

Study on the "Huang-hang" Regional Coordinated Development of Intangible Cultural Heritage Tourism

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Abstract

After joining the Hangzhou metropolitan area, Huangshan government has actively created the metropolitan tourism development atmosphere. From the perspective of tourism system resource allocation, this paper qualitatively analyzes the the intangible cultural heritage tourism resources in the region and builds a development model of Huang-hang regional tourism system. Main research methods are reading literature, field research, social network analysis and so on. The author puts forward four core aspects of tourism system, which are source market, support system, travel system and destination system. Based on the analysis of tourism system, this paper gives suggestions on the development path of Huangshan-Hangzhou regional tourism.

Keywords

Regional tourism; Tourism cooperative development; Intangible cultural heritage tourism.

1. Introduction

With the construction of inter-city transportation in China, the metropolitan area has gradually become a symbiotic model for the coordinated development of inter-city regions. A "super urban organism" system is gradually formed with multiple cities sharing industrial resources. At the end of 2018, Huangshan City promulgated the "Implementation Opinions on Fully Integrating into the Hangzhou Metropolitan Area", and the action was officially launched. The "Opinions" propose that in order to further enhance Huangshan's urban brand image and expand urban influence, by the end of 2020, it will achieve comprehensive integration of infrastructure, ecological environment, industrial resources, and public services. The strategic fulcrum of extension will achieve high-quality integrated development of Huang-hang by 2035, and build a new Huangshan City with beautiful China. As the ecological and tourism guarantee for the westward passage of Hangzhou, the coordinated development of Huangshan-Hangzhou regional tourism is an important starting point for Huangshan City to realize the integration strategy. The development of Huangshan city is also a key measure to promote the Huangshan-Hangzhou international tourism demonstration zone.

2. Literature Review

Regarding the study of regional tourism, foreign scholars pay more attention to the development of tourism economy, the integration of tourism resources and the coordinated shaping and development of tourist attractions. Gray (1989) analyzed from the perspective of the coordinated development of regional tourism, and summarized five characteristics of the coordinated development of regional tourism: natural resource coordination, stakeholder independence, the coordination among tourism subjects, the verifiability of development results, and the sharing of advantages and disadvantages [1]. From the perspective of regional tourism collaboration, Tazim B. J& Donal Getz (1995) analyzed the solution path of inter-regional tourism problems [2]. In addition, scholars such as Bill [3], Aruajo [4], and Christina

[5] analyzed the regional tourism development planning model and the interest relations among the various subjects in the process of regional tourism development from the perspective of stakeholders.

When domestic scholars study regional tourism, they mostly discuss it from the regional spatial structure, the sustainability of regional ecotourism and the cooperation mechanism between regional governments. For example, Yang Rongbin (2005) analyzed the five spatial layouts of regional tourism from "point-axis" to "network" mode through tourism geospatial structure [6]. Huang Jinhua and Wu Bihu (2005) discussed the development path of regional tourism space through the method of empirical research, taking Xi'an, an ancient city in China, as a case study [7]. Liu Dajun et al. (2013) studied the structural evolution model of the system of regional tourist attractions in Wuhan [8]. In terms of research methods, most of them are qualitative research, and some scholars are devoted to quantitative analysis to discuss the coordinated development of regional tourism.

3. Analysis of Regional Tourism Resources

Huangshan City is located at the southernmost tip of Anhui Province, at the intersection of Hangzhou City. It is only more than 200 kilometers away from the center of Hangzhou and is one of the prefecture-level cities closer to Hangzhou [9]. "Huangshan-Hangzhou Tourism Integration Area" is a tourism area based on the sharing of resources on tourism development of Huangshan City and Hangzhou City, the mutual exchange of tourist market sources, and the co-construction of brands.

Although Huangshan City and Hangzhou City are adjacent to each other, their tourism resources have different characteristics. From the perspective of human tourism resources, Huangshan City is the birthplace of Huizhou culture, showing the historical characteristics of ancient Huizhou architecture, calligraphy and painting, Hui merchants, etc.; Hangzhou is a fusion of Liangzhu culture, Wuyue culture, Southern Song culture, West Lake culture, and canal culture. From the perspective of natural tourism resources, Huangshan City is dominated by the mountain scenery of Huangshan Scenic Area, and the ancient village landscape is also unique; Hangzhou City is dominated by river and lake landscapes, and Qiantang River, West Lake, and Qiandao Lake are the main attractions. The difference in the landscape between Huangshan and Hangzhou is the chance to complement the tourism resources of the two places, which is more conducive to the integrated development of tourism in this area. The key tourism resources in the two places are shown in Table 1. The local intangible cultural heritage features have been integrated into the tourist attractions with various ways of showing. The publicity of scenic spots promotes the inheritance and development of intangible cultural heritage.

Table 1: Key tourism resources in Huangshan and Hangzhou

Scenic level	Tourist place	Scenic area name
5A level	Huangshan	Huangshan Scenic Area, Xidi, Hongcun, Ancient Huizhou Cultural Tourism Area (Chengkan, Tangmo, Qiankou House, Huizhou Ancient City, Tangyue Archway Group·Bao Family Garden)
	Hangzhou	Qiandao Lake, West Lake Scenic Area, Xixi Wetland Tourist Area, Liangzhu Ancient City Ruins Park
4A level	Huangshan	Huashan Grottoes, East Huangshan Resort, Emerald Valley, Taiping Lake, Jiulong Waterfall, Xin'anjiang Landscape Gallery, Xiongkun Scenic Area, Qiyun Mountain, Former Residence of Sai Jinhua, Nanping Scenic Area, Guniujiang, Furong Valley Scenic Area, Fengle Lake, Zui Hot Springs, Xin'an River Waterfront Tourist Area, Huangshan Tiger Forest Park, Daguling, Xiuning Ancient City Rock, New Fourth Army Headquarters, Lixi Scenic Area, Liyang in Lane
	Hangzhou	Leifeng Pagoda, Qinghefang, Gaoting Mountain, Songcheng, Hangzhou Amusement Park, Oriental Cultural Park, Xianghu, Polar Ocean Park, Zheyuan International Education and Tourism Experience Zone, Shuangxi Bamboo Sea, Yuhang Shangougou Scenic Area, Chaoshan, Tang Qi, Safari Park, Longmen Ancient Town, Fuchun Taoyuan Scenic Area, Tianmu Mountain, Western Zhejiang Grand Canyon, Liuxi River, Daming Mountain, East Tianmu Mountain, Taihuyuan, Yaolin Fairyland, Tonglu Chuiyuntong Tianhe, Yanziling Diaoyutai, Langshi Golden Beach , Tonglu Jiangnan Ancient Village, Tianzidi, Daciyan, Qili Yangfan Scenic Area, Lingxi Cave

4. Research on the Path of Regional Tourism System Collaborative Development

In 1998, Scholar Wu proposed a tourism system model, which divided the tourism system into four cores: the source market system, the support system, the travel system, and the destination system [10]. Based on Wu's tourism system model, this study draws the Huangshan-Hangzhou regional tourism development system model according to the characteristics of Huang-hang regional tourism. In the model, the source market is the fundamental factor that determines the direction of regional tourism development; the support system is mainly composed of the Integration policy, the ecological environment protection, and tourism talent support; the travel system is a prerequisite for the development of this regional tourism, especially transportation; the destination system is mainly composed of tourist attractions (ie, cultural and natural landscapes and festival activities), tourist facilities and tourist services. Four subsystems interact with each other to form an overall system for the coordinated development of tourism. The model of Huangshan-Hangzhou regional tourism development system is shown in Figure 1:

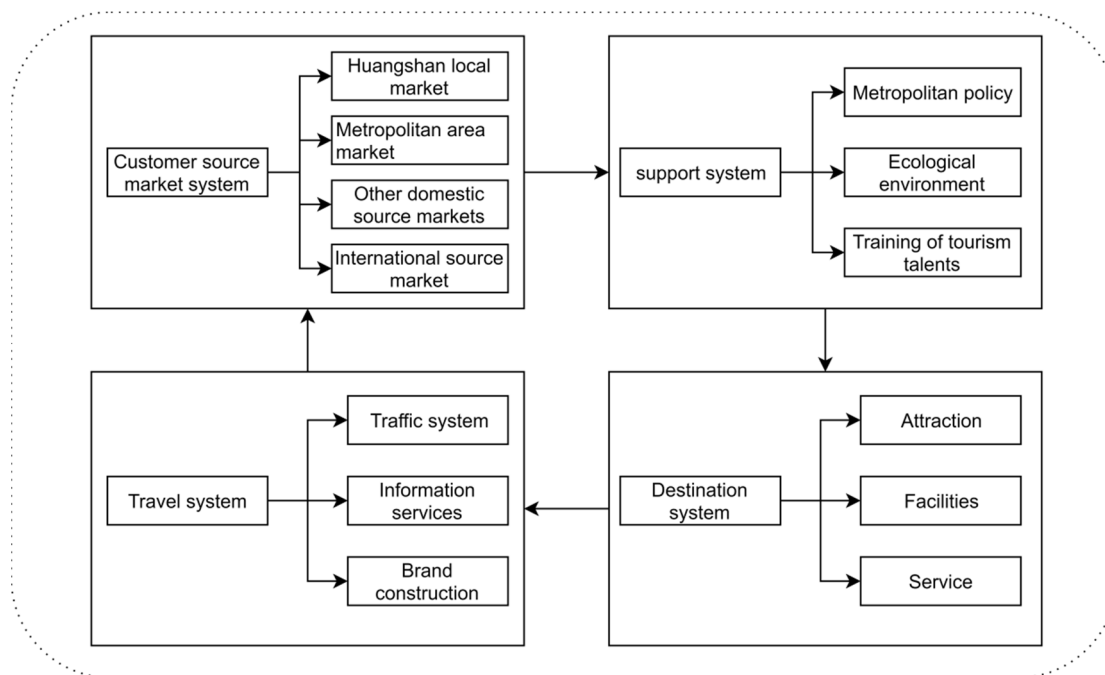


Figure 1. Regional Intangible cultural Tourism Development System Model

4.1. The Coordinated Development of the Tourist Source Market System

Through the Baidu Index, this study compares Huang-hang's tourist source. The chart shows that main tourist source markets of Huangshan is Anhui Province, Jiangsu Province, and Zhejiang Province, and the main tourist source markets for Hangzhou Tourism are Zhejiang Province, Shanghai, and Guangdong Province. From the perspective of urban agglomeration structure, tourism in both Huang-hang and Hangzhou is dominated by urban agglomerations in the Yangtze River Delta. To achieve the sharing of the Huangshan-Hangzhou tourist market, the most important way is to promote the upgrade of the "first tour" of Huang-shan tourists to the "in-depth tour". It is significant for intangible cultural tourism development that building the unified regional passenger information sharing system and the regularly conduct destination marketing system to potential tourists in the source area. Through joint ticket delivery, route planning and other ways to improve the probability of tourist decision-making behavior.

4.2. Cooperative Development of Huang-Hang Tourism Travel System

(1) Huang-hang High Speed Rail Travel System

The smoothness of the symbiotic interface of the tourism system requires a strong symbiotic environment in the region. The Huangshan-Hangzhou High-speed Railway opened at the end of 2018, starting at Huangshan City in Anhui Province and ending at Hangzhou City in Zhejiang Province. The opening of Huang-hang High Speed Railway has greatly shortened the time cost of tourists, and provided conditions for Huang-hang's tourism source market sharing.

(2) Travel system of Huangshan-Hangzhou highway

Under the influence of high-speed railway, the spatial difference of tourism flow in Huangshan-Hangzhou area is an expanding trend. On the basis of the corridor effect of high-speed railway, it is also important to cultivate the diffusion capacity of tourism flow along non-high-speed rail. To build tourism development in Huangsha-Hangzhou district, the expressway is the main guarantee. In June 2020, the Qian Daohu-Huangshan highway successfully achieved full-scale double-linkage and is expected to open by the end of this year. The Qianhuang highway has a total length of 51.422km and is an important passage between Huangshan and Hangzhou. After the opening of the Qianhuang highway, the drive from Hangzhou Qian Daohu to Huangshan will

be reduced from the current 3 hours to about 1 hour, which has a profound impact on the construction of Huangshan-Hangzhou regional tourism integration.

4.3. Co-development of Huang-hang Tourism Support System

(1) Ecosystem support

With the support and guidance of the Huangshan-Hangzhou Integration policy, governments at all levels have made efforts to build Huangshan City into an ecological security barrier, cultural tourism demonstration, green industry new ground, healthy and livable model for the Hangzhou metropolitan area, and westward expansion Strategic pivot. While developing tourism, Huangshan City should pay attention to the overall implementation of the governance of the landscape, forestry, lakes and grasses, protecting the ecological cycle and water quality of the Xin'an River Basin. With stabilizing the ecological quality of the ecological safety barrier in the Hangzhou metropolitan area, Huangshan government should create a low-carbon, green and environmentally friendly ecological Huangshan brand Image. In recent years, the quality of our nationals has been greatly improved. However, many tourists still have uncivilized behaviors of littering. Raising tourists' awareness of civilization and environmental protection is also an important measure to protect the ecological environment.

(2) Talent training system support

Talent training is a supporting factor that influences the development of Huangshan-Hangzhou regional tourism. The Tourism College of Huangshan University is a demonstration base for tourism talents in southern Anhui and a fresh impetus to promote the development of tourism in Hangshan. To strengthen cooperation between Huangshan University and universities in Hangzhou, to promote the exchange of college teachers, and to accumulate a talent base for the integration of Huangshan-Hangzhou. Highly sophisticated talents in the entire industrial chain of Huangshan-Hangzhou is the basic guarantee for the development of big data tourism and ecotourism. Promoting the construction of the Huangshan Technology Transfer Center of Zhejiang University, improving the technical level of high-end tourism agricultural products in Huangshan City, and increasing the intensity of ecological and environmental protection.

4.4. Co-development of Huang-hang Tourism Destination System

(1) The coordinated development of tourism attractions in Huang-hang

Tourist attractions are mainly composed of landscape and festivals resources. Based on the advantages of their own tourism resources, the two places take regions as units to divide tourism resources, focusing on the development of heterogeneous tourism resources. To achieve the coordinated development of Huangshan-Hangzhou tourism, it is necessary to break the situation of a single sightseeing tour route and develop a diversified tour route and tourism product system. Based on the construction of high-speed railway and highway traffic facilities, Huangshan City has completed the construction of 10 themed tourist scenic routes. According to the portraits of tourists, different types of themed tourist routes are designed in terms of the age, occupation, social identity, travel budget, travel mode of travel, etc. Festival activities are one of the driving forces for tourists' tourism behaviors. To create a brand of festival activities in tourist destinations, promoting festival tourism economic income in tourist destinations.

(2) Coordinated development of tourism facilities and services in Huang-hang

In tourism facilities, it is important that strengthening the construction of tourism safety system, integrating market supervision, transportation, traffic control, fire protection, emergency management and other departmental resources. On the basis of optimizing Huang-hang's tourism environment, increasing the training of tourism management personnel and service personnel to improve service quality.

5. Conclusion

After Huangshan joined the Hangzhou metropolitan area, the coordinated development of regional tourism is an inevitable trend for the development of Huangshan and Hangzhou. "Intangible cultural tourism synergistic development" is a complex and systematic construction process of the entire tourism industry chain. On the basis of traffic interconnection and information sharing, it is particularly critical to establish uniform scenic spot facility standards and tourism service quality.

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