

Research on Integrated Development of Tourism Resources in Harbin New Area

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Abstract: Harbin New Area plays an important role in the overall revitalization of Northeast China national strategy, as well as local economic and social development. Taking tourism resources in Harbin New Area as the research object, this paper analyzes the necessity of integrated development of tourism resources in Harbin New Area from three aspects: unbalanced distribution of tourism resources, scale and cluster advantage of tourism resources, and regional tourism development force becomes the main means of competition. Finally, this paper puts forward the strategy of tourism resources integration and development in Harbin New Area, including the aspects of integrating and developing humanistic tourism resources in the three districts, integrating advantageous tourism resources and realizing the complementary of heterogeneous resources.

1. Introduction

The State Council approved the establishment of Harbin New Area on December 16, 2015. The new district includes parts of Songbei, Hulan and Pingfang District of Harbin, with a planned area of 493 square kilometers. Harbin New District is the 16th state-level new area in China, the northernmost state-level new area, and the only state-level new area whose theme is cooperation with Russia. The establishment of the new area is an important measure for the country to promote the construction of the "Belt and Road", as well as accelerating the revitalization of a new round of old industrial bases in Northeast China. In 2019, Harbin New Area became the only "experimental field" for reforming and innovating the three Northeast provinces, which integrates the "superposition of five districts" in national new area, free trade pilot zone, high-tech zone, economic development zone and administrative region. Taking advantages of the national strategy, provincial and municipal positioning as well as its own advantages of the "five districts superimposed" system and mechanism, the new District carries the three major missions of "leading the reform and opening up of Longjiang", "rebuilding the urban structure of Harbin" and "reshaping the industrial structure of Harbin"^[1]. The new area should play an important supporting role in the economic development of Heilongjiang Province as well as the overall revitalization of Northeast China.

2. The necessity of integrated development of tourism resources in Harbin New Area

2.1. The distribution of tourism resources is unbalanced

The famous single tourism resources in Harbin New District are mainly concentrated in Songbei District, which are in large quantity, high quality and rich variety, including landmark buildings, urban wetlands, ice and snow, cultural and creative spots, characteristic animals, tourism venues and so on. Both cultural and natural tourism resources have been developed to a certain scale, with large market attraction and relatively completed tourism reception facilities. The main types of tourism resources in Hulan and Pingfang District are buildings and facilities as well as humanistic activities, while the basic types of tourism resources in Pingfang District are places where historical

events took place, venues for exhibition and demonstration as well as sports and fitness. Hulan District is dominated by former residences of celebrities and historical figures, venues for cultural as well as religious and sacrifice activities, with fewer types of tourism resources and fewer individual resources. Hulan and Pingfang District will lack material supports if they only rely on their own resources to enhance market attraction.

2.2. The scale advantage and cluster advantage of tourism resources have not yet emerged

The Master Plan of Harbin New Area (2018-2035) proposes to build a characteristic international cultural tourism center in Harbin New Area, which is rich in tourism resources. The developed ice and snow tourism, cultural tourism, summer tourism, red tourism, ecological tourism and industrial tourism have become the core tourism products of Harbin. However, the development of tourism resources in Harbin New Area still has an imbalance between strength and weakness, for the distances among Pingfang, Songbei and Hulan District are large. The tourism resources in these three administrative regions are relatively loose in space, and the advantages of individual tourism resources in different regions, have not been effectively integrated according to the overall goal of tourism development, and the supply and demand of tourism market. Neither the rational division of labor and effective supply of individual tourism resources nor the goal of maximizing the comprehensive benefits of regional tourism resources through the advantages of scale and cluster have not been realized.

2.3. Regional tourism development becomes the main means of competition

Now, the competition in the tourism market has changed from the traditional competition of single routes, scenic spots and cities to the joint competition of regional economic integration. Tourism resource integration is based on the overall goal of regional tourism development as well as the supply and demand situation of the tourism market, with the purpose of enhancing the competitiveness of regional tourism, through the optimization and reallocation of tourism resources, highlighting the characteristics and advantages of resources, in order to form a joint force for regional tourism development, to attract more tourists, so as to obtain the maximum economic, social and ecological benefits. Thus, the market value and comprehensive benefit of regional tourism resources will be maximized. Therefore, the effective integration of tourism resources has become an important path for Harbin New District to promote the integration of culture and tourism and accelerate the construction of international cultural tourism gathering area.

3. Strategies for integrated development of tourism resources in Harbin New Area

3.1. Integrate and develop cultural tourism resources to break seasonal restrictions

The cultural tourism resources in Harbin New District are very rich. Such as the World Joy City in Hulan District, the former residence of Xiao Hong, the Harbin Beer Museum in Pingfang District, the Exhibition Hall of the crime evidence of the 71st Japanese Army, the Ice City Culture Hall, the Ice arena, Aoyu Curling Center, the Air film Ice sports center, the Four Seasons of the Harbin Ice and Snow World in Songbei District, the Sunchuangmao Ski Resort, the Polar Museum, the Harbin Grand Theater, etc. Because the value of these human resources mainly reflects culture and art, which can break through the seasonal restrictions and be visited in all seasons. Therefore, through the integration and development of cultural tourism resources in the three regions, diversified off-season tourism products can be developed to meet the needs of business, conference, research and parent-child tourism in spring and autumn, so as to attract more tourists in spring and autumn.

3.2. Integrate advantageous tourism resources to enhance the competitiveness of tourism products in peak season

The theme image of Harbin New District Ice City summer capital is bright, there are many representative high-quality single tourism resources for both winter and summer. Harbin New Area should take the initiative to integrate into the "seven cities" construction goal of Harbin, to highlight

quality and characteristics, to form the scale effect of winter and summer tourism projects through the integration of high-quality single tourism resources, and to continue improving the visibility and influence of the most influential and competitive tourism quality routes that can represent the overall level of Harbin New Area tourism. Taking summer tourism as an example, in order to seize a larger summer tourism market, Harbin New Area must provide more large-scale and more characteristic tourism routes and products. For example, four season tourism project of Harbin Ice and Snow World + Sunchuangmao Ski Resort + cottage area "three pavilions and one garden" + Songjiang Summer City + Sun Island Scenic area + Polar Pavilion gather together, in summer, tourists can enjoy the ice and snow in a cool environment, watch the river and play in the water, the same frame polar animals. The forms of leisure summer are diverse, the content is rich, and the competitiveness will be greatly improved.

3.3. Integrate homogeneous resources to form scale effect

In the process of development, Harbin New Area has formed its own unique regional characteristics and representative culture, which is difficult to be copied by other cities. Relying on the development of ice and snow resources, ice and snow tourism is the traditional strength of Harbin, but now it is also facing great challenges from other regions in China. Through the combination of unique ice and snow resources, Harbin New Area can enhance the scale effect of ice and snow tourism resources and provide tourists with a richer cultural experience of ice and snow tourism, which is one of the important ways to cope with the challenges. For example, the Harbin Ice and Snow World - - Sun Island - - Pingfang District ice arena - Aoyu Curling Center - Pingfang District Ice sports center - Pingfang District air film ice sports center into a line, visitors can enjoy ice lanterns and watch snow sculptures, but also can experience the different fun of ice hockey curling ice disc, the tourists can also feel more ice and snow cultural elements. The chain of ice and snow tourism has been extended and the content has been enriched. The integration of this kind of homogeneous ice and snow culture tourism resources can undoubtedly improve the tourist attractions.

3.4. Realize the complementary of heterogeneous resources to meet the diverse needs of tourists

Harbin New Area is rich for cultural tourism resources in Heilongjiang Province, which concentrates a variety of resources such as ice and snow culture, river wetlands, urban landmarks, traditional industries, etc. The differences between different types of tourism resources produce strong complementarity. The types of tourism resources are different among Songbei, Pingfang and Hulan district, and the characteristics of the resources in Pingfang and Hulan district are different and scattered. However, the number of individual tourism resources in these two districts is relatively small, and the influence of the two districts is larger than that in Songbei District. Therefore, we can firmly rely on the differentiated tourism resources of the new District, scientifically integrate the snow and ice tourism resources, sports tourism resources, cultural tourism resources, ecological tourism resources, wetland tourism resources and industrial tourism resources of the three regions, strengthen synergy through complementary advantages, enrich the content of tourism products in the new District, and build a diversified tourism product system. We can develop more and richer multi-functional tourism routes and compound tourism routes with different lengths of time to meet the personalized and differentiated needs of tourists in more aspects.

3.5. Highlight brand advantages and enhance market attractiveness

The attraction and appeal of tourism resources in the three regions of the new district are not balanced, the popularity and influence of tourism resources are quite different, and the market share of some characteristic tourism resources is not high. Therefore, the development of cultural tourism resources can be promoted through the integration of tourism resource brands. One way is to integrate well-known tourism resource brands to achieve strong combination. Another way of integration is between big brands and small brands. Support some small cultural tourism resource

brands that are not well known but have been praised by tourists, and play the joint role of big brands through integration. With the development of small brands, the integrated lines and products will correspondingly have more market appeal. Of course, in addition to the integration of well-known tourism resource brands through the combination of strong and powerful, the single tourism resource brand itself should also continue to innovate, become stronger and bigger, and continue to improve market attractiveness.

3.6. Give play to the role of core blocks and lead the integrated development of resources

Government support and economic development are important conditions that affect the development of tourism resources. Songbei District is the seat of Harbin Municipal Government, the political center of Harbin City, the seat of Harbin New District Management Committee, and the most important core bearing area of Harbin New District. In recent years, the comprehensive strength of Songbei District has improved significantly. Songbei District has a high concentration of scenic spots, and tourism resources development has formed a scale effect. The rapid development of Songbei District provides a strong comprehensive guarantee for the further development of tourism resources^[2]. As the main battlefield for Harbin to implement the development strategy of "North leaping, South expanding, reviving and strengthening the county", Songbei District bears the heavy responsibility of cross-river development and cross-development of Harbin. Therefore, it gives full play to the leading role of the core area, with the help of the core area, and Pingfang District, Hulan district linkage, help the relatively backward Pingfang district and Hulan district to carry out in-depth development of tourism resources, through the tourism strong area to achieve the goal of tourism strong city, tourism strong province.

3.7. Relying on characteristic culture, innovative development of cultural tourism products

Food, housing, transportation, travel, shopping, entertainment, each link must play a role in the tourism economy. Rich natural resources and cultural resources have become the material support for the development of cultural and creative commodities in the new district. The new District should dig deeply into the cultural connotation of tourism resources, integrate different cultural symbols of the three regions, and develop a series of characteristic tourism commodities. For example, "ice" series, "snow" series, landscape series, daily necessities series, display memorial series, cute pet series, green food series, etc. Cultural and creative tourism goods can be charged, can also be free gift. In order to improve the quality of tourism services and provide tourists with more comfortable travel conditions, in the cold winter, you can give tourists a cup of hot ginger tea printed with the cultural identity of the new district at the scenic spot and when the tourists board the tour bus after the tour; We can also give tourists warm baby hot pads with pictures of local cultural characteristics of the packaging, rather than from the market to buy popular special paste products, these are also able to play a promotional role in cultural and creative tourism goods.

4. Conclusion

Songbei District, the core area of Harbin New District, is rich in tourism resources. Tourism products developed based on unique cultural tourism resources and natural tourism resources are well-known and influential, and many of them have become iconic tourism products of Harbin City. The scale, quality and popularity of tourism resources in Pingfang District and Hulan District are relatively low, and the market attraction is relatively weak. Therefore, it is necessary to scientifically integrate the single tourism resources in the three districts, maximize the value of tourism resources in the new district through in-depth exploration of resource characteristics, enhancing the scale effect of homogeneous tourism resources, realizing the complementarity of heterogeneous tourism resources, strengthening the leading role of the core area Songbei District and other measures, and transform the advantages of monomer into cluster advantages and overall advantages, so as to promote the development of tourism in Harbin New District.

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