Development Strategies for Cultural Creative Tourism of Heilongjiang Province, China

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Keywords: Cultural Creative, Creative Tourism, Development Strategies, Heilongjiang Province.

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.

1. Introduction

Some developed countries and regions have put forward creative economic mode since the concept of “creative economy” presented in 1998. 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 [1]. 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.

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. 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. 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 discussed that creative tourism reflects the growing integration between tourism and
different place-making strategies, including promotion of the creative industries, cities and class [2]. 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 [3]. Kostopoulou focused on how historic revitalized waterfronts can act as creative milieus attracting creative tourists [4]. In China, Sun and Yan explored the originality of special products of military culture tourism in urban tourism [5]. 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 [6]. 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 [7]. In addition, the scholars put forward series of development countermeasures of cultural creative tourism in some regions, such as in Jilin Province, Henan Province, Beijing City, Zhengzhou City, and Qinghai Province. 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.

2. Development Foundations of Cultural Creative Tourism in Heilongjiang Province

In the process of historical development, Heilongjiang Province has formed diversified culture resources. 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.

3. Development Strategies for Cultural Creative Tourism in Heilongjiang Province

3.1 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.

3.2 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.
3.3 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.

3.4 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.

3.5 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.

3.6 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.

3.7 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.
3.8 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.

4. 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 was financially supported by China Postdoctoral Science Foundation (Grant NO. 2016M600257), Postdoctoral program of Heilongjiang Province (Grant NO. LBH-Z16093), Project of philosophy and social sciences Heilongjiang Province (Grant NO. 16JYE03), Doctoral research project of Harbin University of Commerce (Grant NO. 2016BS05), support project of young innovative talents of Harbin University of Commerce (Grant NO. 2016QN028), and Discipline project of Harbin University of Commerce: Study on the modern service industry to support Longjiang revitalization (Grant NO. hx2016001).

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