

2014

BioTechnology

An Indian Journal

FULL PAPER

BTAIJ, 10(24), 2014 [15641-15646]

Development strategies for cultural creative tourism of Heilongjiang Province, China

Zi Tang

School of Tourism and Cuisine, Harbin University of Commerce, Harbin
150076, Heilongjiang, (CHINA)

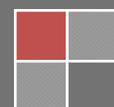
Email: tz09@163.com

ABSTRACT

The emergence of “cultural creative tourism” reflects the growing integration among tourism industry, culture industry and creative industry. Cultural creative tourism is receiving an increasing amount of attention in China. Although there are rich tourism resources, cultural creative tourism of Heilongjiang Province is in initial development stage. This study explores development foundations of cultural creative tourism in Heilongjiang Province. Furthermore, the eight critical strategies were proposed to enable sustainable development of cultural creative tourism at the strategic level for Heilongjiang Province. The strategies can not only enhance local government’s effectiveness and but also provide references to other regions.

KEYWORDS

Cultural creative; Creative tourism; Development strategies; Heilongjiang province.



INTRODUCTION

Some developed countries and regions have put forward creative economic mode since the concept of “creative economy” presented in 1998^[1]. The creative economy can produce 22 billion dollars per day and increase at a rate of 5% throughout the world. There is faster growth speed in some developed countries, such as 14% in the United States, 12% in Britain^[2]. Australia, South Korea, Denmark, Netherlands and Singapore also are the representative countries where the creative industry has developed rapidly. The development level of creative economy has become the important mark that measures the competitive power of one country or region’s economy. Meanwhile, with the development of knowledge economy and experience economy, cultural creative industry has become the new development trend of global industry and the important way to enhance the national economic strength and soft power. In China, the policies of “Promotion planning of cultural industry” in 2009 and “Guiding opinions on financial support for revitalization and prosperity of cultural industry” in 2010 were introduced respectively, which indicated that the Chinese government has taken cultural creative industry as an important national strategy. The cultural creative industry will become the pillar industry of Chinese economy in the period of 12th Five-Year Plan^[3].

The emergence of creative industry has promoted the transformation of idea, intelligence and science and technology into economic benefits, and become the new economic growth point in the modern service industry. It also gives a new impetus to other related industries with its characteristics of dynamics, artistry, effects of industrial chain, and high added value^[4]. Adding cultural creation elements to tourism industry will further strengthen the dynamics and participation of tourism activities and products, and intensify the cultural content of tourism industry. Therefore, cultural creative tourism is also known as the creative tourism, which is the combination of the cultural creative industry and tourism industry. It can integrate tourism resources, encourage innovation of tourism products, and construct multi-level tourism chain across all sectors with the thinking pattern and development mode of cultural creative industry^[5]. Cultural creative tourism emphasizes multidimensional integration of various resources, and converts the tangible and intangible resources into business capital, which can promote the development mode transformation and structural optimization of the tourism industry.

Academic consideration of cultural creative tourism has been widely studied in some literatures. Richards and Raymond stated that the interaction has the irreplaceable importance in the cultural creative tourism based on the concept of creative tourism^[6]. Richards and Wilson considered the development of creative spaces, creative spectacles and creative tourism from the perspective of supply and demand in tourist experiences^[7]. Richards discussed that creative tourism reflects the growing integration between tourism and different place-making strategies, including promotion of the creative industries, cities and class^[8]. Tan *et al.* explored the essence of creativity in tourism from tourist’s viewpoints, and constructed a model of ‘creative experience’ in creative tourism from outer interactions and inner reflections^[9]. Kostopoulou focused on how historic revitalized waterfronts can act as creative milieus attracting creative tourists^[10]. In China, Sun and Yan explored the originality of special products of military culture tourism in urban tourism^[11]. Wang *et al.* constructed the tourist satisfaction index from tourist expectation, tourist experience, tourist evaluation and post-travel taking an empirical analysis of 798 Art Zone in Beijing^[12]. Pan applied the costume culture into creative tourism^[13]. Zeng *et al.* made an analysis of the demand for cultural creative tourism and its differences from the two aspects of core content and derivative products based on the questionnaire survey from tourists^[14]. In addition, the scholars put forward series of development countermeasures of cultural creative tourism in some regions, such as in Jilin Province^[15], Henan Province^[16], Beijing City^[17], Zhengzhou City^[18], and Qinghai Province^[19]. However, cultural creative tourism in Heilongjiang Province is still in the initial stage compared with the other regions in China. Therefore, it is necessary to put forward development strategies for cultural creative tourism in Heilongjiang Province.

STUDY AREA

Located in northeast China, Heilongjiang Province is rich in natural and human tourism resources, which provides a big space for the development of cultural creative tourism. In 2013, Gross Domestic Product (GDP) in Heilongjiang Province was about 1438.29 billion RMB yuan with the value of the tourism industry accounting for 138.59 billion RMB yuan or 9.63% of that value. It also showed that the number of tourism scenic spots of state A-level reached 232 which have already attracted over 291.57 million domestic and foreign tourists in 2013. In recent years, Heilongjiang Province vigorously promote the development of cultural industry by “Culture Flourishing Province” and “Building Province of Frontier Culture”, which play the great roles in promoting the development of cultural creative

tourism. In turn, cultural creative tourism also can give impetus to the development of “Culture Flourishing Province” and “Building Province of Frontier Culture” due to its powerful cultural radiation functions.

DEVELOPMENT FOUNDATIONS OF CULTURAL CREATIVE TOURISM IN HEILONGJIANG PROVINCE

In the process of historical development, Heilongjiang Province has formed diversified culture resources (TABLE 1). For example, Songhua River Basin and Heilongjiang River Basin are the birthplaces of Sushen nationality, which composed “northern minority culture”. Since the Western Han Dynasty, some persons were forced into Heilongjiang Province and formed “exiled culture”. The government of the Qing Dynasty established 25 stages across 1400 kilometers of Heilongjiang Province and known as “postrider culture”. The Kangxi Emperor of the Qing Dynasty promulgated the policy of “Beijing Bannermen return to the Northeast”, which brought “Beijing Bannermen culture”. In modern history, immigrants from other provinces created “brave the journey to the Northeast culture”. The first half of the twentieth century, over 160 000 immigrants consisting of 33 nations composed “European Style culture”. Those cultural resources provide the rich materials for the development of cultural creative tourism in Heilongjiang Province.

TABLE 1: The major cultural resources in Heilongjiang Province

types	Content
Northern minority culture	The minority has a long history, known as Sushen nationality appeared in the legend of Yao and Shun, Yilou nationality from the Han to Jin Dynasties, Wuji nationality in the Northern Wei Dynasty, Mohe nationality from the Sui and Tang Dynasties, Nvzhen nationality from the Northern Song to the Ming Dynasties, and Manchu nationality in the Qing Dynasty. The venerable ruins of Bohai Country, Shangjing Capital City of Jin Dynasty, and Longquan Mansion are well-preserved up to now.
Exiled culture	There are generally four types for the exiled: the first is the powerful ministers or dignitaries which violated the Emperors or broke the criminal law; the second is the envoys which were detained; the third is the soldiers which were banished; the fourth is the conquered emperor, such as Emperor Hui and Emperor Qin of the Northern Song Dynasty were imprisoned in Wutoucheng in Yilan County.
Stage culture	Also known as “postrider culture”. The government of the Qing Dynasty established 25 stages across 1400 kilometers from Moergen (now Nenjiang) to Yakesa (now the other side of the river of Gucheng Island in Xing’an Town of Mohe County) in order to consolidate the northern frontier. The postriders were responsible for delivering the documents, escorting the criminals, greeting and sending-off officials, carrying ammunition, and transporting military grains, which formed a unique customs of language, dress, diet, and so on.
Beijing Bannermen culture	After the Kangxi Emperor of the Qing Dynasty promulgated the policy of “Beijing Bannermen return to the Northeast”, immigrants from Beijing brought relatively complete Beijing Bannermen culture comprised of language, dress, diet, culture, sports, and religion. For example, there are 32 Beijing Bannermen villages in Lalin Town of Wuchang City, and cultural heritage including the family tree, utensils, furniture, articles for religion and sacrifice, books and letters, imperial edict, wood carving, and brick carving of two languages of Man and Han.
“Brave the journey to the Northeast” culture	In modern history, immigrants from Shandong, Henan and Hebei Provinces created a pioneering work of “Industry and commerce rejuvenating a nation”. The effect of Central Plains culture brought from “Brave the journey to Northeast” can be feeling everywhere in Heilongjiang Province.
European Style culture	The first half of the twentieth century, over 160 000 immigrants consisting of 33 nations, e.g. Russian, Jew and Japanese, gathered in Harbin City, which had a profound effect on the culture, food and drink, architectures, and so on. Harbin City is also known as the “Paris of the Orient”.
Revolution culture	In Qiqihar City, Jiangqiao site started the first shot of the Chinese anti-Japanese War. There are the secret camp sites of Northeast Anti-Japanese Allied Forces in Mudanjiang and Jiamusi mountain areas. There are fortresses of Japanese aggression against China in Hulin and Sunwu County. There is the “731 bacteria forces” site in Harbin City.
Reclamation culture	In the 1950s-1970s, the demobilized soldiers, the educated urban youths, and immigrations of “Brave the journey to Northeast” carried out the large-scale reclamation in Sanjiang Plain and Songnen Plain, and created a large number of state-owned farms. In present, those farms have become the commodity grain bases with high degree of mechanization, and the “Northern Great Wilderness” has become the “Northern Great Storehouses”.

Source: reorganized from <http://www.hljlv.com/index.asp>

DEVELOPMENT STRATEGIES FOR CULTURAL CREATIVE TOURISM IN HEILONGJIANG PROVINCE

Digging up longjiang culture

Heilongjiang Province should actively explore the combination of culture and tourism with creative thought. For example, besides simple sightseeing projects, the development of natural tourism resources can integrate into the related humanities content. In 2012, the Cultural Tourism Festival held by Great Northern Wilderness of Heilongjiang Reclamation Area not only showed ice and snow, forests, wetlands, ecological agriculture and other natural landscape, but also fused the ancient nationality culture, army culture, immigrant culture, the educated youth culture, and local culture, which shaped the cultural creative tourism of Great Northern Wilderness.

Cultivating atmosphere of creative tourism

The cultural museum, art gallery, science museum and creative park should be freely opened to the public and tourists so as to create a good creative atmosphere. Only in this way can the public and tourists feel creative charm and produce curiosity and thirst for knowledge. The public and tourists also can be encouraged to participate in the creative design and planning. Furthermore, the government can launch selection activities and set the examples through the integration of tourism resources, the design of tourism souvenir, the marketing of tourism product and other aspects. The government should actively help the tourism enterprises to establish the innovation consciousness and enhance the creative concept so that lay the foundation for the development of cultural creative tourism.

Promoting regional cooperation

Based on the similar cultural foundation, Heilongjiang Province, Jilin Province and Liaoning Province located in northeastern China should strengthen exchanges and communication to identify key areas of cooperation. The cooperation must be complementary, reciprocal and multi-win. In the development process of cultural creative tourism, Heilongjiang Province should strengthen regional cooperation with Jilin Province, Liaoning Province, eastern Inner Mongolia and Russia and Northeast Asia on the basis of the need of cultural sharing. It is hoped that the provinces concerned can enhance mutual trust, enhance consensus, and promote cooperation so as to create a win-win situation.

Strengthening the protection of tourism intellectual property right

Creativity has the intellectual property right. Strengthening the intellectual property right of cultural creative tourism can give impetus to the development of creative cultural tourism industry. The effective protection of intellectual property right is a prerequisite for defending the brand of cultural creative tourism and the achievements of creative talents in Heilongjiang Province. On the one hand, the government should urge enterprises to build up the consciousness of self protection system; on the other hand, to establish and improve the laws, regulations and policies, including intellectual property rights, trademark right, copyright, patent rights. Moreover, the government can set up the special management department or establish non-government regulators, so as to push forward the orderly development of cultural creative tourism in Heilongjiang Province.

Strengthening the government's support

Heilongjiang Province should increase the integration intensity of cultural creative industry and tourism industry, and achieve the optimal allocation of creative industry and tourism industry. In addition, the government should give support in policy, investment, structure optimization, and product protection, and so on. At the same time, a series of laws and regulations should be formulated to strengthen the protection of cultural property. The development of cultural creative tourism industry needs the cooperation of multi-sectors and multi-factors. The government must make overall arrangements and open up the related industrial chain, such as beautifying environment, attracting

sightseeing, providing employment opportunities, and attracting high-end talents, so that promote the sustainable development of cultural creative tourism industry.

Training the talents of cultural creative tourism

Heilongjiang Province should introduce and train the talents of cultural creative tourism in order to provide the intellectual support and human resources of cultural creative tourism industry. The colleges of Heilongjiang Province should assume the responsibility of creative talents, offer courses in tourism planning, event management, advertising design, animation production, and environment art course. At the same time, the domestic and foreign talents of cultural creative tourism should be introduced into Heilongjiang Province, especially the high-end creative talents and management talents with profound traditional culture and broad international vision. Additionally, Heilongjiang Province can actively organize some large-scale creative design competitions to motivate the passion and power of talent cultural creative tourism.

Improving tourism science and technology innovation

Tourism science and technology innovation plays an important role in the process of development of tourism industry, which can not only drive the innovation of consumption mode and service mode of cultural creative tourism, but also propel the innovation of marketing mode and management mode. Heilongjiang Province should improve tourism science and technology innovation by the following aspects: firstly, update the tourism development concept by using the innovation idea and keep leading position of cultural creative tourism of Heilongjiang Province; secondly, improve infrastructure function by using technology innovation and enhance the public service level of cultural creative tourism.

Increasing marketing efforts

Heilongjiang Province should further strengthen the publicity and marketing through TV, radio, Internet and other media, and expand the propagation range of cultural creative tourism combing with film and television, technology, sports, exhibition, trade, external exchanges. Meantime, Heilongjiang Province should increase the development efforts of tourism festival and produce the effect of “holiday economy”. With the help of modern and creative tourism festival can be designed, such as Harbin International Ice-snow Festival, Harbin International Beer Festival, Harbin Economy Trade Fair, Wudalianchi Holy Water Festival, Daqing Oil Festival, and the Arctic Sightseeing Festival, which can make tourism festival as revitalization products of traditional attractions and stimulation products of new attractions.

CONCLUSIONS

Based on the development foundations, this paper proposed eight critical strategies for cultural creative tourism in Heilongjiang Province: digging up Longjiang culture, cultivating atmosphere of creative tourism, promoting regional cooperation, strengthening the protection of tourism intellectual property right, strengthening the government’s support, training the talents of cultural creative tourism, improving tourism science and technology innovation, and increasing marketing efforts. The proposed strategies could be utilized by decision-makers in Heilongjiang Province to plan its future cultural creative tourism. Thereby it can provide be useful references for other Chinese regions which intend to developing cultural creative tourism.

ACKNOWLEDGMENTS

This research is supported by National Social Science Foundation in China (No.13BJY144), Social Science Foundation of the Ministry of Education of China (No.12YJCZH295), Social Science Foundation of Heilongjiang Province (No. 13D028,13E027, 13E031), the project teaching reform of

higher education in Heilongjiang Province (JG2013010343, JG2014010817, JG2014010818), and the youth project of educational science in Heilongjiang Province of 2013 (No. GBD1213020, GBD1213004).

REFERENCES

- [1] W.W.Li, H.M.Wang; Creative industry promoting the changing of the ways of economic growth, *China Industrial Economy*, **11**, 5-13 (2006).
- [2] J.Howkins; *The creative economy: How people make money from ideas*; London: Allen Lane (2001).
- [3] Xinhua Net; Available online: <http://www.news.xinhuanet.com> (accessed on 17 November 2010) (2010).
- [4] Q.G.Feng, Q.Y.Yu; On the developing prospect of tourism creative industry and its countermeasure, *Tourism Tribune*, **12**, 13-16 (2006).
- [5] W.W.Li, H.M.Wang, J.Sun; Creative travel: An innovative developmental pattern in tourism, *Tourism Science*, **6**, 1-5 (2007).
- [6] G.Richards, C.Raymond; Alaska tourism industry gets hotel boost, *Alaska Business Monthly*, **24**, 100-105 (2000).
- [7] G.Richards, J.Wilson; Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism management*, **6**, 1209-1223 (2006).
- [8] G.Richards; Creativity and tourism: The state of the art, *Annals of Tourism Research*, **4**, 1225-1253 (2011).
- [9] S.K.Tan, S.F.Kung, D.B.Luh; A model of "creative experience" in creative tourism, *Annals of Tourism Research*, **41**, 153-174 (2013).
- [10] S.Kostopoulou; On the revitalized waterfront: Creative milieu for creative tourism. *Sustainability*, **5**, 4578-4593 (2013).
- [11] T.S.Sun, L.L.Yan; A research on the originality of special products in urban tourism: A Case of Military Culture Tourism in Xuzhou, *Human Geography*, **1**, 139-142 (2010).
- [12] K.Wang, C.C.Tang, J.M.Liu; A measuring model on tourist satisfaction index in cultural creative-type tourism destination: A case of 798 Art Zone in Beijing, *Tourism Tribune*, **9**, 36-44 (2011).
- [13] F.Pan; Research on creative tourism: Tang costume culture and Xi'an tourism, *Human Geography*, **5**, 140-142 (2012).
- [14] L.Q.Zeng, L.Lv, L.Lu, F.B.Zhu; An analysis on the demand for cultural creative tourism and its differences, *Tourism Tribune*, **5**, 103-111 (2012).
- [15] Y.Li, L.J.Tong, N.Zhang; The research of tourism creative industry development on Jilin Province, *Human Geography*, **4**, 84-88 (2008).
- [16] S.L.Chen, L.P.Liu, J.B.Fu; The optimization of tourism industry structure of Henan Province based on the cultural innovation., *Economic Geography*, **8**, 1392-1396 (2011).
- [17] X.Wang, W.H.Yang; Research on the development mode of cultural creative tourism industry and the development countermeasures of Beijing, *Journal of Beijing International Studies University*, **11**, 30-35 (2012).
- [18] J.Zhao; Study on cultural creative tourism development in Zhengzhou City, *Areal Research and Development*, **4**, 98-111 (2013).
- [19] B.Zhou, L.S.Zhong, K.Sun, C.C.Tang; SWOT analysis and countermeasures for folk culture creative tourism in Qinghai province, *Journal of Arid Land Resources and Environment*, **11**, 192-196 (2013).