of culture It has become a form of mainstream culture. "Opera simulator" One and only in the past But nowadays, various cultural industries Rich cultural elements and various cultural methods have been enriched and developed. During the period of reform and development Peonies have reached the peak of their development in new China.

Peony cultivation is widespread in northern and southern China. Planting peonies gradually popular And many scholars, experts, and artists have become interested in growing peonies. Luoyang peony cultural tourism development In the process of tourism development Government leaders are the main link. It is necessary to adjust the public management system accordingly. Strengthen government public service functions such as planning and guidance. Public relations and sales promotion and market supervision and recommend some policies that are conducive to tourism development. Tourism development planning is the sum of industry-specific development objectives and implementation methods. Regional tourism committee and have a normative and coordinated effect on tourism development. With the rapid development of tourism in China Regional tourism cooperation has therefore become an

important means of improving the ability of enhance the competitiveness of tourism and achieve mutual advantages. Tourism competitions in various places It has changed from between tourist destinations to between lines and between regions in this period. Under the guidance of the concept of large-scale tourism and large-scale industry, at this stage Chinese tourism has entered the arena of regional competition. Regional cooperation is therefore an inevitable trend in the development of tourism to a certain extent. But strengthening tourism cooperation between regions is not just a combination of places that Travel but to achieve a closer combination of culture and economy in the integration and development of resources. tourism medicine Regional cooperation can be carried out at the following levels: First, Integrating peony tourism resources in Luoyang. Second Integrating peony cultural tourism resources and other tourism resources in Luoyang; Thirdly Strategic linkage between Luoyang's peony cultural tourism development and other industries Fourth, strengthening tourism cooperation between Luoyang and surrounding areas. The inheritance and development of peony culture should create a complete protection system. This will strengthen the identity of traditional sports and cultural tourism participants. and strengthen the enthusiasm of tourists Operators, executives and organizers of the conservation of ancient sports and antiquities. The management system should be optimized and the organization and implementation of activities should be decentralized to administrators. Work in the professional field gradually To enable peony culture practitioners to take the lead in the development of peony culture and animal activities. recreation, which will increase enthusiasm for development of peony culture and tourism resources Pride in peony culture and a sense of identity in the peony culture and tourism industry

Discuss the results

In the description of social change, Marx presented his views on the formation and transformation of social forms. He believed that all this was due to the contradictory movements of social productivity and production relations. Only qualitative changes in the social structure can lead to changes in social patterns. society. At the beginning of China's reform and opening up, a series of problems in social development were obvious.

New ideas and perspectives on cultural tourism are still slowly recovering. In Chinese society after reform and opening up The conflict between the increasing material and cultural needs of the people and social production gradually decreased, and the qualitative change of the social structure was relatively stable. The economy determines the superstructure. A society with gradual material prosperity economic stability Political and economic stability also influences and changes people's thoughts and consciousness. China's social changes in the 21st century, both political and economic. and socialist culture has brought about dynamic changes in Chinese society as a whole. This process also gradually reveals the development pattern of Chinese society in the cultural tourism business. Don't go.

Changes in China's social environment are linked to the evolution and development of society and culture. Contemporary Dhamma, which plays a role in the circulation of certain types of culture It is in such an era and society that Luoyang peony cultural tourism was born and developed. Exploring the development status and problems of peony cultural tourism in Luoyang Sorokin's Theory of Social Change Based on the concept that from the culture of thought Toward a sensory culture Toward a sensory culture It is a process of production over and over again. It is the fluctuation of broader historical trends. Although this is a Western theoretical perspective, But we can all find similar trends in the development of Luoyang's peony culture. The concept of culture can be understood as the meaning and value of peony cultural tourism. and sensory culture can be understood as a true image of a peony and an activity that viewers can Visible, Luoyang peony cultural tourism can be considered a group

culture. The development and dynamics of this group is not only reflected in the number and size of the group. but also includes an increase or change in their established ideas, attitudes, and behaviors. which reflects the changes in contemporary peony culture in terms of image and activity format Explore a new path in the development of peony cultural tourism in Luoyang. The development of cultural tourism has important value and meaning for national development. It will have a special impact on society and people. But at the same time, there cannot be a lack of public participation in Chinese society.

Parties and countries It has integrated the development and creation of cultural tourism with the creation of Soft. China's Power strengthens the importance and investment in creating arts and culture in all aspects of society. Chinese scholars introduced the concept of Cultural innovation' In their article on the intellectual perspective of cultural evolution As an important symbol and carrier of cultural tourism in Luoyang, Peony culture therefore plays a very important role in transmitting peony culture and tourism. It is important for Luoyang to inherit. its excellent traditional culture in future tourism. But it is necessary to think more about one's own culture after inheriting it. For example, promoting and developing good peony cultural tourism. Artistic image of peony culture in Luoyang City What innovations should be incorporated to make these traditional cultures more attractive to tourists? How to make it more acceptable to a more diverse audience in the contemporary era? Can we keep the peony culture strong and vibrant today? For Luoyang, this innovation does not necessarily mean anything new. But it can also be a new expression of Luoyang local heritage on the basis of inheritance. The theory of cultural evolution does not only include the inheritance of existing cultures. but also innovation and change based on the existing culture. in peony cultural tourism Public perception of peonies is limited due to social era and cultural environment. Nature that has changed during social communication Peony Cultural Tourism demonstrates Luoyang culture through participation in plays and dramas. Many television stories It provides a brief introduction and inherits the aesthetics of contemporary audiences. On the other hand, bringing in other cultural tourism concepts

Come to influence the cultural tourism of Luoyang peonies. Therefore, Luoyang peony culture must participate in more public activities to send out tourism signals. culturally for society and the audience Suggestions for future research

1. Studying the cultural tourism development path of Luoyang peony needs to be aware of the context. The national political and social policy environment of Luoyang over a period of time Peony culture is the product of the joint development of China's history and tourism.

2. In addition, the long-term development and future of peony cultural tourism cannot be achieved without Aid and support from the Chinese Communist Party, the state, the people, and the government Because Chinese culture and tourism are connected to the country and its people.

3. Peony cultural tourism in different historical periods and the conditions of the country during Only a specific social time period can understand the development of peony cultural tourism. Luoyang was precise and profound.

Other suggestions

The development path of peony cultural tourism in Luoyang has been studied to a certain extent. But there are still limitations in terms of research. Due to some differences in concepts Research focus and ideas for developing cultural tourism both domestically and abroad.

The development path of cultural tourism is surveyed in this paper based on the conceptual definition.

The concept of cultural tourism is quite one-way. Although this study is a survey and analysis of the development path of peony cultural tourism, Wuyang went through field survey literature and theoretical analysis, but there were limitations. Some aspects of the research results were limited due to limited data and research time. This article is mainly a qualitative study of the cultural tourism development of Luoyang peony. without in-depth quantitative study Therefore, when conducting further research, quantitative research will be attempted along with qualitative research.

References

He Lei. (2012). *Research on Thai pattern culture.* Master's degree thesis, Department of Asian- African Languages and Cultures, Yunnan National People's University.

Huang Yan. (2011). *Peony pattern.* Beauty and the era, 2011 (07), 45-49.

Jiang Taijun. (2010). *Analysis of artistic characteristics of Thai Buddhist architecture.* Performing Arts Life, 2010 (05), 13-15.

Li Cangyan. (1991). *Chinese folk auspicious patterns.* Beijing: China Literary Union Publishing House.

Li Jiayudeng. (2011). *Chinese peony.* Beijing: Chinese Encyclopedia Newspaper Office.

Li Ou. (2010). *Chinese origins in Thai culture.* Nan Feng Chuang Journal, 2010 (03), 79-81.

Li Shaying. (2016). *Research on the evolution of special characteristics of peony decorative patterns.* China. Master's Thesis Thesis, Design field, Zhejiang Agriculture and Forestry University.

Lin Renfeng.Yu La. (1997). *Traditional arts of ethnic groups in Thailand.* Kunming: Publishing House. Yunnan Province Arts.

Liu Xiang. (1995). *Chinese peony.* Zhengzhou: Science and Technology Publishing House, Henan Province.

Qi Shengzhong. (2017). *Ethnic groups in Thailand and culture.* Beijing: Peking University Press.

Xing Xiaozi. (2011). *Impact of Chinese culture on Thai society.* Petroleum University Journal. Chinese National Council (Philosophy and Social Sciences). 2011 (27-3), 68-72.

Yang Baoyun. (1997). *Chinese culture in Southeast Asia.* Zhengzhou: Daxiang Journal Publishing House.

Zheng Hairong. (2010). *Evolution of traditional pattern symbols.* Art and Design, 2010 (06), 33-34

Zheng Ying. (2012). *Influence of Chinese culture on Thai culture.* For example, the Lanna area. in the northern region of Thailand. Master's Degree Thesis, Chinese language teaching branch For foreigners, Yunnan University.

Zheng zhiming. (2005). *Society and religion of overseas Chinese in Thailand.* Huachiew University Journal (Philosophy and Social Sciences). 2005 (04), 35-37.