

Research on the Development Model of Cultural and Creative Industry of Tourism in Wudalianchi Scenic Area in Heilongjiang Province

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ABSTRACT

This article explores the development status of tourism industry and the cultural and creative industries of tourism research basis in Wudalianchi Scenic Area in Heilongjiang Province, and conducts a careful analysis about the development status of cultural and creative industries of tourism in Wudalianchi Scenic Area in Heilongjiang Province. Combined with the development plan of the local government, government work reports, relevant reports from mainstream news media and related research, this article analyzes the current development level of cultural and creative industries of tourism in Wudalianchi Scenic Area in Heilongjiang Province. **Discovery:** In order to truly expand the development scale of cultural and creative tourism industry in Wudalianchi Scenic Area and improve the efficiency and effect of industrial development, it's necessary to start from the source and be guided by issues such as overall planning, market demand, new media integration and talent landing policies, so as to carry out research on feasible countermeasures for the development of cultural and creative industries of tourism in Wudalianchi Scenic Area in Heilongjiang Province.

Keywords: cultural and creative industries of tourism, industrial development, model research

I. INTRODUCTION

Wudalianchi Scenic Area in Heilongjiang Province is a key scenic spot in China, which enjoys the reputation of National Nature Reserve, National Forest Park, Global Geopark, China's Mineral Water Hometown and China's Famous Volcano Hometown and so on. Among them, the Wudalianchi Holy Water Festival (Yaoquanhui) was selected as a national intangible cultural heritage expansion project list (folklore) in 2011. Wudalianchi Holy Water Festival (Yaoquanhui) is held during the Dragon Boat Festival every year. It has more than two hundred years of folklore inheritance foundation. It is a carnival festival for many ethnic groups such as Daur, Oroqen, Mongolia and Han in Heilongjiang Province. After decades of continuous development and evolution, it has become a unique cultural symbol of Wudalianchi Scenic Area, and it has been called "the carnival of ethnic minorities in northern China" by Chinese and foreign tourists.

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II. DEVELOPMENT STATUS OF TOURISM INDUSTRY IN WUDALIANCHI SCENIC AREA, HEILONGJIANG PROVINCE

Recently, guided by the spirit of General Secretary Xi Jinping's important speech, Heilongjiang Province has continuously upgraded the level of tourism infrastructure construction and vigorously promoted the rapid development of cultural tourism economy. The Wudalianchi-Heihe-Russian Blagoveshchensk City "two countries and three places" Sino-Russian transnational sojourn and pension route launched by the Heihe municipal government has opened up a new model of transnational sojourn and pension services for migrant in Heilongjiang Province, and has opened up a broad market for the development and utilization of Wudalianchi's volcanoes and holy water tourist cultural artworks. According to the "Heilongjiang Daily" news report (2019-08-25), data show that in 2018, Wudalianchi has 218,000 health care personnel, and the number of health care experiencers from Russia alone has reached 85,000. In 2018, Wudalianchi received 1.83 million tourists and its comprehensive tourism income was 670 million yuan, an increase of 12% and 10% respectively year-on-year. At present, Wudalianchi has 3 world-class and 19 national-level brands. It has become a scenic spot with the most

honors in China and is one of the important growth points for the development of tourism in Heilongjiang Province. Therefore, the governments of Heilongjiang Province and Heihe City have successively issued relevant policies on the development of Wudalianchi tourism resources such as "Thirteenth Five-Year Development Plan for Tourism in Heilongjiang Province" and the "Cultural Reform and Development Plan of the Heilongjiang Provincial Department of Culture during the "Thirteenth Five-Year Plan Period", putting forward a strategic layout of tourism industry development for the rapid development of tourism industry in Wudalianchi area. However, in view of the current development of tourism industry in Wudalianchi Scenic Area in Heilongjiang Province, there are still problems such as insufficient research on human resources and folk culture, insufficient integration of ethnic cultural resources and tourism resources, and insufficient integration of tourism management activities and tourism product derivative industries.

III. RESEARCH FOUNDATION OF CULTURAL AND CREATIVE INDUSTRIES OF TOURISM IN WUDALIANCHI SCENIC AREA, HEILONGJIANG PROVINCE

In recent years, the development and utilization of tourism resources around the Wudalianchi's "Volcano" and "Holy Water" Festival has attracted widespread attention from Chinese scholars. Scholars have conducted a number of studies from the perspective of volcanic geological tourism resources development and the angle involves the research of regional tourism, the application of regional ethnic culture, the combination of tourism management and experience, and the integrated development of cultural and creative industries and tourism. From the current point of view, the academic research carried out around Wudalianchi's volcanic geological resources, humanity resources and folk culture has laid a preliminary academic foundation for Wudalianchi to carry out systematic research on the development of cultural and creative industries. However, in fact, the professional research on the development of cultural and creative industries in the Wudalianchi Scenic Area is still insufficient. The main reasons are as follows: firstly, although Wudalianchi is a well-known tourist attraction in China and foreign countries, due to its location and traffic disadvantages, the transportation is mainly based on ordinary fast trains, supplemented by planes, and there is a certain distance from nearby tourist resources. Therefore, the number of tourists visiting Wudalianchi Scenic Area is far from that of scenic spots of the same level. Secondly, Wudalianchi Scenic Area is located in the northeast of Heilongjiang Province, with a longer winter and a cold climate. The development and utilization of winter tourism resources is still in its

infancy. Therefore, it is obviously different from other regions in the seasonal development of cultural and creative tourism industrialization. The seasonal characteristics of its available tourism resources are outstanding, so the experience of reference from scenic spots of the same level is insufficient. Thirdly, in recent years, although Wudalianchi Scenic Area has taken a number of measures at the government level to support the development and growth of the cultural and creative industries of tourism, due to the lack of relevant local talents and because foreign professional cultural and creative design and development teams have not been able to enter in batches, the tourism atmosphere has not reached the level of industrialization, and the production of cultural and creative products with regional characteristics has not yet formed a system. Fourthly, because the local economy and the consumption level of residents are still at the national average level, the outflow of tourist population during holidays is common, and the consumption export-oriented situation is more common. However, the cultivation of consumer groups for cultural and creative products in the north has not yet formed, and the development and growth of consumer groups is slow. To sum up, in order to further develop the volcanic and holy water culture series of tourism cultural and creative products with the help of Wudalianchi's unique geological resource environment, long history and folk culture, it is very urgent and necessary to carry out research and experiment on the development model of cultural and creative industries of tourism in Wudalianchi Scenic Area in Heilongjiang Province.

IV. THE DEVELOPMENT STATUS OF CULTURAL AND CREATIVE INDUSTRIES OF TOURISM IN WUDALIANCHI SCENIC AREA, HEILONGJIANG PROVINCE

Focusing on the rich resources of geology, history and folk culture in Wudalianchi, the government of Wudalianchi Scenic Area and related functional departments are trying to explore a cultural and creative tourism development path suitable for the development of tourism resources in the scenic area. Because as a subsystem of the tourism industry, there are many related factors related to the development of the cultural and creative industries of tourism. The difference between the resources it relies on and the main body of development determines that the development models of cultural and creative industries of tourism in Wudalianchi Scenic Area have their own focuses, which are mainly divided into the following models:

A. The flavour model of folk customs village

As mentioned above, due to the large number of Daur, Oroqen, Ewenki, Mongolian, Manchu, and Han ethnic groups living around Wudalianchi Scenic Area,

the local government relies on the traditional life and entertainment methods of ethnic minorities, and strives to create ethnic minority tourism experience activities full of ethnic customs. This is a relatively important category of the development model of cultural and creative industries of tourism in Wudalianchi Scenic Area. ("Fig. 1")



Fig. 1. Traditional Mongolian game "Wrestling Match".

^a. The picture is from the Internet.

B. Volcano expo mode

Around the annual volcanic Holy Water Festival and the large-scale sacrificial ceremony of the Zhongling Temple in Yaoquan Mountain, the local government departments organize festivals, sacrifices, and religious activities to attract tourists to actively participate in the experience and performance of folk activities and cultivate consumers' cultural and creative needs through gifts of sacrifices and blessing memorials, so as to promote the design, development and consumption of themed cultural tourism products, and promote the overall development of cultural and creative industries of tourism in Wudalianchi Scenic Area. ("Fig. 2")



Fig. 2. The "Holy Water Goddess Statue" was unveiled in the floating ribbon.

^a. The picture is from the Internet.

C. Tourism theme activity mode

In 2018, Wudalianchi Scenic Area has successively held a series of activities such as the whole area tourism hand-painted map design competition, the national

enjoyment of ice and snow car rally ("Fig. 3"), the sixth Rose Festival, and the whole area tourism mineral spring food festival, and combined with the theme of the event and regional specialties to launch Wudalianchi tourism "souvenirs" ("Fig. 4") and other series of products so as to consciously promote the rapid development of the tourism industry.



Fig. 3. The national enjoyment of ice and snow car rally.

^a. The picture is from the Internet.



Fig. 4. Wudalianchi tourism "souvenirs".

^a. The picture is from the Internet.

After several years of difficult development, the cultural and creative industries of tourism in Wudalianchi Scenic Area has explored some more successful models and achieved certain results. However, there are still some problems in terms of cultural nature, aesthetic nature, scale and branding. First of all, in order to promote the overall upgrade of the tourism industry in Wudalianchi Scenic Area, the government has consciously guided enterprises and individuals to participate in the design and development of Wudalianchi tourist souvenirs through the introduction of preferential policies, and there are even a batch of tourist souvenirs that reflect regional characteristics and incorporate ethnic minority art elements — Oroqen bark painting and accessories. However, on the whole, the design and development of this kind of cultural and creative products are still at a relatively low level. First, the creators are mostly individual craftsmen with low cultural quality and limited cultural vision, as a result, cultural and creative

products are inherently inadequate and difficult to produce a wider social impact; second, to cater to the low consumption needs of some tourists, due to cost constraints, the development of cultural and creative products can only meet the aesthetic needs of low-end consumers in terms of materials, techniques and craftsmanship, resulting in high-cost, high-syncretic, and well-made cultural and creative products of tourism can't enter the cultural and creative product market; as a result, they can't meet the cultural needs of Chinese and foreign high-end tourists. This has directly led to the single level of cultural and creative products in Wudalianchi Scenic Area as well as the lack of cultural and aesthetic types of products. Secondly, from the perspective of the production scale of cultural and creative industries of tourism, the production form of tourist souvenirs in Wudalianchi is mostly distributed and individualized. This over-traditional production method and business model runs counter to the development of the industrialized, professional and standardized tourism industry advocated by the current cultural and creative tourism industry. Therefore, handicraft products of low-efficiency, low-yield and low-integration can't become cultural and creative products of tourism that meet the consumption needs of tourists. Finally, the design and production of tourist souvenirs in the Wudalianchi Scenic Area lacked collaborative innovation by a high-level team of professionals. At the same time, there was insufficient overall research and prediction of the national, provincial and municipal tourist souvenir markets, and lack of in-depth understanding and research of the overall development trend of the tourism industry. As a result, the production model and marketing method of cultural and creative products of tourism are detached with the tourism product market in other regions of the same level. More spontaneous design and research and less overall design and development also directly lead to the lack of formal packaging design and brand building for most cultural and creative products of tourism, and it is impossible to establish cultural and creative brands with regional tourism characteristics.

V. COUNTERMEASURE STUDY ON THE DEVELOPMENT MODEL OF CULTURAL AND CREATIVE INDUSTRIES OF TOURISM IN WUDALIANCHI SCENIC AREA, HEILONGJIANG PROVINCE

Based on the above research findings at different levels, in order to truly expand the development scale of the cultural and creative tourism industry in Wudalianchi Scenic Area and improve the efficiency and effectiveness of industrial development, it's needed to start from the source, be problem-oriented and carry out feasible countermeasures for the development of cultural and creative industries of tourism in Wudalianchi Scenic Area, Heilongjiang Province. In

view of the above-mentioned problems, it plans to try to carry out research from the following perspectives.

A. Planning as a whole, and incorporating the development of cultural and creative industries of tourism into the government's economic development plan

After studying the "Wudalianchi City Government Work Report in 2019", it is not hard to find that the government has already included the infrastructure renovation and upgrading of Wudalianchi Scenic Area into the annual key planning work by improving the overall planning level. It is clearly necessary to "strengthen global tourism and promote the development and growth of the tertiary industry" to create a four-season full-time tourism brand. In view of the overall planning of the tourism industry in the above government work report, it is recommended that the cultural and tourism functional departments further refine the specific tasks of the government planning, especially to further clarify the leading role and specific functions of the cultural tourism functional departments in the development of the tourism industry. It's necessary to introduce an incentive policy to attract talents' settling down in cultural and creative projects to make up for the shortcomings of the cultural industry, and build a high-quality business environment suitable for the development of regional cultural industries. While comprehensively promoting the development of the tourism industry in all sectors, efforts should be made to focus on launching the construction of collaborative innovation projects in cultural and creative industries of tourism, integrate cultural and creative talents, technology, and cultural advantages in the region, build a collaborative innovation platform, indeed expand, strengthen, and refine cultural and creative brands of tourism, and produce extensive and far-reaching cultural effects, thereby stimulating the comprehensive and rapid development of Wudalianchi tourism industry.

B. Corresponding to the market, and creating high-quality cultural and creative tourism products

The study of countermeasures and the formulation of development measures for the tourism industry must rely on solid data research. The actual demand and consumption orientation of the cultural market are the fundamental driving force for the development of the industry. At present, the aesthetics of cultural and creative products of tourism have prominent characteristics such as subjectivity, epochal character and nationality. Therefore, with the overall improvement of people's living standards, people's needs and evaluation criteria for spiritual consumption products have changed, and their requirements for cultural and creative product selection and consumption standards are constantly increasing. Especially for the

mid-to-high-end consumer class, the aesthetic taste and cultural taste of cultural and creative tourism products are the primary conditions that prompt them to choose for consumption. Therefore, in order to build a tourism brand in an all-round way, expand the Chinese and foreign influence of regional tourism brands, and lead the consumption of high-end cultural travel enthusiasts, it's necessary to design and develop classic and high-quality cultural and creative tourism products that reflect regional and scenic characteristics based on extensive market research and understanding of market needs. Through cultural and creative products, it can display, promote, disseminate and exchange regional culture, so that more tourists and cultural enthusiasts have a strong interest in Wudalianchi Scenic Area in Heilongjiang Province and are willing to come to the local area to experience the rich and colorful cultural life.

C. Reforming and innovating, and using new media technology to promote the industrialization of cultural and creative industries of tourism

In order to comprehensively build the popularity and reputation of the tourism industry in Heilongjiang Province, a brand new International New Media Art Festival can be planned and created in the original theme activity unit for the reproduction of thousands of years of national culture in the form of artistic creativity. And it's important to combine historical moments, cultural symbols and pioneer new media technologies such as Daur ethnic customs, Oroqen and Ewenki ethnic art, Mongolian grassland culture, and Han Chinese farming elements and so on, so as to comprehensively build the shaping and output of cultural brand power through the integration of new media art and local culture. It's needed to use the New Media Art Festival as an opportunity to create a new model of gradual integration of art and tourism industry, use new media art as a global media method to discuss how to integrate with the development of the local tourism industry and intervene in national, social, economic and cultural life, explore the use of digital and virtual reality to promote topics such as locality, nationality, artistry, and cultural nature, truly combine and complement cultural creativity, tourism industry, and new media technology, maximize the establishment of a cultural and creative brand of tourism in Wudalianchi Scenic Area, explore the convergence of new media technology with the design, development, display and sales of cultural and creative industries of tourism and provide assistance and support to the greatest extent for the promotion of regional economic and cultural development.

D. Relying on colleges and universities, and actively cultivating a team of professionals in cultural and creative industries of tourism

The cultural and creative industry of tourism is a human resource-dependent industry, which not only requires professional and skilled labor, but also a large number of high-level design talents with creativity, inspiration and knowledge. At the same time, it needs a professional marketing team of cultural and creative industries of tourism. All these three types of talents are indispensable. Heihe City, located in the northernmost Heilongjiang Province of Northeast China, has continued to introduce talent introduction and talent landing policies for many years. However, due to the limited number of talents landing, it is still unable to meet the needs of the local tourism and culture industry. Therefore, Heihe City of Heilongjiang Province should, while vigorously introducing cultural and creative talents, make full use of the practical innovative talent training resources of Heihe University, the only university in Heihe City, positively guide teachers and students to actively participate in the development and operation of cultural innovation and entrepreneurship projects in the region, cultivate college students' ability to innovate and start businesses, give corresponding policy support and direction guidance, and gradually form a stable, professional and high-level professional talent team in cultural and creative industries of tourism.

VI. CONCLUSION

As an important tourist resource place in Heilongjiang Province, Wudalianchi Scenic Area is an important part of the development of the province's tourism industry. For now, the opportunities and challenges faced by Wudalianchi are also typical. Therefore, through the exploration and research of the development model of the cultural and creative industries of tourism in Wudalianchi Scenic Area so as to drive the design and development of cultural and creative products of tourism centered on Heilongjiang Province and solve the long-term current situation of single, fragmented and low-end cultural and creative tourism products in Heilongjiang Province, it has important practical significance for realizing the innovative and integrated development of economy, culture and tourism industry as well as the development of regional economy and the upgrading of Wudalianchi cultural tourism brand.

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