

Path Research of Developing Nighttime Cultural Tourism under the Condition of Prominent Limiting Factors

A Case Study of Hohhot

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ABSTRACT

Nighttime cultural tourism has become a trend in China, however, there are indeed prominent limiting factors to develop it for some cities, especially in the case of Hohhot. This study adopts an empirical research method and finds low temperature at night especially in winter, unfamiliar region for people and relative low consumption level of residents are prominent limiting factors of Hohhot's nighttime cultural tourism development. It shows that limiting factors are not determinants to develop nighttime cultural tourism in Hohhot, which is based on theoretical tools about cultural industry and tourism. In fact, Hohhot has much potential to develop the nighttime cultural tourism through circumvention of outdoor activities in low temperature's days, making people aware of favorable conditions of traffic and making full sense of local consumers. Meanwhile, this study is to provide ideas of developing nighttime cultural tourism to cities existing general problems as Hohhot.

Keywords: *Nighttime cultural tourism, Path research, Hohhot.*

1. PRESENT SITUATION OF HOHHOT NIGHTTIME CULTURAL TOURISM DEVELOPMENT

It is incipient stage of Nighttime Cultural Tourism development in Hohhot. In May 2020, Hohhot issued the Guiding Opinions on Promoting the Development of Nighttime Economy in Hohhot City. It involves planning about building a well-known domestic Night Qing Cheng, which means night Hohhot consumer brand. It also plans to build foundation of nighttime cultural tourism in Hohhot in three years. At the present, there are three main types about projects of nighttime cultural tourism in Hohhot, including going to the internet-famous sites, consuming in the food commercial pedestrian streets, and doing sports at night. It is not frequent for people to participate in characteristic intangible cultural heritage activities or attend cultural and entertainment performances.

2. BRIEF DESCRIPTION OF PROMINENT LIMITING FACTORS OF NIGHTTIME CULTURAL TOURISM DEVELOPMENT IN HOHHOT

2.1. Climate Makes Demands Unstable of Nighttime Cultural Tourism in Hohhot

Hohhot is located in the central part of Inner Mongolia Autonomous Region. It has a typical temperate continental climate, which makes places' winter long and cold, dry and windy in Spring. Besides, it has large temperature differences both in day and night as well as seasons. For nighttime cultural tourism requiring high standards of temperature conditions, the influence is prominent, thus, it leads to the instability of demands about nighttime cultural tourism in Hohhot.

2.2. Region’s Unfamiliarity Affects Demands Completeness of Nighttime Cultural Tourism in Hohhot

At the present, Hohhot is less familiar to people compared with other cities with a relatively high level of development, especially compared with typical cities for nighttime cultural tourism, such as Xi’an, Shanghai and so on. In fact, Hohhot has developed fast for past years, it is pivotal to find ways to break the stereotypes from people so as to acquire demands completeness and promote local nighttime cultural tourism market through opening.

2.3. Residents’ Consumption Level Bring Uncertainty of Developing Nighttime Cultural Tourism in Hohhot

As the epidemic hits the economy, there are more unsure factors emerging to affect local residents’ consumption level. This kind of uncertainty weakens consumer’s willingness of nighttime cultural tourism in a way. At the foundation of insufficient consumer stickiness to relative market before, it is inadequate to say that nighttime cultural tourism market in Hohhot can be established depends on consumers totally.

3. CIRCUMVENTION TO PROMINENT FACTORS AND DISCUSSION OF POTENTIAL ADVANTAGES

According to present situation of Hohhot nighttime cultural tourism development and prominent limiting factors of it, the paper tries to discuss ways of circumvention to prominent factors and to show potential advantages of developing nighttime cultural tourism in Hohhot, which is based on theoretical tools about cultural industry and tourism.

3.1. Continuous Improvement Transportation System Enhances Superiority of Hohhot’s Position as One of the Tourism Destinations

In recent years, Hohhot has made a qualitative leap in the construction of its airport, high-speed rail, subway and road loops. Therefore, as the capital of Inner Mongolia Autonomous Region and the center of politics, economy, culture, science, education and finance, Hohhot has more chances to contact with cities via transportation superiority, which have higher economic levels, such as Beijing, Tianjin, etc. The improvement of the transportation system has made Hohhot more advantageous as a region for nighttime cultural tourism.

3.2. Having Rich Cultural Resources and A Certain Foundation of Nighttime Cultural Tourism Market

The nighttime cultural tourism of the city must rely on rich and unique cultural resources. Hohhot, as a city of ethnic minorities, has a large number of extremely attractive cultural and tourism resources. At the same time, as described in the section of present situation of Hohhot nighttime cultural tourism development, it exactly has appropriate quantity of competent cultural and related firms to integrate kinds of cultural resources to nighttime cultural tourism market in Hohhot.

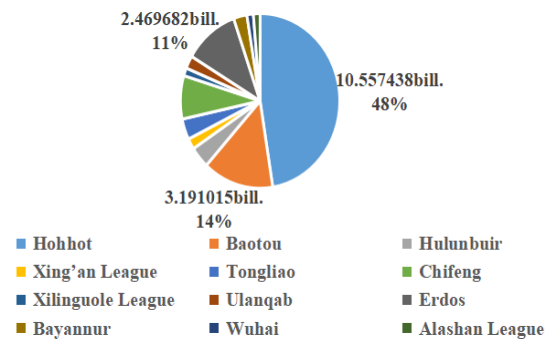


Figure 1 The percentage of business income of cultural and related enterprises in each region of Inner Mongolia.

3.3. The Government Has Been Giving Supports to Develop Nighttime Cultural Tourism So As to Better Guarantee Consumers’ Activities

The nighttime cultural tourism market has a promising future as the COVID-19 is suppressed and consumers have more possible willingness to spend on tourism in China. At this point, Hohhot has issued several documents related to the promotion and development of Hohhot's economy, aiming to actively promote the recovery of the tourism economy, especially for nighttime cultural tourism. Meanwhile, it takes the opportunities to promote the creation of new special nighttime cultural tourism products and provides preferential consumption, then better guarantee consumers’ activities.

4. POTENTIAL DEVELOPING PATHS AND COPING STYLES OF NIGHTTIME CULTURAL TOURISM IN HOHHOT

At the foundation of circumvention to prominent factors and discussion of potential advantages, the paper tries to explore paths to develop nighttime cultural tourism in Hohhot by innovative thinking and creative design.

4.1. Take Advantage of Nature and Develop STARGAZING ECONOMY Brand

Due to the geographical and climatic characteristics, Hohhot is located in the plain and dry with little rain, both the city center and the surrounding grasslands are excellent areas for stargazing, which is extremely rare. Therefore, with the natural advantage, the Stargazing Economy could become an unique brand representing Hohhot's and even the Inner Mongolia Autonomous Region's nighttime cultural tourism.

4.2. Promote Nadam's Popularization and Increase Its Indoor Activities at Night

To integrate Nadam into nighttime cultural tourism in Hohhot is a comprehensive reflection of significance

Table 1. Basic information of enterprises in cultural and related industries (Based on data from Inner Mongolia Economic Census Yearbook 2018 3-A-05)

Regions	Number of legal entities (Individual)	Number of employees at the end of the period (Person)	Total Assets (Ten thousand yuan)	Operating income (Ten thousand yuan)
Total	19131	87621	11663978.8	222475.11
Hohhot	3891	26097	2629539.9	1055743.8
Baotou	2822	13048	1300416.4	319101.5
Hulunbuir	1752	5979	459118	88965.4
Xing'an League	587	2705	232890.2	44667.4
Tongliao	1513	5522	1187797.5	85674.1
Chifeng	2644	10562	1251860.6	178421.6
Xilinguole League	834	3329	192714.7	32554.6
Ulanqab	1025	4202	337118.9	52964.3
Erdos	2381	9954	3047150.2	246968.2
Bayannur	800	2976	181562.5	60466.9
Wuhai	581	1842	184988.3	29129.8
Alashan League	301	1405	658821.6	30097.5

4.3. Combine Nighttime Cultural Activities with More Cultural Tourism Festivals and Construct Flexible Hosting Model of Nighttime Cultural Tourism in Hohhot

The development of nighttime cultural tourism requires a large amount of capital and manpower investments, in order to alleviate the pressure of all parties, especially for the most related firms with small volumes, Hohhot can combine nighttime cultural activities with more flexible forms. Under this premise, relying on various cultural tourism festivals, such as Zhaojun Cultural Festival, China, Russia and Mongolia Tourism Festival, etc. to promote Limited Time consumption of nighttime cultural tourism maybe a direct way to construct the unique hosting model of

about cultural resources, region characteristics and people's demands in hearts. In order to better resolve the problems about limiting factors, for example, it is impossible for people to host Nadam all the time and all the places. It is a must to transform Nadam to get more popularization, separating activities according to the standards of indoor activities and nighttime activities. On this basis, permuting and combining indoor nighttime activities of Nadam in different ways to cope with the limiting factors about temperature and time. From this, Hohhot nighttime cultural tourism will become more national and diversiform.

nighttime cultural tourism in Hohhot. In the meantime, the FLASH night cultural tourism consumption activities is also a good choice. It can not only bring vitality to the market in a fast-paced manner, but also avoid the impact of the climate according to the specific cultural content and form will be transformed into an advantage.

4.4. Making Full Sense of Consumers and Present Own Favorable Conditions of Nighttime Cultural Tourism in Hohhot to People

Nighttime cultural tourism is to serve the people. Consumption level not only includes the number of consumers' income, but also means the structures of

their income's allocations. For Hohhot tourists, especially local residents, they may not have much income compared to higher economic cities, but they are willing to pay for nighttime cultural tourism as well. From this way, it is necessary to make full sense of them. At the last but not least, presenting own favorable conditions of nighttime cultural tourism in Hohhot sufficiently to all kinds of tourists has become one of the most important things currently.

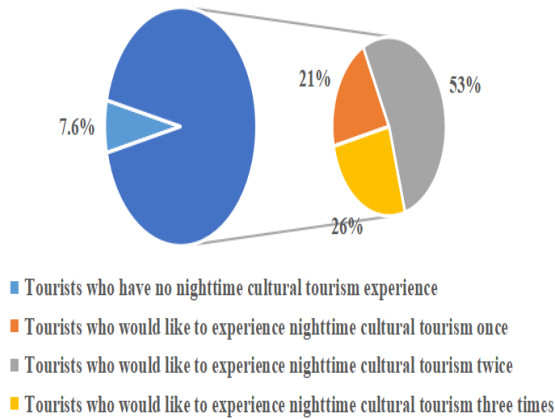


Figure 2 Demand forecast for nighttime cultural tourism market in Hohhot.

5. CONCLUSION

There are no decisive prominent limiting factors but coping styles that adapt to local conditions in Hohhot to develop its nighttime cultural tourism.

AUTHORS' CONTRIBUTIONS

Wenwen Bao, contributed to the conception of the study, main writing of the manuscript and performance of the data analysis;

Yaolu Ma, contributed to the preparation of manuscript, partial writing of the manuscript and performance of the figures;

Wenjing Fan, helped perform the analysis with constructive discussions.

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