

A Research on the Cultural Tourism Innovation in Enhancing Taizhou City's Popularity

Jinmeng Dai^a, Changchang Gao, Cunhua Wang, Murui Li, Xinyu Fan, Jia Xu*

School of Foreign Languages, Taizhou University, Taizhou, 225300, China

^a2207861631@qq.com

**Corresponding author: 1721986520@qq.com*

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Abstract: Taizhou is a city with a long history, rich cultural heritage, and unique tourism resources. In the fiercely competitive tourism market, how to enhance Taizhou's popularity and make it more attractive has become an urgent problem to be solved. Each city has its own culture, and cultural products represent the image of a city. Innovation in cultural and creative products is conducive to promoting the development of local tourism and local industries. This study focuses on integrating the characteristics of Taizhou into cultural product innovation to help increase Taizhou's visibility and bring new impetus to urban development.

1. Research Background

1.1 Market Development Environment of Cultural Tourism Industry

1.1.1 Current Situation

The cultural and tourism industries are closely related, and their mutual connection and co-development have become the main trend. Improving the quality of tourism products, expanding tourism formats, enhancing tourism attractiveness, and enlarging the tourism market all rely on rich and outstanding cultural resources. Promoting the industrialization and marketization of cultural tourism is an important driving force for promoting cultural product innovation, accelerating cultural brand construction, and stimulating cultural development vitality. In order to further promote the integrated development of culture and tourism industries, the National Tourism Administration and the Ministry of Culture were merged to establish the Ministry of Culture and Tourism. At the same time, efforts have been made to actively promote the integration of functions of local administrative management agencies, effectively eliminating administrative barriers to the integrated development of cultural and tourism industries, and accelerating the process of industrial integration.

In recent years, a new type of cultural consumption characterized by digitization and intelligence has rapidly emerged, becoming a key driver to meet the cultural consumption needs of the masses and promote economic growth, providing new opportunities for the integrated development of culture and tourism industries. ^[1] The development of consumer demand has led to new changes in the cultural market, evolving from commodity transactions to the rise of experiential products and from one-way dissemination to two-way interaction. Meanwhile, with the assistance of technology, technological

innovations continue to emerge, facilitating the accelerated implementation of cultural tourism applications. Digital technologies such as artificial intelligence, virtual reality, and augmented reality are widely applied, promoting the online, digital, and intelligent development of cultural tourism industries, improving the efficiency of cultural tourism experiences, and reshaping the business models, organizational forms, and operation methods of cultural tourism.

1.1.2 Policy Support

National and local governments have successively issued various policies to support innovation in the cultural tourism industry. From the national to the local level, governments at all levels have issued a series of cultural tourism policies to guide the standardized and professional development of the cultural tourism market. These policies cover various aspects such as tax reductions, financial support, promoting consumption, industry subsidies, etc., to actively address industry issues and challenges. At the national level, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy" in May 2022. The formulation of this strategy aims to fully utilize the rapid development of the Internet, build a socialist cultural power, and enhance cultural confidence in the digital age. At the local level, in order to promote the construction of a modern industrial system and cultivate new economic growth drivers, the Taizhou Municipal Government issued the "14th Five Year Plan for National Economic and Social Development of Taizhou City and the Long Range Objectives for 2035" in March 2021, and combined with the actual development of strategic emerging industries in Taizhou City, the "14th Five Year Plan for Strategic Emerging Industry Development of Taizhou City" was passed in October 2021

1.2 The Promotional Role of Cultural Tourism Product Innovation in Local Development

Cultural tourism products have unique regional characteristics and can fully integrate intangible cultural heritage resources, reflecting the cultural uniqueness of the local area and inheriting traditions in folk literature, performing arts, drama, craftsmanship, fine arts, folklore, etc.^[2] Through innovation in cultural tourism products, tourists can establish a closer connection with tourist attractions, achieve the transformation of new customers to repeat customers. Customizing cultural and creative products according to the interests and needs of different tourists can help them better understand local culture, promote tourist consumption, and thus drive the development of the local economy.

2. Theoretical basis

2.1 Marxist Theory on the Law of Human Social Development

According to the Marxist theory on the law of the development of human society, the dissemination and development of socialist culture must be integrated into economic construction. On the one hand, the material form of culture or cultural products have economic attributes like general commodities. On the other hand, the sustained and healthy development of economy cannot be separated from human factors and the supporting role of culture.

2.2 Economic theory

According to the theory of "industrial agglomeration" mentioned by Alfred Marshall (1890) in his book Principles of Economics, the more enterprises in the same industry are gathered in a space, the

more conducive it is to the agglomeration of production factors needed by enterprises, including labor, capital, energy, transportation and other specialized resources. The more the supply of production factors, the easier it is to reduce the average production cost of the whole industry, and with the deepening of input specialization, production will be more efficient, and the space enterprises will be more competitive. Industry Agglomeration's role in promoting regional economic development is a concrete manifestation of cultural industry's promotion of economic development.

2.3 Cultural Ecology

Cultural ecology advocates studying the law of the emergence and development of culture from the interaction of various variables of human, nature, society and culture, in order to seek the special appearance and mode of the development of different national cultures. Our country has thousands of years of cultural heritage, in which cultural resources often rely on ecological resources. Therefore, in terms of the utilization of ecological culture, Jiangsu cities should combine cultural tourism with ecological environment and lay out cultural industries.

3. Current situation of cultural and tourism innovation in Taizhou

3.1 Current situation

In recent years, the Meilanfang Memorial Hall in Taizhou City has taken effective measures to establish a provincial-level demonstration unit for civilized tourism, regulate tourist behavior, and guide tourists to visit in a civilized manner. With the arrival of the Spring Festival, the Taizhou Municipal Bureau of Culture, Radio, Television and Tourism will hold a civilized tourism promotion activity during the Spring Festival, which will help remind more tourists to pay attention to their image and showcase their civilized qualities.

Taizhou has had many successful practices in cultural tourism innovation. The "Civilized Tourism and Happy Spring Festival" and "Walking with Civilization and Health" themed practical activities, sponsored by the Taizhou Municipal Bureau of Culture, Radio, Television and Tourism and organized by the Taizhou Meilanfang Memorial Hall, were held in 2023 at the Taizhou Meilanfang Memorial Hall.

In 2023, Taizhou opened a new chapter in cross regional development of culture and tourism. On March 23, Taizhou signed strategic cooperation agreements with Wuxi and Changzhou; On the same day, Xinghua City, Jiangyan District, Gaoyou City in Yangzhou, Dongtai City in Yancheng, Dafeng District, and Jinhu County in Huai'an jointly formed the "Lixiahe Golden Tourism Alliance". The cultural and tourism department will actively implement the decisions and deployments of the provincial party committee and government on cross river integrated development, practice the strategy of integrated tourism development in the Yangtze River Delta, promote regional cultural and tourism integrated development, jointly create a new pattern of coordinated development, and continuously improve the reputation and influence of the "Healthy City, Happy Taizhou" city.

Organizing festival activities in a coordinated manner across all regions is an important lever for the development of tourism in Taizhou. In March, with water rippling and flowers swaying, Taizhou grandly held the Shuicheng Water Town International Tourism Festival, which opened together with the Qianduo cauliflower Tourism Festival, striving to make the tourism festival one of the key spring tourism festival brands in the province and even the Yangtze River Delta. Strengthening the construction of cultural and tourism projects, expanding the tourism market, and organizing cultural and tourism festivals are important aspects of promoting high-quality development of the tourism economy and promoting the deep integration of culture and tourism. Meanwhile, this is also an important measure to strengthen the integrated development of cross river cultural and tourism,

enhance regional cultural and tourism cooperation, and continuously enhance the brand influence of Taizhou, We warmly invite tourists from all over the country to come to Taizhou to appreciate cauliflower, see boats, visit the city river, and have breakfast tea. Experience the colorful charm of happy Taizhou in the exciting festival activities!"

The successful practice of so many tourism activities based on the excellent culture of Taizhou verifies the influence and value of culture on a place, and also provides us with rich research materials for exploring cultural innovation in the Taizhou region.

3.2 Problems in Taizhou's cultural and tourism innovation

In order to have an in-depth understanding of the problems existing in Taizhou cultural tourism innovation, we designed a questionnaire survey to find the current situation and potential problems of Taizhou cultural tourism market. There are 10 questions in this survey. We have issued 103 questionnaires in total, and successfully recovered 96 valid questionnaires. Participants in the survey were mainly aged between 18 and 30, of whom 60 were local residents in Taizhou, and 36 were from other places, studying or working in Taizhou. Such sample distribution helps us to have a more comprehensive understanding of the current situation and potential problems of Taizhou cultural tourism market. (See Figure 1)

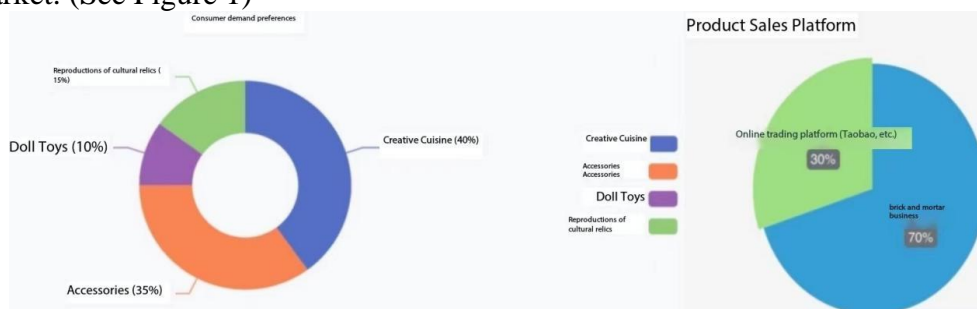


Figure 1: Sample distribution

According to the questionnaire data, the following problems are found:

(1) Product design is confined to formalization: the soul of cultural tourism innovation lies in "innovation", and at present, Taizhou cultural and creative products have a single type and popular design elements. For example, postcards, notebooks, canvas bags and so on emerge endlessly, but due to the lack of ingenious ideas and innovative design, the developed products do not reflect the regional characteristics of Taizhou. Consumers were not impressed by these products and felt that they did not fully demonstrate local characteristics and traditional cultural connotations.

(2) Consumer group heterogeneity: Most consumers prefer creative products in categories such as creative food, jewelry accessories and home decoration. At the same time, they also show different preferences in price. College students can accept the price range between 50-100 yuan, while hobby collectors can accept higher prices. Therefore, in the design need to consider to meet the needs of different consumer groups.

(3) Closed sales channels: At present, most scenic spots and museums have not opened Internet online trading platforms for sales, resulting in relatively closed sales channels and limited to the local market. This limits foreign tourists' access to Taizhou cultural products and their desire to buy them, and hinders the spread of Taizhou cultural image.

4. Solution measures

4.1 Deeply explore the regional cultural characteristics of Taizhou

Each region has its own unique cultural characteristics and historical heritage, and the development of cultural, commercial, and tourism needs to deeply explore these characteristics and innovate according to different regional cultures. Taking Taizhou as an example, there are nationally protected animals such as elk, as well as the thriving plant Ginkgo biloba, which is known for its exquisite craftsmanship and cultural carving. The lack of uniqueness in the design of cultural and creative products is not only due to the fact that manufacturers have not taken design seriously, but also because they have not been able to deeply grasp the connotation of cultural and creative products and the uniqueness of regional culture. In addition to animal culture, plant culture, and handicraft culture, the red revolutionary culture in Taizhou is also one of the resources worth exploring. Tiktok recently set off an upsurge of young people who took a red flag to Mount Wugong to feel the revolutionary culture. Young people understand, worship and respect the revolutionary predecessors and martyrs far more than we imagined. The development of Taizhou's red revolutionary cultural resources in the market still needs to be deepened.

4.2 Provide green financial support and promote ecotourism models

Cultural and tourism activities should be combined with ecological environment protection to avoid environmental damage caused by excessive development. At the same time, attention should be paid to the restoration and protection of the natural environment. With the development of the economy, people's needs have undergone significant changes, and consumers place more emphasis on participation and emotional value.^[3] In this regard, the promotion of ecotourism models can encourage tourists to participate in activities. The support of green finance plays a crucial role in promoting ecotourism models. Green finance can provide necessary financial support for cultural and tourism enterprises, help introduce environmental protection technologies, equipment, and management systems, and reduce the risks of environmental pollution and ecological damage. Secondly, green finance can also provide stable financial support for the development of the cultural and tourism industry, ensuring its sustainable development. The Taizhou government should increase support for green finance and provide services such as green loans and green insurance for cultural and tourism enterprises.

4.3 Innovative business models, new era, new culture and tourism

The integration and development of industries has become a trend, and the cultural and tourism industry should actively integrate and develop with other industries such as manufacturing and service.^[4] The development of online and virtual tourism has provided new opportunities for the Taizhou online tour project. With the development of Internet technology, more and more tourists choose to book tourism products online to save time and energy. Taizhou Culture and Tourism should fully utilize this trend and provide rich tourism resources for tourists through online platforms to meet the needs of different tourists. The development of virtual tourism technology has also provided new possibilities for online visiting projects in Taizhou. Through virtual reality technology, tourists can immerse themselves in the scenic spots of Taizhou and experience a more realistic and vivid tourism experience. Taizhou Culture and Tourism needs to establish a comprehensive tourism resource library, including Taizhou Liuyuan, Taoyuan, Wanghai Tower, Old Street and other characteristic scenic spots into the resource library. At the same time, it is necessary to continuously update the resource library to ensure the accuracy and timeliness of information.

4.4 Expand sales platforms, prioritize consumer needs

Consumers have experienced certain aesthetic fatigue of traditional tourist souvenirs, such as dolls, toys, and cultural relics replicas. We should do a good job in consumer preference research and design more cultural and tourism products that meet consumers' aesthetic needs, such as creative food, furniture and ornaments. In addition to consumer demand factors, sales platforms are also areas that require special attention. After investigation, the sales of cultural and tourism products in Taizhou are mainly sold locally, with only a small portion sold to other places through the internet. Tourist destinations should expand their sales channels and platforms to provide convenient ways for more people to access Taizhou's excellent culture.

4.5 Cultural and creative activities entering the campus, linking with college students

To promote the diversified development of cultural and creative product design, cultural and creative activities can be brought into university campuses, where there are many clubs, a good cultural atmosphere, and a free and open academic environment. The Journal of Library Science discusses the theory of using libraries to promote cultural and creative work in universities.^[5] Cultural and creative work still pays less attention to university libraries and campuses. If cultural and creative industries are fully integrated with universities, it will not only provide college students with an opportunity to promote the flourishing development of local culture with their own knowledge, but also inject vitality into the research of cultural innovation methods.

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