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Tourism development of historical cultural street -A case study of fu king culture street

Xue feng Wang

School of Economics and Management, Beijing Jiao tong University, Beijing 100044, (CHINA)

ABSTRACT

The paper summarizes the tourism resources and the exploitation status of Fu King Cultural Street. With the SWOT analysis method, I get the strength, weakness, opportunity and threat for the exploitation of Fu King Cultural Street. This paper proposes development of four series of tourism production combined with cultural tourism resources and the needs of tourists. This paper' aim is helping to develop the tourism exploitation of Fu King Cultural Street. © 2013 Trade Science Inc. - INDIA

KEYWORDS

Historical cultural street;
Fu king cultural street;
Tourism;
Exploitation.

INTRODUCTION

Historical cultural street are district or block that displays the traditional style of a certain historical period, social, economic, cultural, lifestyle and local characteristics. The defining criteria of which are: Areas possess better preservation of heritage buildings and heritage buildings to a certain size; districts' traditional physical environment, (that is, the original streets pattern, river water and construction style etc.) is relatively well preserved; blocks have a certain historical, scientific, cultural values^[1]. Historical cultural street is a conceptual category of "historical and cultural protection areas", also, it is an intermediate level of the complete system which protects single cultural, historical and cultural protected areas, historical and cultural city^[2]. Different from the monomer and "specimen" of heritage buildings, Historical cultural street is building group that survived in the historical development a city's of urbanization and preserved the history information of urban development^[3]. Owing to its clear feature of providing

services for residents, social life and customs of the residents have therefore become important historical features of historical culture street's constituent elements^[4].

With the development of society, the acceleration of urbanization and the increase of people's consumer demand, Historical cultural street faces an intensifying conflict between protection and development. Tourism development for historical culture street is an effective means of protection and use. It can not only enrich the government revenue and increase income of local residents, but also improve the neighborhood environment and strengthen the protection, also can play neighborhood history, education, aesthetic and other functions, then to achieve its cultural, economic, social and other multiple value^[5].

The current study of historical culture streets mainly focus on its protection and planning, while few studies on its exploitation and utilization, among which, Yanhua Zhang and Ming Wei have discussed and researched the relationship between Experience Economy and reuse of historical cultural street^[6]; Suyan Shen and other

scholars have theoretically discussed the on the preservation principles, tourism development ideas and patterns of historical culture street; In addition, holding protection of the old city of Jinan for example and from the perspective of community tourism theory^[7], Xuxia Qin and Jiamei He have put forward recommendations and exploration ideas on development of Jinan^[8].

TOURISM RESOURCES ANALYSIS OF FU KING CULTURAL STREET

Fu King Culture Street is a long street full of ancient charm, which was formed in the Yuan Dynasty and after the Ming and Qing dynasties until today. With a total length of 3.8 km, Fu King Block is composed of Fu Cheng Men Nei Street, Xi'an Gate Street, Wenjin Street and c Jingshan Front Street. On both sides of the street, retained 19 historical and cultural relics from the Yuan, Ming and Qing to modern, therefore, it is a unique street which owns the most historical sites in Beijing even in the national-wide and it is also an important tourist district that Xicheng District of Beijing focuses on creating.

The distribution of tourism resources

The tourism development of east part of Fu King Culture Street (section from Xi'an men Gate to Jingshan Park) has been relatively mature and more representative of the cultural characteristics of the Imperial City. The World Heritage: Palace Museum Beihai Park and Jingshan Park have formed the "Golden Triangle" tourist area, which is the place almost Chinese and foreign tourists certainly go to visit. Among these tourist attractions, Zhong Nanhai (the central headquarters for the Communist Party of China) is world-famous; the Northern Catholic Church is the largest Gothic building in Beijing, Beijing Library is the first palace-style cultural facilities in China.

The west part of Fu King Culture Street (section from Fuchengmen Gate to Xisi) is relatively less development and thus becomes the exploration focus of the Fu King Culture Street.

The west part owns: The temple of ancient monarchs; The White Tower in Miaoyingsi Temple built in the Yuan Dynasty and a symbol of the ancient capital of Beijing style; The Guangjisi Temple which occupies an

important position in Chinese Buddhist; The Beijing Lu Xun Museum built based on the construction of the former residence of Lu Xun-a great master of Chinese literature; The Geological Museum of China which Renowned Chinese and foreign; and relatively well-preserved Siheyuan (four-side enclosed courtyards) etc.

There are extremely rich cultural resources in the west section of the street, especially the temple of ancient monarchs, the White Tower in Miaoyingsi Temple and the Guangjisi Temple are the focus of tourism development, because of both their own value on tourism development and leading role in the development of the street.

Therefore, fully development should be place on these key cultural relics and distinctive neighborhoods-by making full use of resource advantage on this street, we can develop tourism-based cultural industries and create a tourism environment and tourism hot spots, gradually, make Funei Street into a cultural tourism street featured by environmental elegant, distinctive, smooth flow of traffic, economic development. Echoes with the east section, the west section will be built into a complete golden tourist route.

Tourism resources system

Overall, tourism resources of Fu King Cultural Street can be divided into four major tourism resources system:

Firstly, cultural heritage tourism resources represented by royal garden, old residents of celebrities, mansion of princes, religious temples, Hutong and Siheyuan (four-side enclosed courtyards) folk festival, China's time-honored brand shop, folk arts and crafts etc. Key examples are Beihai Park, Jingshan Park, and Temple of ancient monarchs.etc.

Secondly, water scenery tourism resources represented by six-water system of the inner Beijing city, that is, Zhong Nanhai(south lake, North lake and middle lake), Shichahai(former sea, latter sea and western sea)

Thirdly, arts tourism resource on behalf of national culture and art level, such as Beijing Library

Fourthly, business tourism resource represented by the small business district from Fuchengmen Gate inner street to Xisi section.

All in all, Fu King Cultural Street has a very deep historical atmosphere, rich culture connotations and

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unique charm of the ancient capital. Also, it is a blend of many outstanding historical and cultural heritages of the Yuan, Ming and Qing dynasties, and a connection of royal classic culture, Chinese and foreign religious culture, folk customs culture and Celebrities culture. Therefore, the advantages of its size, the essence of agglomeration and features are very significant.

Characteristics of tourism resources in the street

The full range of cultural tourism resources

Within a limited area of 3.8 km, Fu King Cultural Street encompasses the historical and cultural landscape, natural beauty, entertainment, leisure, financial and commercial and other resource types. Within its scope, there are Beihai Park Jinshan Park two royal gardens, as well as a large number of temples and mansions with long history, which include national-level museums, monuments and former residences of celebrities like Lu Xun Museum.

Cultural tourism resources rich in content

Beijing is a city combining historical tradition and modern fashion, and the same is true of Fu King Cultural Street, which reflected in its historical and cultural sites, museums and civil constructions.

Great potential of tourism resources development

Tourism and business of Fu King Cultural Street is very prosperous, functional blocks such as Shichahai and Financial Street area are tourist hot spots and have great influence on Beijing's tourism market. Therefore, the tourist resources of Fu King Culture Street have potential for further excavation on the cultural content and opening up markets.

TOURISM DEVELOPMENT CONDITIONS ANALYSIS OF FU KING CULTURAL STREET

Tourism development status

Big differences are existent in the tourism development degree of Eastern and western parts of the street, the prime tourist area in eastern part attracts foreign visitors who firstly come to Beijing is already quite mature. Forbidden City, Jing Shan Park and Beihai Park have become the Golden Triangle area in Xicheng District, Beijing and even in the whole Beijing city. It does

attract a large number of domestic and foreign tourists, moreover, tourism exploitation and development of which are becoming gradually mature.

While the western tourism section of the street mainly focuses on cultural, religious, business development is relatively slow development. From an integrated situation of cultural resources' actual distribution and current tourism development level, the western section has great development potential, is the best areas for tourism development and the long-term construction priorities in Fu King Cultural Street. But in fact, the tourism of the western part including the development of some attractions, such as the Temple of Ancient Monarchs and the White Tower, are far from fully developed or does not achieve the ideal level. Worse still, Commercial development in the western part is also very confusing, the whole Fu King Cultural Street now possesses 498 enterprises and institutions of various types and 354 of which have clear business scope. The classification of the specific business scope shown in the follow pie chart:

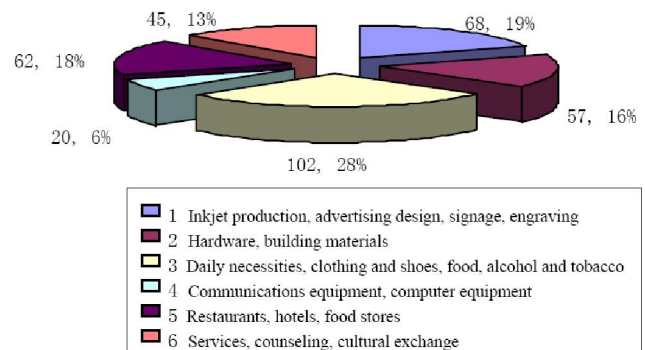


Figure 1 : The main business categories in Fu King Culture Street

It can be seen from the chart that culture and tourism industry-related businesses accounted for about 30% of the total business and there is still much room for development. Moreover, today's business management is in chaos, so there is great potential in commercial development of Fu King Culture Street, then it will step after the Financial Street, Fuchengmen business district, the Xidan business district.

Therefore, the development situation of the Fu King Culture Street is not optimistic. Imbalance of tourism development on eastern and western, development efforts, development content and development projects, are all worthy of scrutiny.

SWOT analysis of tourism development

Advantages of tourism development

The main advantages of tourism development in this block in the following four aspects:

- Full range of tourism resources and the quality is high;
- Deeply rooted in history and cultural significantly, it has many cultural relics contains a huge economic potential of cultural value can be called the “Cultural Context” of West District, Beijing;
- Transportation here is convenient, accessible and tied around the center of many industries;
- There is obvious location advantage that it is adjacent to other important functional neighborhoods such as Beijing Financial Street, Xidan business center, Tourist Business District of Xizhimenwai, Shichahai Historical and Cultural Tourism Scenic Area of Shichahai.

Disadvantages of tourism development

First, the ancient capital was severely damaged, it is urgent for us to take measures to stop the destruction of the historic district and turn it into the one with tourism value. Second, they lack of effective integration——Small Business, Beijing cuisine restaurants and folk cultural activities in Fuchengmen Inner Street to Xisi section characterized a long history and deep traditions, which should be maintained the traditional character combined with the tourism development. Government should actively support the traders who consistent with the development form of this street in order to guide and demonstrate for future comprehensive adjustment of industry.

Merchants should be encouraged to operate food and drink, jewelry, antiques, artifacts, traditional handicrafts and other special business that meet the development requirements of Fu King Cultural Street and then to gain benefits.

Tourism development opportunities

Beijing Xicheng District, as the core area of the capital, has a unique advantage, but also has profound historical and cultural heritage, is Beijing's first choice for travel. Choosing the western part of Fu King Cultural Street as the focus of short and medium term tourism development and construction, integrating tourism resources, developing heritage tourism, religious tour-

ism and folk tourism, thus to form a new tourist spot location with White Tower, Temple of Ancient Monarchs, Guangji Temple and Siheyuan style reserves in Xisi as the center and to promote the tourists in east tourism golden triangle to western section, and thus activate the whole tour area, make it become Beijing famous tourist street and become an important part of the Humanistic Olympics.

In addition, the three streets ——Fu King “Cultural Context” Tourist Street and Xidan “Commercial context” Business Street together with famous Financial Street, should be built together in harmony and complementary compatible in order to create a region of tourism, culture and economic environment of mutual driven.

Threats to tourism development

Similar tourism resources and the fierce competition are two major threats of Fu King Cultural Street. Although it is rich in tourism resources, but the surrounding areas like Beijing Financial Street and Historical and Cultural Tourism Scenic Area of Shichahai have the similar ones, so, how to play its own special card is a bottleneck for Fu King Culture Street's future development.

FU KING CULTURAL STREET'S PROTECTION AND TOURISM DEVELOPMENT STRATEGIES

Landscape renovation

The primary content of landscape renovation is remediation on the Main Street and roadway landscape, etc. In line with the principle of repairing and remaining the old cultural landscapes as their original appearance, some dangerous buildings maintain the architectural style of Ming and Qing Dynasties should be refurbished, and some compounds not in harmony with the traditional style should be removed and reconstructed. Additionally, space landscape renovation——mainly refers to renovation of river and street, section and point, lane and road, is an important part of the old block's landscape renovation.

Cultural atmosphere creating

- Business stores' functional transformation, make

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them into a tourist shops.

- Business stores' appearance transforms, the stores' appearance, reflecting primitive simplicity style and coordinating with the overall landscape, to uniform standard.
- Building interpretation system and enhancing the experience effect of tourists.
- Outstanding commercial breath and managing experience products for visitors.

Product development

Tourism product positioning for Historical and cultural blocks should be established on the basis of many factors such as its theme, cultural nature, tourist demand and regional cooperation [9]. According to its cultural tourism resources and future development trends, combined with the needs of tourists, Fu King Street can develop four main tourism products as follows: Royal ritual tour, Harmonious faith tour, Celebrities tour and Popular Science and Further studies tour.

Royal ritual tour

The Forbidden City, Jing Shan and North Sea as the center of the of the Imperial City has become the most concentrated areas for visitors, integrated with the

gray shade of the residential courtyard building among trees. If all the cultural relics inside the Forbidden City have renovated and be open to protect the residential streets, developing cultural tourism in the form of family hotels, tea gardens, restaurants, arts and crafts (such as the Palace supplies) in the production and sale of such items, exploiting "living in the Imperial City and visiting Beijing" and "Imperial Two-Day Tour" tourism product around the world. We develop Royal ritual tour, not only will bring huge economic benefits for Beijing, but also effectively expand employment, improve income of local residents and conservation awareness, so as to promote the protection of historic districts, forming a virtuous circle.

Harmonious faith tour

This street comprises five main world religious buildings, because there is a legend about "not go out Xicheng, but experience the world's religious", so people call "Fu King Street" as the cultural context of Xicheng city. Whether Christians or ordinary tourists can feel different features of the world's religions, accept different religious cultures so that to create a harmonious faith trip is another fist product landscape culture special tourism lines.

TABLE 1 : Five major religions in Fu king street

	religion	Architecture Name
Buddhism	Chinese Buddhist shrine	Guangjisi Temple
	Tibetan Buddhism	Miaoyingsi Temple
Taoism	Taoism architecture in the Ming Dynasty	Hall of large high-Hyun
Islam	Islam Muslim	Yongshousi Temple
Catholic	The largest Catholic church in Beijing	Xishiku Church
Christian	Gangwashi Christian Church	Christian Church

Celebrities tour

Located on three west at fuchengmennei, the former residence of Lu Xun and Lu Xun Museum systematically shows his great performance in modern revolution literary career and modern ideological and cultural fields with the use of historical data, it also display vivid fully lu xun's life as "the Chinese culture revolution of the brightness of the virgin". We can build biographical literature museum, create characters former residence trip and cultivate people visit the museum and the new concept of leisure culture. Visitors can feel the atmosphere

of literature and art, and can enrich the cultural heritage of their own.

Popular science and further studies tour

Based on its rich and deep heritage collection, Asia's largest geo-science museum——Geological Museum of China attracts young people and the tourists who is interested Popular Science, creates popular science, teaching, academic exchange, viewing and leisure for further studies in one trip. It will be constructed as the first class in Geological education and a platform for quality education for youth.

Guarantee measures

On the one hand, we should enhance the quality of tourism employees streets especially shop operators, because as the main practitioners, they participate in decision making on various measures for tourism product development and conform to the requirements of the historical and cultural tourism products, such as the integrity of hospitality, quality service, enhance industry standards and attract foreign tourists and enhance street's brand.

In addition, the tourism development of the district can not do without leader's attention, which include introduction a range of policies and set up a special agency to coordinate the emerged various relationships and problems among the residents, business operators and tourists.

CONCLUSIONS

Historical and cultural conservation areas not only protect the historic buildings body, but also save the culture it carries, which is an affirmation of cultural diversity. Whether in the development of historical district at the same time preserve the culture and meet the necessary of city construction in accordance with the characteristics of the city, are the key to development and protection of Historical and cultural streets.

Therefore, it is worth exploring how to make better use of cultural resources and does not undermine the authenticity of culture.

In the full analysis of tourism resources, the paper discusses the current situation of Fu King Street, based on the principle of full use of cultural resources and combined with the needs of tourists; the author proposes the exploitation of tourism product.

Of course, we must also protect cultural resources and have done a certain repair work for historic buildings in order to reach the balance of conservation and development.

The Fu King Street develops cultural industries focus on tourism, preliminary achieves strategic vision of blocks westward flow of the eastern section, promotes connection with the blend between modern financial

district and the commercial streets and traditional historical and cultural areas, becomes known as a famous cultural tourism Street.

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