

# A Study on the Development of Cultural Tourism Industry in Yancheng\*

ZHANG Cui-ai

Yancheng Institute of Technology, Jiangsu, China

Culture is an essential condition for the rapid and healthy development of the tourism industry. However, tourism provides a platform for cultural exchange and communication, injecting a strong impetus to the development of the cultural industry. Under the background of the era that both culture and tourism industries have become national strategies, how to promote and realize the combination and interaction of culture and tourism industry is a practical problem that needs to be solved urgently. Based on taking Yancheng salt culture and seashore wetland ecological culture as the case analysis, this article hackles the integration advantages of Yancheng and tries to find out the deficiencies. On the basis of the evaluation and analysis between culture and the differences in the comprehensive development level of tourism industry, this paper discusses the characteristics and mechanism of the combination of culture and tourism industry, proposes a coordinated development pattern of culture and tourism industry, and on this basis provides the corresponding strategies and suggestions of this pattern in Yancheng.

**Keywords:** Yancheng, culture, tourism, industry development

## A Brief Introduction

In 2017, the 19th National Congress of the Communist Party of China (CPC) improved the strategic position of the cultural industry and explicitly stated: “Culture is the soul of a country and a nation. Culture brings prosperity and strength to the country.” Culture is not only a symbol of the economic development, the comprehensive competitive strength and the development degree of the human civilization of a country and a nation, but also an inexhaustible driving force for the whole economic and social development. At present, more and more countries and regions are entering into the era of cultural industry. As a new highlight of world economic growth, cultural industry is developing towards the emerging pillar industry in the 21st century. According to the United Nations Conference on Trade and Development (UNCTAD), the growth rate of the global cultural industry is accelerating, “With an average annual growth rate of 7 percent, the added value of cultural industry accounts for about 8 percent of global GDP.”<sup>1</sup>

---

\* **Acknowledgements:** This paper is funded by Jiangsu Provincial Social Science Foundation Cooperation Project “A Study on the Inheritance and Development of Characteristic Rural Culture in Yancheng” (17XZB013).

ZHANG Cui-ai (1968—), Female, Han, Born in Yancheng city, Jiangsu province, an Associate Professor of Yancheng Institute of Technology and a researcher of postdoctoral station of Faculty of Arts, Nanjing Normal University. Research area: Literature of Tang and Song Dynasty, Ci Study (Address: Building 5, Room 105, Talent Apartment of Yancheng Institute of Technology; Postal code: 224000; Phone number: 15261920466; Email:zca501@163.com.)

<sup>1</sup> Sheng Chaoxun, Zheng Miao. *The Interactive Development Mechanism of Cultural Innovation Industry and Manufacturing Industry*[J]. Creativity and design, 2008.

In the face of such cultural and industrial development situation, it has become an important issue and reached a broad consensus in academia and economic sphere to facilitate the industry convergence of tourism and cultural industries, which are closely linked to each other. And a pattern is developed to promote culture through tourism and strengthen tourism through culture.

### **The Current Situation of the Integrated Development of Yancheng Culture and Tourism Industry**

While promoting the integration development of culture and tourism industry has drawn attention from China and even the world, there still exist some deficiencies in the integrated development of the two industries in Yancheng. First, culture and tourism are lack of inter-communication mechanism and system guarantee on the level of government management. Second, a mature and perfect investment financing platform has not been set up yet. Third, the proportion of special support fund input for the traditional brand tourism culture industry is too small. Fourth, the development of regional culture and tourism industry is not balanced. The degree of integration between the two major industries is at varying rates. Fifth, there are short of managerial and creative talents. Therefore, it is necessary to carry out further theoretical research on the reasonable mechanism and mode of coordinated development between Yancheng cultural industry and tourism in order to provide certain guidance and reference in promoting the more effective and sustainable integrated development of the two industries.

### **A Study on the Development Situation and Classified Development Path of Salt Culture Tourism in Yancheng**

Salt is a necessity of human life, a kind of culture and possesses rich cultural tourism resources. Yancheng has a large amount of material and non-material sea salt culture heritage, and its history almost runs through the whole history of China's sea salt culture. Therefore, the history of Yancheng is the epitome of the development history of sea salt industry and Yancheng is an important representative for understanding and studying China's sea salt culture.

#### **Yancheng Existing Sea Salt Cultural Tourism Resources Development**

Yancheng has the resources of sea salt cultural sites, relics and architectural landscape. Sites and architectural tourism resources belong to cultural tourism resources of the category of cultural space, and the development of such cultural resources is usually in the form of "eco-museum", "cultural ecological reserve", "folk village (town)" and so on. The related cultural resources are linked together in the form of strips or slices, forming a whole and on the original site seeking for protection and development. As the distribution of sea salt cultural sites is scattered, many areas with more sea salt cultural relics can be divided into zones for management, which are connected in the form of sea salt culture landscape belt in series. At present, the relatively concentrated areas with sea salt culture sites are as follows: Ancient Salt Transportation Hub Reserve of Dafeng Caoyan, Tourist Cultural Landscape Belt of Dongtai Xixi, Anfeng Town, Landscape Belt of the Chuanchang River, etc. These tourist attractions take sea salt culture as the center and carry forward the characteristic culture of Yancheng.

#### **Classified Development Path of Salt Culture Tourism in Yancheng**

The core layer of the development of sea salt cultural tourism resources lies in the sea salt culture sites and

sea-salt production techniques. The peripheral layer includes spirit and folk custom of the sea salt culture, works of sea salt literature, diet culture of sea salt, the function for health and beauty; the related layer includes derivatives of sea salt culture tourism, sea salt industry tourism, pastime agriculture tourism, etc.

Salt culture still lack the overall integrated packaging, so there is a huge market space. The pattern of “cultural tourism product service” is more likely to be popular among consumers, but the key is in the process of development is brand idea. The brand requires the core cultural competitiveness so that it will be recognizable. The product should not only be designed and developed, but also have seriation and integrity as well as its own brand characteristics and regional cultural connotation. In this way, it can promote the virtuous cycle of cultural tourism and make the sea salt culture more deeply rooted in the hearts of the people.

### **A Study on the Development Condition and Sustainable Development Strategy of Yancheng Seashore Wetland Eco-tourism**

Wetland generally refers to water bodies on land and a region with transitional nature between land and water bodies. It is one of the main environment resources of human beings. It is called “the kidney of the Earth” and plays an extremely important role in reservation of flood, regulating climate, controlling soil erosion, creating land with silt, decomposition of environment pollution, etc.<sup>2</sup> Wetlands are rich in water resources, land resources, biodiversity resources and mineral resources. Their unique nature, culture and biology landscapes also provide abundant tourism resources.

#### **Geographical Overview on the Seashore Wetland in the Yancheng**

The seashore wetlands mentioned in this article, in a broad sense, refer to the coastal tidal flat wetlands, including not only the entire intertidal zone, but also the part of the supralittoral zone and sublittoral zone for exploitation and utilization. Yancheng seashore wetland mainly consists of supralittoral zone, sublittoral zone, the intertidal zone and the radiated sandbar, including the seashore beach of five counties (cities) in Yancheng city of Jiangsu province. Yancheng seashore wetland coastline is about 582 kilometers long from north to south, 10-20 kilometers wide from east to west, and has a total area of 455 thousand square hectometers, accounting for 75% of seashore wetlands in Jiangsu province and 14.3% in China. Moreover, the seashore wetlands continue to expand from the land into the sea at the rate of over 1000 square hectometers per year, which are the most potential development reserve land resources in Jiangsu province. The seashore wetland in this area belongs to the transition terrain of subtropical and warm temperate zone. It has obvious characteristics of marine and monsoon climate, more southeast wind in summer, more northwest wind in winter, and the monsoon alternately forms variable climate of dry wet and cold warm. The annual mean temperature is 14.10°C, the relative humidity is around 80 percent, the annual average rainfall is 1068mm, the frost-free period lasts 217 days, so it has a long time which is suitable for travelers to visit.<sup>3</sup>

The natural conditions are better and the biological species are abundant. Seashore wetlands are one of the regions with the highest biodiversity in the world, mainly including animals, plants and microorganisms, etc. It

<sup>2</sup> Liu Rui. *A Study on the Sustainability Evaluation of Tourism Scenic Spots Based on Ecological Footprint—A Case Study of Zhonghua Mountain Forest Park Project*[D]. Master Thesis of Huazhong University of Science and Technology, 2004. 5.

<sup>3</sup> Li Yangfan, Zhu Xiaodong. *A Study on the Landscape Ecosystem of Seashore Wetland in Yancheng, Jiangsu Province*[J]. Marine Science Bulletin, 2005(4), pp. 46-51.

is an important habitat for waterfowl as well. Yancheng wetland nature reserve has 480 species of plants, 310 species of insects, 281 species of fish, 45 species of amphibians, 48 species of mammals and 379 species of birds. Among them, there are 12 species of wild animals under the state protection, such as red-crowned crane, hooded crane, white crane, etc. 229 species of birds are listed in Red List of Threatened Species assessed by the World Conservation Union (IUCN): 499 species of plants, 30 species of amphibians and 315 species of birds in the Dafeng Milu Nature Reserve.<sup>4</sup>

In terms of natural conditions and economic development, Yancheng seashore wetland has unique natural resources and rich tourism resources. Economy is underdeveloped for the time being, so it is necessary and risky to promote economic development through developing tourism. The successful development of tourism should be based on the principles of maintaining the original state of wetland beach resources and maintaining eco-environmental stability and biodiversity of the seashore wetlands. Under the guidance of the sustainable development theory, the seashore and marine wetland ecotourism by the way of ecotourism development and management is a sound strategy, which gives attention to protection and development, economic benefit and environmental quality.

### **Sustainable Development Strategy of Yancheng Seashore Wetland Eco-tourism**

#### **Protective Development Strategy of Tourist Attractions**

Yancheng seashore wetland has a fragile and relatively sensitive ecological environment as well as has weak abilities of anti-disturbance. If no attention is paid to protecting the ecological environment at development time, the existing environment will be degraded easily and lose its appeal gradually, making the tourism industry unsustainable to develop. Consequently, the seashore wetland tourism resources should be protected, regulated and utilized to the maximum extent according to the status of seashore wetland resources and the developmental level of tourism. On the basis of effective protection, it can be moderately developed so as to promote the ecological balance and coordinated development of seashore wetland tourism areas.

#### **Tourism Transportation Development Strategy**

In the development of Yancheng seashore wetland tourism, green transportation should not only possess comfort and high-efficiency, but also possess environment friendliness, naturality and nativeness. On the one hand, it needs to realize the optimization of the internal structure of the transportation system; on the other hand, it needs to seek coordination and symbiosis with the external system, so as to reduce the pressure on the environment and better integrate into the seashore regional environment.

#### **Tourist Hotel Development Strategy**

During the development of seashore wetland tourism, the development and construction of hotels should also go green. The so-called “green hotel” refers to those hotels providing customers with products and services which are beneficial to customers’ health and it meets the requirements of making full use of resources and protecting ecological environment as well. The understanding of green hotel should not be limited to cost saving and consumption reduction, for sustainable development is its ultimate goal.

---

<sup>4</sup> Qiu Hao. *A Study on Sustainable Development Model of Jiangsu Seashore Wetland Eco-tourism*[D]. Master Thesis of Human Geography of Nanjing Normal University, 2003.5.

### **Tourist Catering Development Strategy**

Green catering comes into being to meet the new green consumption concept. In the diet it pursues “balanced diet, rational nutrition, health promotion” and requires natural food, environment greening and pure air and water resources. Green catering adopts the concept of “green demand” and “consumption of ecological goods and services” to promote human pursuit of food processing and high-quality catering.

### **Tourist Commodity Development Strategy**

Different from traditional tourist commodities, green tourist commodities should possess the characteristics of environmental friendliness and primordial nature. Environmental friendliness requests that on the premise of maintaining product feature, the green tourist commodities make an improvement in the producing and packaging, so it becomes non-pollution and pollution-free to meet requirements of ecology and environmental friendliness. Primordial nature is the key to reflect green tourist commodities. The stronger the primordial nature is, the more memories of tourists will be evoked, so the more commemorative the commodities will be.

### **Tourist Entertainment Development Strategy**

Under the trend of green tourism, it is necessary to study and develop green entertainment and leisure modes that meet the requirements of environmental protection and sustainable development. Hence, recreational activities of diverse subjects and characters can be devised to adapt to different climates and geographical environments, such as picking up seashells on the seashore, Disco at sea and so on.

### **Green Energy and Clean Production Strategy**

Now people’s consumption concept has begun to appear the “green trend”, which means the advent of the era of “pursue quality of life and ecological satisfaction.” The implementation of clean production is an important measure to promote the sustainable development of seashore wetland tourism. This measure fundamentally improves the internal and external environment of tourist destinations, and caters to the ecological demands of market consumption. Only in this way can the sustainable development goal of seashore wetland eco-tourism be realized.

### **Ecotourist and Development strategies for Eco-residents**

Travelers’ tourist activities have a great impact on the ecological environment. Some uncivilized behaviors are difficult to be managed and investigated in time, such as throwing litter, folding flowers, making noises, driving away animals, trampling on soil and vegetation, polluting water bodies, damaging buildings, etc. Therefore, environmental education should be conducted from more sides and in all dimensions. Encouraging social participation and cultivating ecological residents makes community residents realize that the prosperity of wetland eco-tourism is closely related to that of community, so as to actively support and get involved and consciously raise awareness of ecological environmental protection.

## **The Lack of Research and Prospects**

With regard to the establishment of the combined model, this article borrows the research results of the relevant scholars for further exploration, studying the effects on the combination of the two big systems—culture and tourism industries. However, there is a lack of analysis on the combination of the subsystems within the two systems, so the combined mechanism of summarizing and concluding lacks data support and validation. In the

future research, other methods such as grey correlation analysis can be adopted to further study its inner mechanism, and to improve the scientificity and objectivity of the research.

### References

- Li, Y. F., & Zhu, X. D. (2005). A study on the landscape ecosystem of seashore wetland in Yancheng, Jiangsu Province. *Marine Science Bulletin*, (4), 46-51.
- Liu, R. (2004). A study on the sustainability evaluation of tourism scenic spots based on ecological footprint—A case study of Zhonghua mountain forest park project (Master Thesis, Huazhong University of Science and Technology).
- Qiu, H. (2003). *A study on sustainable development model of Jiangsu Seashore Wetland Eco-tourism* (Master Thesis, Human Geography of Nanjing Normal University).
- Sheng, C. X., & Zheng, M. (2008). The interactive development mechanism of cultural innovation industry and manufacturing industry. *Creativity and design*.