

## **Cultural tourism**

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## **1. Jingbian Global Tourism Project**

**1. Project name:**       **Jingbian Global Tourism Project**

**2. Project unit:**       Jingbian County Bureau of Culture and Tourism Cultural Relics

**3. Project content:**

Jingbian County is located at the junction of the four provinces of Shaanxi, Gansu, Ningxia and Mongolia. It has obvious geographical advantages and a well-developed transportation network.

Tourism resources are extremely rich, and it has been approved as "China's Most Valuable Tourism County". There is not only Daxia Ancient Capital System

Wancheng ruins, the former residence of Xiaohu Conference, and the Danxia landform, which is known as the most beautiful wave valley wonder in China, are more windy

The beautiful Shenshuigou, Shenshujian, Lujing Lake and other natural ecological landscapes and the Qin and Ming Great Walls and Han

Historical and cultural landscapes such as the ancient tombs of ancient times, Zhenjing Castle, and Bai Wenhuan's old residence. To further expand and upgrade Jingbian tourism

Industry, it is planned to package the development and construction of theme parks, sightseeing agriculture, flower sea camps, and special cuisines.

Domain tourism.

**4. Total investment and cooperation methods:**

The total investment of the project is 3 billion yuan, wholly-owned or joint venture.

**5. Market forecast and investment return analysis:**

Rich tourism resources are of great significance to the county economy.

## **2. Jinghe Ten Thousand Mu Wetland Park Construction Project in Liquan County**

### **1. Project name:**

**Construction Project of Ten Thousand Mu Wetland Park in Jinghe River, Liquan County**

### **2. Project unit:**

Liquan County Investment Promotion Bureau

### **3. Project content:**

Comprehensively transform 10,000 mu of Jinghe River to construct wetland park and its supporting facilities.

### **4. Total investment and cooperation methods:**

The total investment of the project is 3 billion RMB, cooperation.

### **5. Market forecast and investment return analysis:**

It receives 5 million tourists annually.

### **3. Xixian New District Silk Road Happy World Project**

#### **1. Project name:**

**Xixian New District Silk Road Happy World Project**

#### **2. Project unit:**

Xixian New District Fengxi New City Management Committee

#### **3. Project content:**

The total area of the project is 567 mu. The overall design takes the Silk Road as the temporal and spatial context to construct cultural landmark buildings and

More than 20 theme amusement projects, covering 3 major areas, 9 theme zones, and 10 highlight amusement projects,

Vividly reproduce the cultural connotation of the countries along the Silk Road.

#### **4. Total investment and cooperation methods:**

The total investment of the project is 3 billion yuan, cooperation or joint venture.

#### **5. Market forecast and investment return analysis:**

After the project is completed, while vividly reproducing the cultural connotation of the countries along the Silk Road,

Tourists provide a new type of cultural tourism and leisure, parent-child interaction pleasure destination, which is important for improving urban leisure functions and building

Xi'an New Center has played a strong role in promoting and has become the "Pearl of the Silk Road" facing the world. The investment recovery period is expected  $\leq 20$  years.

#### **4. Guiguling Tourism Development and Construction Project in Yunwu Mountain, Shiquan County**

##### **1. Project name:**

**Guiguling Tourism Development and Construction Project in Yunwu Mountain, Shiquan County**

##### **2. Project unit:**

Shiquan County Urban and Rural Development Co., Ltd.

##### **3. Project content:**

Yunwu Mountain Guiguling Tourism Development, with a total planned area of about 80 square kilometers. The first phase is mainly a basic scenic spot

Service and reception facilities construction, core landscape, cultural system construction, etc. Plan to build a Guiguizi cultural research base,

The pre-Qin cultural film and television base, the second phase will mainly carry out three major cultural development projects: the historical and cultural release of Guiguizi

Songs and dances, storytelling sketches and other articles and display promotion, Guiguizi and pre-Qin themes of film and television dramas, historical and cultural discussions

Work development, holding Guiguizi sacrificial commemorative activities and Guiguizi calendar, creating Guiguizi cultural industry chain, etc.

##### **4. Total investment and cooperation methods:**

The total investment of the project is 3 billion yuan, which can be sole proprietorship or joint venture.

##### **5. Market forecast and investment return analysis:**

It is estimated that the average annual profit during the production period after the completion of this project is about 350 million yuan.

## **5. Organic Renewal Project of Yisu Cultural District**

### **1. Project name:**

**Organic Renewal Project of Yisu Cultural District**

### **2. Project unit:**

Xi'an Qujiang Yisu Culture Investment Co., Ltd.

### **3. Project content:**

The project starts from Xianban Street in the east, Dongda Street in the south, Beida Street in the west, and Xiyi Road in the north.

86 acres. The project will rely on the region's profound historical context and integrate the protection of traditional culture with the organic renewal of the city

Together, centering on the two major IPs of the two hundred-year drama clubs of Yisushe and Sanyishe, to create a fusion of Qinqiang art performances, Chinese and foreign

The Yi-su cultural district, which integrates drama exchanges, museum exhibitions, and opera cultural creativity, makes it a

Art, an important window to show the charm of the city and the new business card of the city.

### **4. Total investment and cooperation methods:**

The total investment of the project is 2.337 billion yuan, joint venture or cooperation.

### **5. Market forecast and investment return analysis:**

After the project is completed, it will include Yisu Grand Theater, Yisu Museum, China Qinqiang Museum, and time-honored businesses

Street, cultural and creative business, Internet celebrity fashion brand and other business formats. The operating area is about 76,000 square meters.

## **6. Yan'an China Red Valley-Luohe Canyon Leisure Industry Belt Project**

### **1. Project name:**

**Yan'an China Red Valley-Luohe Canyon Leisure Industry Belt Project**

### **2. Project unit:**

Yan'an City Culture and Tourism Bureau

### **3. Project content:**

Main construction content: Danxia National Geological Museum of Northern Shaanxi, Luoshui Agriculture and Animal Husbandry Cultural Tourism Zone, River Valley Pastoral

Complex, Luohe Baili Gallery, Luohe Historical and Cultural District, Baishachuan Ancient Town, Luohe Self-driving Camp, Zhu

Niuye Luxury Resort, Luoshui Intangible Heritage Cultural Industrial Park, Loess Mountain Sports Base, Yan'an Red Comprehensive Experience Hall,

Luoshui Folk Customs Park, Luohe Bay Film and Television Base, Shimen Tofu Town, Luohe Agricultural Expo Park.

### **4. Total investment and cooperation methods:**

The total investment of the project is 1.92 billion yuan, wholly-owned and cooperative.

### **5. Market forecast and investment return analysis:**

After the project is completed, the operating income can reach 6.9 billion yuan in 15 years, and the total tax can reach 400 million yuan.

## **7. Zheng Guoqu World Irrigation Project Heritage Park Development Project**

### **1. Project name:**

**Zheng Guoqu World Irrigation Project Heritage Park Development Project**

### **2. Project unit:**

Management Committee of Zhengguoqu National Water Conservancy Scenic Area, Jingyang County

### **3. Project content:**

The project is located in Wangqiao Town, Jingyang County, Zhengguoqu Water Conservancy Site Sightseeing in Zhengguoqu National Water Conservancy Scenic Area

Tourism development sector and Zhangjiashan rural leisure experience tourism development sector. Northeast to the existing tourist road along Jinghuiqu

To the dam section of Jinghuiqu, west to Jinghe, south to Jinghe Bridge of Guanzhong Ring Line. The area is about 15 square kilometers.

Based on the actual conditions of the site area and around the construction goals, the following construction contents are determined:

Completed the site protection signs and signs display project, the site slope protection and reinforcement project, the isolation protection of the site and the canal

First, the dredging project of the channel ruins;

Completed the construction of the stele protection hall, the ruins protection hall, and the Zheng Guoqu ruins museum and supporting security, fire protection, and parking

Field and toilet facilities;

Complete the construction of battery car roads and visiting trails in the ruins area, vegetation restoration, greening and other environmental improvement projects;

Complete the construction of supporting facilities for the protection of the site area and the site services;

Complete the construction of tourism service facilities and supporting industrial development facilities in the heritage park.

At present, the project proposal report, project land review opinions and environmental protection review opinions have been completed.

### **4. Total investment and cooperation methods:**

The total investment of the project is about 1.5 billion yuan, joint venture or sole proprietorship.

#### **5. Market forecast and investment return analysis:**

After the completion of this project, it will be calculated based on an average of 300,000 person-times per year and a per capita consumption of 500 yuan. Nianzhi

The income of 150 million yuan, plus the income from other ancillary industries, will bring huge economic benefits, which will greatly promote the tertiary industry

Rapid development. As a comprehensive service industry, the development of Zhengguoqu Tourist Area can directly or indirectly drive the local

The development of related industries such as urban construction, commercial services, catering services, culture and entertainment, and processing of agricultural and sideline products,

Promote the comprehensive and coordinated development of the local economy, increase local fiscal revenue and the income of local residents.

## **8. Ankang Yinghu Liushui Holiday Resort Construction Project**

### **1. Project name:**

**Ankang Yinghu Liushui Resort Construction Project**

### **2. Project unit:**

Shaanxi Wentou Ankang Cultural Tourism Industry Investment Co., Ltd.

### **3. Project content:**

The planned land area of the project is 9.96 square kilometers, of which the land area is 7.36 square kilometers, and the water area is

The area is 2.60 square kilometers. The plan is centered on "Hanshui Ankang Culture", integrating Hanjiang ancient towns and Hanshui customs and culture

It is a tourist resort that integrates inspection, agricultural leisure and waterfront entertainment.

### **4. Total investment and cooperation methods:**

The total investment of the project is 1.4 billion yuan, which will be solved through enterprise self-raising and bank loans. There is no limit to the way of cooperation.

### **5. Market forecast and investment return analysis:**

It is estimated that the average annual operating income of the project is 454.7 million yuan, and the average annual net profit is 155.19 million yuan. Social benefit

This can increase employment and promote the development of tourism in surrounding rural areas.

## **9. Development and Construction Project of Changting Lake Scenic Area and Nianzipo Site**

### **1. Project name:**

**Changting Lake Scenic Area and Nianzipo Site Development and Construction Project**

### **2. Project unit:**

People's Government of Tingkou Town, Changwu County

### **3. Project content:**

Changting Lake Scenic Area is located in Tingkou Town, Changwu County, where the transportation is convenient, the geographical position is superior, and the natural scenery is excellent

nice. Fuyin Expressway, Xiping Railway, and National Highway 312 pass through the border. The scenic spot is located at the intersection of Jinghe, Heihe and Mozihe

At the sink, there is plenty of rain throughout the year and abundant water resources, with a water storage capacity of 420 million m<sup>2</sup>. Xi Zhongxunge near the planned scenic spot

A large number of tours including the former site of Mingming, Nianzipo Site, Anhua Educated Youth Building, Zhaoren Temple, NiuHong Tomb, and Han Dynasty Beacon Tower

Scenic spots, tourism development prospects are broad. The total planned area of the scenic spot is 17,000 mu, and the construction content includes the Nianzipo site

Park, Laolongshan Park, Tingkou Reservoir Wetland Park, Phoenix Mountain Forest Park, Agricultural Ecological Sightseeing Park, Jade

Lanshan Villa, Tingkou Water Street.

### **4. Total investment and cooperation methods:**

The total investment of the project is 1.2 billion yuan. Sole proprietorship, joint venture.

### **5. Market forecast and investment return analysis:**

After the completion of the project, it is estimated that the annual operating income will be 100 million yuan, and it is expected that all investment can be recovered in 12 years.

## **1. Project name:**

**National 4A level scenic spot Shanyang Tianzhu Mountain management right transfer project**

## **2. Project unit:**

Shanyang County Investment Promotion Service Bureau

## **3. Project content:**

Tianzhu Mountain National Forest Park is located 30 kilometers southeast of Shanyang County, with a total area of 50.8 square kilometers.

, The forest coverage rate is 88%, the highest altitude is 2074 meters, there are 190 species of wild vertebrates, seed plants

138 families, 688 genera, and 1348 species. They are national first-class protected animal forest musk deer and first-class protected plant yew and ginkgo

It is a relatively concentrated distribution area, a national 4A-level scenic spot. At present, a total of 380 million yuan has been invested, and the average daily

3000 tourists are waiting. At present, we are further tapping the cultural potential, developing the west, north and south areas,

Build a national 5A-level scenic spot to achieve sustainable development. At present, it has been approved as a national 4A-level scenic spot.

## **4. Total investment and cooperation methods:**

The total investment of the project is 1.2 billion yuan, and it is planned to transfer the tourism management rights of the scenic spot, and it is a sole proprietorship.

## **5. Market forecast and investment return analysis:**

The project area has unique geological and landforms such as peaks, strange rocks, cliffs, caves and canyons, and the mountains are steep.

The scenery is beautiful, with both the danger of Mount Hua and the beauty of Wudang. It is known as the "Little Wudang in the Northwest", and it lives in the Qin Dynasty.

The transition zone between Lingling Natural Scenic Area and Hanjiang Humanistic Scenic Area can form a golden tourism route with surrounding tourist attractions

Road, the development prospect is very broad. It is estimated that the annual comprehensive tourism income of 400 million yuan and profits and taxes of 120 million yuan will be realized.

**1. Project name:**

**Weinan Yellow River Golden Triangle Farming and Reading Cultural Special District Project**

**2. Project unit:**

Weinan Economic Development Industry Investment Co., Ltd.

**3. Project content:**

The project covers an area of about 500 acres, with an investment of about 1 billion yuan. It is located on the east side of Juyi 2nd Road in the Economic Development Zone.

With the promotion and inheritance of Chinese excellent traditional historical culture as the core, Confucian culture as its characteristics, and modern service industry

Based on the cultural industry, promote the development of cultural relics protection and cultural tourism industry, and build civil

Cultural and Creative Street, Cultural Industry Information Service Center, Gengdu Cultural Center, Bai Juyi Memorial Hall and roads in the park

Greening and so on.

**4. Total investment and cooperation methods:**

The total investment of the project is 1 billion yuan, attracting investment.

**5. Market forecast and investment return analysis:**

After the completion of the project, it can promote the cultural tourism industry in the Economic Development Zone, which has important implications for stable growth and structural adjustment.

Righteousness, has broad development prospects.

### **1. Project name:**

**China Nanniwan Production and Cultural Park Project**

### **2. Project unit:**

Nanniwan Development Zone Management Committee

### **3. Project content:**

The project covers an area of about 4000 mu. The site is located in "Nanniwan Village" 45 kilometers southeast of Yan'an City, Shaanxi Province

Fake experience area, "mass production theme experience area" is divided into crop experience area, labor experience area, breeding experience area, farming experience area

Specific inspection area, industrial experience area, and live performance area; "Military situation experience-double experience of construction, production and training" includes brigade, regiment

"Military Reclamation Cultural Indoor Science and Technology Experience Zones" such as Ministry, Battalion and Company Headquarters include indoor theater, military reclamation cultural and technological experience

Pavilion; "Nanniwan Village" holiday and leisure area includes: original village holiday experience area and 359 boutique cultural hotels.

### **4. Total investment and cooperation methods:**

The total investment of the project is 800 million yuan, joint venture, sole proprietorship and cooperation.

### **5. Market forecast and investment return analysis:**

After the project is put into operation, it is estimated that the average annual operating income will be about 181.38 million yuan, and the average annual total cost will be 94.82 million yuan.

The average annual total profit is about 85.8 million yuan, and the average annual net profit is about 64.35 million yuan. All investment before income tax

The financial internal rate of return is 12.25% and the investment payback period is 9.13 years.

### **1. Project name:**

**Mizhi Yangjiagou Red Tourism (Phase I) Project**

### **2. Project unit:**

Mizhi County Cultural Tourism and Cultural Relics Radio, Film and Television Bureau

### **3. Project content:**

Yangjiagou is located in Yangjiagou Village, 20 kilometers southeast of Mizhi City. On November 22, 1947, Mao Zedong

Xi led a central agency code-named "Asian Department" and came here to lead and command the national liberation war.

The famous December meeting and the mobilization meeting to cross the Yellow River east were held here. The scenic area has Chairman Mao's old residence and Zhou Enlai's old residence

House, the former site of the December meeting, the Memorial Hall of Fly in Northern Shaanxi, and the air-raid shelter. The project has great development value.

It is planned to build a gateway scenic spot (tourist service center, riverside ecological corridor, parking lot), and transfer to the Northern Shaanxi Memorial Hall,

Cave manor restoration, party member education base.

### **4. Total investment and cooperation methods:**

The total investment of the project is 586 million yuan, wholly-owned or joint venture.

### **5. Market forecast and investment return analysis:**

The Holy Land of the Red Revolution is the highlight of the current tourism industry. It should help Mizhi build a red tourism industry.

Propagating patriotism education, it is estimated that the annual reception of tourists will exceed 300,000, and the comprehensive tourism income will exceed 10 million

yuan.

### **1. Project name:**

**Shaanxi Huangling National Forest Park Project**

### **2. Project unit:**

Shaanxi Huangling National Forest Park Co., Ltd.

### **3. Project content:**

The project is located in Huangling County, Yan'an City, 40 kilometers away from the county seat. The park was established in 2005 with a total area

4358.5 hectares, with the highest altitude of 1547 meters, belongs to the Qiaoshan Forest Area, one of the five major forest areas in Shaanxi. Main building

The contents include: the extension of the tourist service center of Zi'e Temple Scenic Area; the expansion of the parking lot, the power supply and water supply of the observation deck of Feilongling Scenic Area,

The construction of catering, toilets and parking lots have all completed the preliminary feasibility study, project approval, forest land occupation, and regulations.

A series of related government procedures such as planning approval, environmental protection approval, etc.,

### **4. Total investment and cooperation methods:**

The total investment of the project is 400 million yuan, joint venture or cooperation.

### **5. Market forecast and investment return analysis:**

After the project is officially put into operation, it is estimated that 400,000 tourists will increase annually.

Inflation and the law of tourism development, according to the per capita consumption of 200 yuan, it is expected that the annual income will increase by 8,000 in the mature period

Ten thousand yuan, the investor will recover the investment principal within 5 years and obtain the expected return.

### **1. Project name:**

**Comprehensive Development Project of Mangtou Mountain National Forest Park in Yichuan County**

### **2. Project unit:**

Yichuan County Forestry Bureau

### **3. Project content:**

The construction site of the project is located in the area of Mangtou Mountain National Forest Park. It is a Taoist holy land with convenient transportation.

The infrastructure has begun to take shape, with 5 new viewing pavilions, 2 viewing platforms, 1 viewing dragon pavilion, and 1000 Yinlong Lake

Square meters, Bainiao Garden 500 square meters, Zhen Beast Museum 400 square meters, 1 Shihua Mountain, 1 Wangmang Village;

Danyuan, forest baths, greening of Huanhu Road, management and reception area 500 square meters, tourism service facilities 1000 square meters,

Parking lot of 500 square meters and other infrastructure construction.

### **4. Total investment and cooperation methods:**

The total investment of the project is 230 million yuan, sole proprietorship and cooperation.

### **5. Market forecast and investment return analysis:**

The project relies on the natural resources of the Mangtou Mountain National Forest Park to develop cultural tourism, leisure and entertainment.

Le resources. After the project is completed, it will be integrated into the overall tour route of the Yellow River Hukou Scenic Area, and it is expected to receive 40 tourists annually.

10,000 person-times, comprehensive tourism income is over 30 million yuan, and all investment can be recovered in 8-9 years.