

Study on the Innovative Development of Cultural Tourism in Zhengzhou City

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Keywords: Zhengzhou; Cultural Tourism; Innovative Development

Abstract: The innovative development of cultural tourism is the main means of tourism as a means to promote economic growth, adjust into industrial structure, and guarantee the development of people's livelihood, as a strong grip to promote supply-side structural reform, and as an important support for Zhengzhou City as an economic growth point during the 14th Five-Year Plan. By sorting out the relevant cultural tourism resources in Zhengzhou, this paper proposes that the factors that restrict the innovative development of cultural tourism in Zhengzhou are cultural tourism products, government tourism policies, infrastructure construction and promotion platforms, and the implementation of path measures that should enhance cultural technology to help innovation development, promote the development of immersive cultural tourism projects, create online and offline joint marketing and stimulate the vitality of nighttime cultural tourism consumption, so as to promote the innovative development of cultural tourism.

1. Background and Significance of the Study

1.1. Background of the Study

The year 2021 is the opening year of the 14th Five-Year Plan for cultural tourism development, and it is also a key stage for Zhengzhou to fully implement the major national strategies for ecological protection and high-quality development of the Yellow River Basin and to build a national central city. The ideological attributes of culture and cultural tourism are being strengthened in the 14th Five-Year Plan visionary development proposals, the all-round, multi-level and three-dimensional nature of cultural tourism innovation is being re-emphasized, and innovative development is the future development trend. In 2020, Zhengzhou received 113 million domestic tourists with a total tourism revenue of 140.1 billion yuan, which was decreased under the influence of the epidemic compared with 130 million in 2019, then under this situation, how to change the development of cultural tourism has become an important research topic. Therefore, this study takes the innovative development of cultural tourism in Zhengzhou as the entry point of the study, and deeply studies the current characteristics of the development of cultural tourism in Zhengzhou to provide scientific basis and technical support for the path of the innovative development of cultural tourism in Zhengzhou in the future.

1.2. Current Status of Research

Foreign research on cultural tourism has gone through a process from zero basis to all-round and three-dimensional, and has gradually produced two major research hotspots: cultural heritage and ethnic heritage tourism.^[1] In the 1950s, Canadian and American scholars included cultural tourism in their studies; In the 1970s, Robert Mackintosh and Chashikant formally proposed the concept of "cultural tourism"; Jamieson (1994) considered handicrafts, monuments and customs as important elements of cultural tourism.^[2] Silbberg (1995) argues that cultural tourism can bring important economic benefits to heritage sites. Cave (2003) argues that the components of a cultural tourism site are important, and Mckercher (2004) suggests that the key factor in the popularity of a cultural tourism site is its versatility. Crosh (2006) classifies cultural tourism into four types. Boukas (2013)

proposed that heritage tourism synergy can promote cultural tourism development. Aichelie Voyo (2017) proposes that cultural tourism is an effective source of alternative income for the industry. Romano Fistola (2018) argues that cultural tourism is the core of tourism.

The study of cultural tourism in China started late, and Wei Xiaoan (1987) first proposed the definition of the term "cultural tourism".^[3] Wu Furong et al. (2003) proposed that cultural tourism has characteristics such as diversity and interactivity.^[4] Lu and Lin (2005) classified cultural tourism into broad and narrow sense.^[5] Yu Wanyuan et al. (2012) proposed that cultural tourism should respect cultural subjects and cultural connotations.^[6] Wang Chao (2016) proposed that cultural tourism system planning content and other aspects.^[7] Bi Lifang (2017) proposed the development model of cultural tourism in minority areas from the perspective of space and resources.^[8] Zhang Chunxiang (2018) proposed that only the combination of production factors, demand conditions, relevant supporting industries, enterprise development, government and opportunities can enhance the competitiveness of regional cultural tourism industry.^[9] Zhang Chaozhi et al. (2020) conducted an in-depth study on the relationship between culture and tourism, exploring the emergence, change and transformation of both and the problems they face at different stages.^[10]

1.3. Research Significance

By sorting out the relevant cultural tourism resources in Zhengzhou, this paper studies the shortcomings, constraints and innovative paths and measures for the innovative development of cultural tourism in Zhengzhou, and provides theoretical support and scientific basis for the high-quality development of cultural tourism in Zhengzhou through cultural tourism concept innovation, form innovation and technological innovation. It plays an important role in meeting the needs of tourists, promoting the standardized development of all-area tourism, promoting the high-quality development of tourism, and enhancing the structure of cultural tourism industry.

2. Zhengzhou City Cultural Tourism Development Status Assessment

2.1. High A-class Tourist Attractions

Tourism scenic spots are the main places used to satisfy tourists visiting, relaxing and vacationing, and a certain number of tourist scenic spots can better meet the needs of tourists. High A-class tourist attractions mainly include 5A and 4A tourist attractions, the number of which represents the level of tourism development in the regional city.

As of 2021, there are 24 high A-class scenic spots in Zhengzhou, including 1 5A scenic spot (Songshan Shaolin) and a total of 23 4A scenic spots. A total of one high-density area is formed, located in the northwestern part of Xinmi City in the Fuxi Mountain area, which is rich in tourism resources, landscape tourism resources and red tourism resources, forming a landscape and red culture tour route. Two medium-density areas, located in the central areas of Zhongmou County and Dengfeng City, respectively. Zhongmou County, due to its flat terrain, forms a theme park tour and a leisurely way tour line; Dengfeng City, relying on Songshan Mountain, forms a religious culture tour line. Three low-density areas, respectively, are located in Xingyang City's Gubaidu tourism line, the northern part of Zhengzhou City's Yellow River cultural excursion line, and the leisure and cultural tourism lines of Cherry Gully and Huangdi Qianguo.

2.2. Rural Tourism Characteristics of the Village

Rural tourism is an indispensable part of the rural tourism development system. The development of rural tourism not only promotes the economic development of the region, strengthens the construction of infrastructure, improves the living environment, but also is an important means to consolidate rural areas out of poverty during the next 14-5 years.^[11] The tourism industry in Henan Province has been evaluated since 2018. Henan Province began to assess the rural tourism characteristic village in 2018, as of 2021, a total of four batches of villages have been selected, Zhengzhou City, a total of 35 villages selected, including Gongyi City, the most, a total of

8; Xinmi City, the second, a total of 7; Dengfeng City and Zhongmou County, a total of 5, Erqi District, a total of 4; Xinzheng City and Xingyang City, a total of three; other municipal districts are not.

The rural tourism villages in Zhengzhou are mainly located in counties (cities) outside the municipal jurisdiction, forming a typical core area, namely, the southeast of Gongyi City and the northwest of Xinmi City, located in the area of Fuxi Mountain and Fuxian Mountain, which are rich in tourism resources and have many scenic spots and can strengthen the development of rural tourism, while other counties (cities) outside the municipal jurisdiction have few rural tourism villages, and these should be strengthened in the future. The construction of rural tourism in these areas should be strengthened in the future.

2.3. Special Ecological Tourism Demonstration Town

Characteristic ecological tourism demonstration town is a strategic initiative of Henan Province to comprehensively implement rural revitalization in the new era. It is a township with characteristic ecological environment as a carrier, environmental protection and ecological tourism resources as the core, green, ecological and sustainable concept, taking environmental protection as the premise of tourism development, taking harmonious and unified development of man and nature as the guideline, relying on the good background environment of the township, carrying out ecological tourism, ecological science and technology, ecological education in the form of tourism.

Henan Province started to assess the characteristic ecological tourism demonstration towns from 2018, and as of 2021, four batches of characteristic ecological tourism demonstration towns have been selected, and a total of 18 characteristic ecological tourism demonstration towns have been selected in Zhengzhou City, and from the results of geospatial distribution, the characteristic ecological tourism demonstration towns are mainly distributed in the area from Fuxi Mountain to Huancuiyu, which has a better ecological environment, and because this area has a better natural geographic environment, it A high-density area is formed by relying on this area. In addition, the construction of special ecological tourism demonstration towns in the surrounding districts and counties of the city should be strengthened.

2.4. Provincial Tourist Resorts

With the promotion of reform and opening up, tourism is changing from sightseeing tour to leisure resort tour, and the construction and operation of tourism resort has become a development focus and hot spot. In order to adapt to the transformation and upgrading of tourism products and the tourism demand for leisure and vacation at home and abroad, Henan Province launched the assessment of tourism resort in 2016. By 2020, Zhengzhou City has been awarded 5 provincial tourism resorts, which play a benchmark role in promoting and leading the transformation of tourism from sightseeing to leisure and vacation, driving the development of all-area tourism and enhancing tourism experience.

From the geographical distribution trend of Zhengzhou provincial tourism resort, the number of distribution of the resort is relatively small, the future can rely on the Song Mountain Shaolin scenic area, the Yellow River Cultural Park, Gubaidu tourist area, the Yellow Emperor's thousand ancient love, floating play mountain snow cave and other tourism development advantages of the area, the construction of tourism resort, balanced development of each county and district, with tourism resort as a grip, fully drive the development of tourism in the entire city of Zhengzhou.

3. Constraints on the Development of Cultural Tourism Innovation in Zhengzhou

3.1. Cultural Tourism Products

In the background of the development of the era of all-area tourism, the development of cultural tourism in Zhengzhou City ushered in a booming upswing, and various types of cultural tourism resources at all levels have been developed to varying degrees, while at the same time, the development of cultural tourism products has also shown a variety of types, levels and rapid

development. A number of different types of cultural tourism products like only Henan, Jianye Film Town, etc. have also emerged. Then, due to the influence of different reasons in planning and design, development concept, industry characteristics and long-term development mechanism, the development of cultural tourism products in Zhengzhou City is still in the stage of incremental expansion, with insufficient grasp of connotation quality, and in the design and development of products, there are phenomena such as homogenization, lack of top flow IP, and low quality. In terms of the subject matter of the product design, due to the uneven cultural level of tourists, it is reflected in the cultural tourism products presenting a complex structure and diverse levels.

3.2. Government Tourism Policy

In recent years, the state has also released many tourism policies one after another to support the development of cultural tourism in the city. Zhengzhou City has supported the development of culture and tourism both under the guidance of the Henan Provincial Government and the tourism policies issued by the Zhengzhou Municipal Government, which have released many tourism policies one after another, such as the Notice on the Action Plan for the Transformation and Upgrading of the Tourism Industry in Zhengzhou City (2018-2020) and the Several Policies on Promoting the Construction of a Strong City of Culture and Tourism in Zhengzhou City (Draft for Comments)", all these tourism policies have guided the direction for the future innovative development of culture and tourism in Zhengzhou, which will lay the foundation for building a strong city of culture and tourism and constructing a balanced distribution pattern of cultural tourism resources in Zhengzhou.

3.3. Infrastructure Development

The level of infrastructure construction represents the level of cultural tourism development in a region, and is an important factor in attracting tourists.^[12] In recent years, Zhengzhou City has vigorously promoted the construction of infrastructure, from the upgrading of transportation hubs such as Zhengzhou East Station, Zhengzhou Bus Hub Station and Zhengzhou South Station, to the construction of self-driving caravan campsites, from the construction of roads along the Yellow River to the Blue Sky Project, comprehensively upgrading the construction of infrastructure. In addition, Zhengzhou City takes the opportunity of building a whole area tourism demonstration area, comprehensively upgrading infrastructure, vigorously improving the whole area tourism highway network within the region, constructing beautification work along the highway with high standard and quality; constructing tourism distribution center, creating distinctive tourism boutique lines, and building a whole area tourism transportation system construction, adopting the form of point breakthrough to build a national tourism standardisation demonstration city, promoting tourism toilets, distribution centres, service quality as well as city branding.

3.4. Publicity and Promotion Platform

The right cultural tourism promotion platform can increase the exposure of resource attraction points, but also improve the influence of the brand and economic income, Zhengzhou City through the new media VR, AR, 5G and other high-tech scenic spots, cultural venues, non-heritage projects, traditional neighborhoods, etc. to record, spread, publicity, promotion. Especially after the epidemic, platforms have focused on "eating", "accommodation", "transportation", "tourism", "shopping", "entertainment", and other areas. They have initially integrated functions such as "cloud tourism", "cloud live streaming", "cloud exhibitions" and "cloud information" to innovate the promotion and advertisement models for cultural tourism. This aims to achieve the digital transformation and development of cultural and tourism resources in Zhengzhou City, and assist in the construction of Zhengzhou City's cultural tourism cloud. By utilizing internet and VR technologies, through the "Zhengzhou Cultural Tourism Cloud" platform, we provide promotional assistance for "cloud tours" of Zhengzhou, and offer higher quality cultural services for the public. We are building an immersive video resource library for "cloud tours" of Zhengzhou, allowing tourists to browse the tourism resources of Zhengzhou City online at any time without leaving their homes.

4. Zhengzhou city cultural tourism innovation development path and measures

4.1. Enhance Cultural Science and Technology to help Innovation and Development

The integration of culture and technology has entered the era of digital cultural economy and become an important path to build a strong cultural nation. Augmented reality, virtual reality, mixed reality, extended reality, artificial intelligence and other new technologies are fully applied in the field of cultural tourism, giving rise to more new industries, new scenarios and new models. Big data, mobile Internet, etc. accelerate the digital transformation of cultural tourism, and the resource, space-time and product views of cultural tourism will be reconstructed. Digital culture and tourism become the future development direction of culture and tourism.

4.2. Promote the Development of Immersive Cultural Tourism Projects

An attractive immersive tourism experience project must first have a strong attractive theme or IP, and then build a scene story around the theme or IP; secondly, extract the core IP concept to transform into an immersive experience project; then use the human sense to stack, use a narrative approach to attract tourists to the tourism project, and let tourists explore the story's development course in their own area; finally, the demand to enhance the commercialization and scene operation capabilities of the operating companies. From a long-term perspective, immersive cultural tourism development projects have always had a need for transformation, upgrading, and elevation. Particularly, in terms of storytelling and narrative development, the key focus on how to integrate culture and attract tourists.

4.3. Create Online and Offline Joint Marketing

As of the first half of 2021, China's public residents watching online video users have 944 million, compared to the second half of last year, an increase of 0.17 billion. 2021 in the first half of the year, the competition between major video platforms is continuing to strengthen, the competition for users is exceptionally strong. Data show that in March 2021, the per capita single-day use of short video applications was 125 minutes, 27 minutes higher than that of long videos, and the gap is growing.

Under this development stage, all kinds of cultural tourism enterprises should seize the wind and use the network platforms such as Jitterbug, Shutterbug, Watermelon and Weibo to continuously innovate the marketing development mode and strengthen marketing. Meanwhile, various types of tourism entities can carry out tourism activities that can attract users. In addition, in the field of live tourism, with the continuous prosperous development of the industry, the market order of live tourism is also being standardized, all kinds of tourism subjects at all levels should always pay attention to the development of the market, and further expand the investment in the business of live tourism. Taking advantage of Zhengzhou's advantageous position in the cruciform railway network in Henan Province, as well as various transportation hub stations, we will carry out a series of marketing activities for cultural tourism in Zhengzhou. We sincerely invite tourists from other provinces to come to Zhengzhou for leisure and vacation, to promote the "Beautiful Zhengzhou" tourism brand, and to enhance the quality and efficiency of the tourism industry in Zhengzhou.

4.4. Stimulate the Night Cultural Tourism Consumption Vitality

The government should make vigorous efforts to stimulate nighttime consumption, encourage tourism scenic spots and cultural venues to launch nighttime tour projects, optimize evening dining, shopping, performing arts, entertainment, and other services. It should promote the development of 24-hour bookstores, late-night eateries, non-closing shopping centers, nighttime leisure districts, nighttime theaters, and other formats. By doing so, it will create nighttime tourism brands such as "Enchanting Night Zhengzhou." At present, Zhengzhou International Cultural and Creative Park in Zhengzhou City has been selected as one of the first national night culture and tourism consumption gathering areas. In the future, it will focus on building regional night consumption gathering areas such as Erqi Square, Zhongyuan Wanda, Qianxi Square and Huayuan Road, and make a number of special night consumption neighborhoods such as Dehua Pedestrian Street, Nongke Road Bar and

Leisure Street and Haima Haihui Center in different styles to form a "night Zhengzhou" consumption landmark. The government needs to cultivate a diversified nighttime consumption market, gather famous snacks and delicacies from various places, and attract consumers to experience Zhengzhou's food culture. A number of night products, night shopping, night appreciation and night tour projects will be launched in time to inject new vitality into Zhengzhou's economic growth and city quality.

5. Conclusion

The innovative development of cultural tourism is crucial for the sustainable future of tourism industry in Zhengzhou. Our research shows that the tourism resources are mainly concentrated in the outskirts of the urban area in Zhengzhou. Cultural tourism products, government tourism policies, infrastructure development, and promotional platforms are the main factors that restrict the development of cultural tourism in Zhengzhou. The research results lay a scientific basis for the rational allocation and sustainable development of tourism resources in Zhengzhou in the future.

Acknowledgements

2023 Key Research Project of Soft Science in Henan Province Higher Education Institutions (23A630025)

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