

# A LITERATURE REVIEW ON THE INTEGRATION OF CULTURE AND TOURISM ALONG THE TANG POETRY ROAD IN EASTERN ZHEJIANG

Wei Xia\*, NingQi Yu

*School of Applied Foreign Languages, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang, China.*

*Corresponding Author: Wei Xia, Email: 20172256@zyufl.edu.cn*

**Abstract:** This paper reviews the current state and development of research on cultural tourism integration under the background of the Eastern Zhejiang Tang Poetry Road. As one of the birthplaces of ancient Chinese civilization, Shaoxing boasts a long history and rich cultural heritage. In recent years, with in-depth studies in folklore, history, and archaeology, understanding of the ancient city of Shaoxing has gradually deepened. Scholars have conducted research from various perspectives, including history, material culture, and spiritual culture, resulting in numerous monographs and papers. This paper focuses on reviewing these research achievements, covering Shaoxing's historical evolution, culinary culture, local customs, ancient bridges, scenic spots, and notable figures and operas. In terms of cultural tourism integration, Shaoxing, based on its abundant cultural resources, is gradually exploring the deep integration of culture and tourism. Despite the progress made, current research still has systemic inadequacies and lacks theoretical depth, indicating the need for further enhancement.

**Keywords:** Tang Poetry Road in Eastern Zhejiang; Shaoxing; Culture-tourism integration; Literature review

## 1 INTRODUCTION

Eastern Zhejiang is a region known for its picturesque landscapes and rich cultural heritage, admired by scholars and poets throughout history. "Eastern Zhejiang has always been known as the land of poetry, its essence especially concentrated in ancient Wozhou. The harmonious rhythm of the mountains and rivers along the way is more splendid than silk." This is how the renowned Sinologist Qigong praised it[1]. To explore the essence of Eastern Zhejiang's culture, one must delve into the culture of Yuezhou. To study Yuezhou's culture, it is essential to mention the "Tang Poetry Road." "Eastern Zhejiang", as the name implies, refers to the eastern part of Zhejiang Province, which includes present-day Shaoxing, Ningbo, and Taizhou regions. Historically, it was a term used for the area under the jurisdiction of the Zhejiang Eastern Inspectorate during the Tang Dynasty, roughly demarcated by the Xin'an River, Fuchun River, and Qiantang River to the east and south. This included the prefectures of Yue, Wu, Ming, Tai, Wen, Chu, and Qu[2]. Since the inspectorate was stationed in Yuezhou, the term sometimes also referred to this broader region, encompassing a wider definition of Eastern Zhejiang. The academic field of Tang poetry considers the "Tang Poetry Road" in Eastern Zhejiang to be synonymous with "Yuezhou," which includes parts of Yuezhou, Mingzhou, and Taizhou, corresponding to today's Shaoxing, Ningbo, Zhoushan, and up to Taizhou in Zhejiang Province[3]. This is a more specific delineation of Eastern Zhejiang.

Due to varying definitions of the Eastern Zhejiang region, there are currently two main routes of the "Tang Poetry Road": one route goes upstream along the Qiantang River, passing through Mu, Wu, and Qu prefectures, and finally heading south to Wenzhou; this route is also called the "Qiantang River Tang Poetry Road." The other route involves crossing the Qiantang River from Yuputan in Xiaoshan and Xiling into the Eastern Zhejiang Canal, traveling along the canal to Yuezhou, then taking the waterway to Haoba and entering Cao'e River, through Shanxi to Tiantai Mountain, and from there to Mingzhou or south to Wenzhou.

## 2 GENERAL INTRODUCTION TO THE TANG POETRY ROAD IN EASTERN ZHEJIANG

Here are many interpretations of the Tang Poetry Road both nationally and within Zhejiang. Nationally, there are the "Two Capitals Tang Poetry Road," "Guanlong Tang Poetry Road," and "Western Shu Tang Poetry Road." Within Zhejiang, there are the "Tang Poetry Road in Eastern Zhejiang," "Western Zhejiang Tang Poetry Road," "Two Zhejiang Tang Poetry Road," "Zhejiang Tang Poetry Road," and "Qiantang River Tang Poetry Road," among which the concept of the "Tang Poetry Road in Eastern Zhejiang" was proposed the earliest and has the most significant impact. It has become a specialized term in Chinese literary history, with important historical and cultural research value. Scholars have repeatedly studied the "Tang Poetry Road in Eastern Zhejiang," generally agreeing that "the Tang Poetry Road in Eastern Zhejiang can be compared to the Hexi Silk Road, both being regions of significant cultural and historical importance during the Tang Dynasty"[4].

Research on the Tang Poetry Road in Eastern Zhejiang not only reflects a comprehensive understanding of Tang poets' works and lifestyles, enriching the field of Tang Dynasty literary studies and enhancing research outcomes related to the Tang Poetry Road in Eastern Zhejiang but also serves as an important focus for studying Chinese traditional culture. Moreover, it is key to overcoming the current challenges in tourism development. It has, to some extent, pioneered a

advancing the revitalization, materialization, and sublimation of traditional culture. This represents a Zhejiang solution new field of cultural tourism research, promoting the tourism industry's return to its essential attributes. This allows excellent traditional culture to be revived in modern times through more concrete and direct forms via scenic carriers, and a Chinese solution for the inheritance and innovation of traditional culture, aiding in the creation of cultural and civilized highlands in Zhejiang and setting an example of cultural-tourism integration, providing new insights and methods for future tourism research.

Shaoxing, as the core area and initiator of the Tang Poetry Road in Eastern Zhejiang, leads in both the construction and research of the poetry road cultural belt, making it a typical and representative case. Through exploring effective paths for the cultural-tourism integration of the Tang Poetry Road in Eastern Zhejiang in Shaoxing, it is possible to better understand and promote the development and construction of the entire poetry road cultural belt. To further demonstrate the feasibility and necessity of the cultural-tourism integration of the Tang Poetry Road in Eastern Zhejiang, existing literature has been reviewed, and the current state of related research is as follows.

### 3 THE SPECIALIZED RESEARCH ON THE TANG POETRY ROAD IN EASTERN ZHEJIANG

The concept of the "Tang Poetry Road in Eastern Zhejiang" originated in the field of Tang Dynasty literature research. In May 1991, at the First International Academic Symposium on Tang and Song Poetry held in Xinchang, Shaoxing, Zhejiang, scholar Zhu Yuebing first proposed the concept of the Tang Poetry Road in the Eastern Zhejiang region.[5] In August 1993, the Chinese Society of Tang Dynasty Literature officially recognized the "Tang Poetry Road in Eastern Zhejiang." [6] This specialized research on the Tang Poetry Road in Eastern Zhejiang has received enthusiastic attention and positive responses from Tang poetry researchers at home and abroad. At the Seventh Annual Conference of the Chinese Society of Tang Dynasty Literature held in Xinchang, Zhejiang, in 1994, a dedicated session on the relationship between Zhejiang's landscapes and literature was organized, providing a meaningful exploration of the topic. [7] Subsequently, as the cultural extension of the poetry road progressed, there was a call within academia for comprehensive and systematic works to delineate and reproduce the creative aspects and basic outlines of the Tang Poetry Road in Eastern Zhejiang. Consequently, numerous related works, academic papers, and conference papers have emerged.

In terms of academic monographs, several scholars, including Zou Zhifang, Zhu Yuebing, and Lu Shengjiang, have made outstanding contributions. Based on original materials provided by *The Complete Collection of Tang Poetry* and *The Supplement to the Complete Collection of Tang Poetry*, they have compiled collections of poetry reflecting the local customs and landscapes of Eastern Zhejiang, publishing a series of *Tang Poetry Road in Eastern Zhejiang* poetry collections. The book *Tang Poetry Road in Eastern Zhejiang*, compiled by Zou Zhifang and published by Zhejiang Ancient Books Publishing House in 1995, was the first to be published, containing about 500 poems, rich in empirical materials. It adopts a linear structural approach, with the Eastern Zhejiang Canal and Shanxi River as the main axis, threading 41 renowned scenic spots along this ancient tourist route with 207 representative works. The book meticulously elaborates on the historical origins, cultural backgrounds, and local customs of each scenic spot, as well as scrutinizes the activities of Tang Dynasty poets in Eastern Zhejiang. According to their research, there were over 60 local Tang Dynasty poets along this route, with at least 400 poets wandering along the Tang Poetry Road in Eastern Zhejiang. Mr. Zhu Yuebing, as the initiator of the *Tang Poetry Road*, has published the *Tang Poetry Road Series*, including *General Discussion on the Tang Poetry Road* (China Literature and History Press, 2003), *Comprehensive Collection of Tang Poetry on the Tang Poetry Road* (China Literature and History Press, 2003), and *Biographies of Tang Dynasty Poets on the Tang Poetry Road* (China Literature and History Press, 2004). These three books, all based on the Eastern Zhejiang region, extensively investigate and study the Tang Dynasty poets who visited the area and their works. Among them, the *Comprehensive Collection of Tang Poetry* categorically records a series of 1505 poems by Tang Dynasty poets praising the landscapes of Eastern Zhejiang. [8] *General Discussion* records the natural scenery and cultural landscapes of the Shanxi area in Zhejiang, while *Biographies of Tang Dynasty Poets* systematically introduces the life stories and activities of Tang poets in Eastern Zhejiang. According to statistics, there were a total of 451 Tang Dynasty poets who visited the Tang Poetry Road in Eastern Zhejiang, including well-known poets such as Li Bai, Du Fu, Wang Wei, Meng Haoran, Wang Changling, Cen Shen, Bai Juyi, Yuan Zhen, Li He, Jia Dao, Du Mu, and Li Shangyin. [9] Later, Lu Shengjiang's *Complete Compilation of Tang Poetry on the Tang Poetry Road in Eastern Zhejiang* (Zhonghua Book Company, 2022) supplemented the relevant Tang poems of Eastern Zhejiang, arranged them according to the authors' birth years, and briefly introduced the authors' life spans, birthplaces or hometowns, whether they had visited Eastern Zhejiang, and when they visited.

In terms of monographs, besides comprehensively and systematically organizing Tang poems related to the Zhejiang Eastern Poetry Road, some scholars have focused on specific important nodes of the poetry road or selected only certain poems as their research focus, compiling relevant poetry collections. Representative examples of the former include *Selected Tang Poems of the Qiantang River Tang Poetry Road* by Jiang Jianyong, Yan Yan, and Lei Shuilian (China Water Conservancy and Hydropower Press, 2019), *Selected Inscriptions of Tian Tai Mountain Poetry on the Tang Poetry Road in Eastern Zhejiang* by Sun Xinlong (Xi Ling Yin She Press, 2021), and *Talking about Zhuji on the Tang Poetry Road - Three Hundred Tang Poems of Zhuji* by Chen Kanzhang and Yu Wenjun (Zhejiang University Press, 2021). The latter includes *Selected Poems of the Tang Poetry Road in Eastern Zhejiang* published by the Zhejiang Provincial Academy of Literature and History (Hangzhou Publishing House Co., Ltd., 2021). Additionally, there are related works that focus on the cultural reflections of Tang poetry in Eastern Zhejiang. Representative works in this

regard include Li Zhaohong's *Chronological History of Academic Culture of the Tang Poetry Road in Eastern Zhejiang* (China Book Company Limited, 2022) and Hu Zhengwu's *Eastern Zhejiang Tang Poetry Road and Recluse Culture* (China Social Sciences Press, 2006). The former, in the form of a chronological history, comprehensively and systematically records the entire process of the academic and cultural development of the Tang Poetry Road in Eastern Zhejiang from 1967 to 2020, demonstrating the organic integration of academic research and cultural construction under the overarching theme of the Tang Poetry Road in Eastern Zhejiang. This is not only a comprehensive summary of the current research achievements of the Tang Poetry Road in Eastern Zhejiang, but also promotes and looks forward to the research on Tang Poetry Roads nationwide. It has not only promoted people's understanding of the cultural significance of the Tang Poetry Road in Eastern Zhejiang but also laid the foundation for the cultural brand of the Tang Poetry Road in Eastern Zhejiang.

In terms of master's and doctoral theses, there are not many specialized studies on the Tang Poetry Road in Eastern Zhejiang. Doctoral dissertations have not been seen yet, and only four master's theses were found through search, most of which are combined with cultural tourism or heritage conservation. Among them, representative ones include Liu Chang's master's thesis *Research on the Distribution Characteristics and Spatial Planning of the Tang Poetry Road in Eastern Zhejiang from the Perspective of Heritage Corridor* (Zhejiang University, 2021) and Bao Yuye's master's thesis *Study on the "Eastern Zhejiang Tang Poetry Road" based on Linear Cultural Heritage* (Zhejiang University, 2021). These theses mainly discuss the resource value of the Eastern Zhejiang poetry road from the perspective of heritage conservation, identify the heritage of the "Eastern Zhejiang Tang Poetry Road," and analyze the geographical location and distribution characteristics of various heritage sites, providing some reference for the protection and utilization of the Eastern Zhejiang Tang Poetry Road in practice. In addition, Mei Siyu's master's thesis *Research on the Production of Documentary Films in Zhejiang Poetry Road Cultural Belt* and Zhan Piaopiao's master's thesis *Research on the Life and Poetry of Tang Dynasty Poet Shi Jianwu* (Ningbo University, 2012) take a different approach. The former relies on theories such as cultural geography, narrative theory, and tacit knowledge to focus on the creation form of documentary films on intangible cultural heritage themes, literati themes, and red themes in the Zhejiang poetry road cultural belt, providing a cultural review and artistic reflection on the creation of documentary films on the Zhejiang poetry road cultural belt. The latter studies the life and poetry of the poet Shi Jianwu, exploring the relationship between his poetry and the Tang Poetry Road in Eastern Zhejiang, showcasing the scenery and charm along the Eastern Zhejiang Poetry Road.

The academic research on the Tang Poetry Road began in the 1990s. Many single papers have been produced, mainly focusing on the analysis and discussion of the historical origins of the Tang Poetry Road in the field of Tang Dynasty literature research. For example, in his article *On the Historical Origins of the 'Tang Poetry Road'* (Tang Dynasty Literature Research, 1994), Qian Maozhu analyzed the regional cultural advantages and objective conditions of Eastern Zhejiang, pointing out that the emergence of the Eastern Zhejiang Tang Poetry Road was not accidental, but had profound social and historical reasons. Hu Kexian, in *Xiling Fishery: The Starting Point of the Eastern Zhejiang Tang Poetry Road* (Zhejiang Social Sciences, 2022), provided multidimensional arguments to demonstrate that Xiling and Fishery are the starting points of the Tang Poetry Road in Eastern Zhejiang. Lin Jiali and Wang Yanqing proposed in *Mount Kuaiji Landscape Poetry and the Tang Poetry Road in Eastern Zhejiang* (Journal of Zhejiang Shuren University, Issue 6, 2019) that the Southern Dynasties landscape poetry represented by Xie Lingyun played a key role in guiding the later writing of landscape poetry on the Tang Poetry Road in Eastern Zhejiang, paving the way for the maturity of Tang landscape poetry. In addition, many papers have discussed the Tang Poetry Road from spatial and geographical perspectives, such as Zhu Yuebing's *Yanxi: The Tang Poetry Road* (Tang Dynasty Literature Research, 1996) and Xu Zhilin and Yu Ting's *Cultural Coordinates and Inheritance Value of the Eastern Zhejiang Tang Poetry Road* (Journal of Zhejiang Water Conservancy and Hydropower College, Issue 4, 2019). In 2017, Wang Zhaopeng led the creation of the *Tang and Song Literature Chronological Map* in collaboration with Sou-yun Poetry, which presents the life trajectories of poets from the Tang (618-907 AD) and Song (960-1279 AD) dynasties categorized by poets and introduces the poetry works created by poets at different locations, providing more visual evidence for future research on the Eastern Zhejiang Tang Poetry Road. With the rise of cultural tourism, people have realized the potential value of the Tang Poetry Road in tourism development and begun to study the Tang Poetry Road from the perspective of tourism. For example, Xiao Weige's *Exploration of the Integrated Development of Cultural Tourism along the Eastern Zhejiang Tang Poetry Road* (Journal of Shaoxing University of Arts and Sciences, Issue 1, 2020), Yu Chunxiu's *Cultural Protection Strategies for Geographical Names under the Background of Tourism Development of the Eastern Zhejiang Tang Poetry Road* (Contemporary Tourism, 2021), and Zhai Wenqian and Li Lingjie's *Construction and Dissemination of the Cultural Image of the Eastern Zhejiang Tang Poetry Road* (Modern Media, 2020), among others.

#### 4 THE SPECIALIZED RESEARCH ON SHAOXING CULTURE

Shaoxing is one of the birthplaces of ancient Chinese civilization. With a history of nearly 2500 years since its establishment in the Spring and Autumn period, Shaoxing has maintained its city site unchanged over the millennia. [10] Its profound historical and cultural heritage, both material and spiritual, has played a significant role in the evolution of Chinese civilization over the past five thousand years. In recent years, with in-depth exploration in fields such as folklore, history, and archaeology, people's understanding of the ancient city of Shaoxing has gradually deepened, revealing its true face.

Scholars have written monographs and papers on various aspects of Shaoxing's general history, material culture, and spiritual culture. Monographs often provide an overview of Shaoxing's overall historical development and humanistic characteristics. For instance, Xiao Ying's *Shaoxing* (Tourism Education Press, 2001) introduces the city's urban overview, historical evolution, important events, famous landmarks, local characteristics, and prominent figures, emphasizing that Shaoxing is not only an ancient city but also a vibrant modern metropolis. Other monographs focus on specific aspects, such as Chen Qiao Yi's *Shaoxing Historical Stories* (Shanghai People's Publishing House, 1982), which uses historical records to discuss ancient situations in the Shaoxing area.

Regarding Shaoxing's cultural dissertations and journal articles, they often focus on a particular material resource or cultural type of Shaoxing as the starting point for exposition. They are integrated with teaching, tourism, or literary creation. Master's theses mainly dominate this area, with few doctoral dissertations. For example, Chen Yuehua's master's thesis *Exploring Lu Xun's Works Teaching Based on Shaoxing Cultural Background* (Zhejiang Normal University, 2007) analyzes the characteristics of Shaoxing culture in Lu Xun's works from the perspective of Shaoxing's regional background. Gold Lijiao's master's thesis *Research on the Core Competitiveness of Shaoxing Cultural Tourism* (East China Normal University, 2006) identifies Shaoxing's cultural tourism core competitiveness by analyzing the current development of Shaoxing cultural tourism and applying relevant management theories.

Individual papers often delve into various aspects of Shaoxing culture, such as place names, liquor, Yu the Great, and Shun, offering comprehensive analyses. Hou Youlan's research focuses on Shaoxing's place names, revealing the cultural connotations within them. Liang Yong discusses the regional culture of Yue and suggests establishing a research system named "Shaoxing Studies." Zhu Ying emphasizes the importance of inheriting and protecting the Shaoxing dialect as a carrier of Shaoxing culture. Additionally, many individual papers explore Shaoxing's cultural tourism, aiming to promote its tourism development and product transformation through its rich cultural resources.

Such papers include *From Tourist City to Urban Tourism: Reflections on the Development of Shaoxing Cultural Tourism* (Journal of Shaoxing University, 2005, Issue 5) and Shi Zhengdong's *Shaoxing Cultural Industry Development and Government Positioning* (Journal of Shaoxing University, 2012, Issue 1).

Overall, the study of Shaoxing's culture is extensive and diverse, ranging from general histories to specific aspects like cuisine, customs, and dialects. These studies not only contribute to a deeper understanding of Shaoxing's rich cultural heritage but also offer insights into its potential for tourism development and cultural preservation.

## 5 THE SPECIALIZED RESEARCH ON CULTURAL AND TOURISM INTEGRATION

The discussion of the relationship between culture and tourism has always been a core topic in the development of Chinese tourism and a hot research area in academia. Regarding monographs, there is Pan Lili's *Exploration of the Theory of Cultural and Tourism Integration and the Practice of Industrial Development in Zhejiang* (Zhejiang Gongshang University Press, 2021), which explores cultural and tourism integration theoretically and analyzes the process of cultural and tourism integration development in Zhejiang practically, providing a reference model for the development of cultural tourism in Zhejiang Province. Additionally, there is *Case Studies on International Cultural and Tourism Integration Demonstration* edited by Pang Xuequan (Sichuan People's Publishing House, 2020), which discusses the main aspects and elements involved in cultural and tourism integration, highlighting the many interrelations between them as the intrinsic conditions and foundations for achieving cultural and tourism integration. The book explores six possible paths for cultural and tourism integration and selects 30 successful cases of cultural and tourism integration that are well-known both domestically and internationally. By deeply analyzing the planning ideas and implementation paths of these successful cases, it provides reference materials for the further development of cultural and tourism integration.

Furthermore, there is Bian Xianhong's *Research on the Interactive Development Path of Cultural and Tourism Integration in the New Era: Taking Several Cases of Cultural and Tourism Integration Development as Examples* (China Tourism Publishing House, 2020), which explores new paths for cultural and tourism integration development in the new era using examples from various cities in Zhejiang, Anhui, and Qinghai provinces. In addition to monographs, there have been many achievements in single-paper articles. In 2020, the *Guizhou Ethnic Studies* published a special research article on *Cultural and Tourism Integration Development*, which attracted attention from various sectors of society including academia, government, and the business community. In 2022, the journal published three special articles: Zhang Jijiao and Shao Weihang's *Modern Transformation of Urban Old Streets' Market Culture Heritage from the Perspective of Neo-classical "Structure-Function Theory"—Taking the Old Streets in Beijing as an Example*, Wang Zhuo's *Craftsman Effect: Three Types of Main Function Construction of Old Brand Cultural Memory*, and Fang Jingwen's *Practice of Ethnic Cultural and Tourism Integration in Baoting: Taking Binglanggu and Yanoda as Examples*. These articles mainly focus on the application research of the "structure-function theory" of cultural and tourism integration development and the special discussion of cultural construction and the revitalization of cultural heritage tourism.

Of course, some scholars have focused on a particular city as an important research scope to explore the feasibility and necessity of cultural and tourism integration in that city. As a historical and cultural city and the essence of the Tang Poetry Road in East Zhejiang, research on the integration of culture and tourism in Shaoxing has become increasingly mature. Relevant articles have been published in journals, research reports, and news reports, but specialized works specifically addressing the cultural tourism of Shaoxing have not been seen yet. There are relatively few theses, with examples such as Tao Songlan's *Research on Marketing Strategy of Shaoxing Ancient City Tourism Brand* (Lanzhou

University of Technology, 2016) and Ding Yun's *Research on the Development of Shaoxing Cultural and Leisure Tourism* (Zhejiang Normal University, 2013). Journal articles mostly concentrate on Shaoxing research from the perspective of cultural and tourism integration, such as Chang Ying's *Research on the Protection and Utilization of Shaoxing Ancient City from the Perspective of Cultural and Tourism Integration* (China Business Review, 2019), Yuan Jianwei and Ye Wenjing's *Research on Innovative Development of Shaoxing Tourism Industry from the Perspective of Cultural and Tourism Integration* (Journal of Shaoxing University, 2022), and Xiang Diyan's *Research on the Development Strategy of Shaoxing Cultural Celebrity Culture IP from the Perspective of Cultural and Tourism Integration* (Tourism and Photography, 2022). In addition, scholars have proposed constructive opinions on the development path and strategy of Shaoxing cultural tourism, such as Du Fuli's *Analysis of the Development Path of Shaoxing Section of the Tang Poetry Road in East Zhejiang* (Cultural Tourism, 2020), Zheng Lixia's *Research on Shaoxing Cultural Tourism Integration Development Strategy* (Tourism Economy, 2022), and He Junjie's *Shaoxing Research Travel: Decoding the Model Strength of Urban Cultural Tourism Integration* (Chinese Cultural Newspaper, 2021), among others.

In recent years, to promote the further development of tourism in Shaoxing, emphasis has been placed on deeply excavating the cultural connotation of Shaoxing, using culture to deepen the meaning of tourism. Various academic conferences and research reports on Shaoxing cultural tourism have been released successively. In 2021, the Shaoxing Cultural Tourism Research Report 2019-2020 was compiled, including general reports and special reports. The *Annual Report on the Development of Cultural and Tourism Industries in Shaoxing City 2019-2020* (Report of the Shaoxing Municipal Bureau of Culture, Radio, Television, and Tourism, 2021) by Li Xiangyin and Yu Ting summarizes the main achievements and development opportunities of Shaoxing cultural tourism, pointing out the current trend of cultural tourism industry development and summarizing the current situation of Shaoxing cultural tourism and proposing solutions. Special reports cover topics such as comprehensive tourism development and consumption, rural homestays, "culture + tourism" demonstration bases, study tours, and cultural tourism IP attractions, with representative scholars including Zhu Wenbin, Xu Zheyu, Shang Yunfeng, Xie Bingqin, Liu Zhaoming, Chen Hengjin, Cao Jing, and Yang Xiaoping. Additionally, there are many documents specifically discussing the development of the Tang Poetry Road in East Zhejiang and cultural and tourism integration, planning and promoting the development of cultural tourism and the poetry route in Shaoxing from the perspective of policies and regulations. These documents can generally be divided into three parts: provincial-level policy planning, municipal-level policy planning, and news reports. Provincial-level documents include the *Zhejiang Province Action Plan for Inheriting and Developing Excellent Traditional Culture of Zhejiang Province* (Report of the Zhejiang Provincial Government, 2018), the *Fourteenth Five-Year Plan for the Development of Tourism Industry in Zhejiang Province*, and the *Implementation Opinions of the People's Government of Zhejiang Province on Promoting the Deep Integration and High-Quality Development of Culture and Tourism Industries* (Document of the People's Government of Zhejiang Province, 2022). Municipal-level documents mainly include the *Fourteenth Five-Year Plan for Culture and Tourism in Shaoxing* (Document of the Shaoxing Municipal People's Government, 2021) and the *Action Plan to Accelerate the Urban Internationalization of Shaoxing 2020-2022* (Document of the Office of the Shaoxing Municipal People's Government, 2020).

## 6 CONCLUSION

In summary, it is evident that the Tang Poetry Road in Eastern Zhejiang holds a crucial and unique position in the construction of the Zhejiang Poetry Road cultural belt. However, current research on this topic has several shortcomings. Studies on the integration of cultural tourism under the background of the Tang Poetry Road in Eastern Zhejiang are relatively scattered and lack a systematic approach. Academic research perspectives are rather singular, and the depth of research is insufficient. Many works are popular readings rather than in-depth academic studies, indicating a need for further systematic deepening.

Research on the Eastern Zhejiang Poetry Road, based on its cultural and historical significance, provides crucial theoretical support for subsequent tourism development. However, transforming intangible cultural resources into tangible tourism products, thereby achieving a transition from a historical and literary path to a tourism and industrial path, requires an effective medium for implementation. Given the current state of preservation, research on the Eastern Zhejiang Poetry Road predominantly exists in written form, with few physical artifacts. These artifacts are widely scattered and not systematically organized. Existing studies largely focus on theoretical analysis without offering an effective tourism medium.

As a result, to date, no feasible physical tourism route for the Eastern Zhejiang Tang Poetry has been developed, and there is no distinctive Poetry Road brand. This situation has hindered the establishment of a unique Poetry Road Cultural Tourism brand.

## COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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