

Study on Xianning Hot Spring Tourism Industry and Cultural Creative Industry Coupling

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Abstract-Hot spring tourism has become a fashionable leisure tourism mode in China, and hot spring tourism culture is the core experience content. This paper first introduces the domestic hot spring tourism and cultural creative development, and then analyzes the cultivation status and existing problems of Xianning hot spring tourism industry and cultural creative industry. Finally, it proposes the countermeasures and suggestions of Xianning tourism industry and cultural creative industry coupling, namely, hot spring tourism culture brand strategy, product diversity, product difference and cultural industry.

Keywords: hot spring tourism industry; cultural creative industry; coupling strategy;

I. Introduction

With the improvement of economic level of residents in China, tourism leisure entertainment has gradually become an important life style of people, and hot spring tourism has become more and more popular. Hot spring tourism not only reflects in simple bath mode, but also a healthy, leisure and entertainment tourism experience, making tourists experience the rich culture of hot spring tourism. In recent years, hot spring culture tourism of “taking experiencing hot spring and feeling hot spring culture as the theme, taking hot spring cultivation and leisure resort as the goal” has a rapid development, which becomes a new tourism leisure fashion and it is one of people’s most favorite tourism leisure modes.

II. Combined with Hot Spring Tourism Industry and Cultural Creative Industry

Hot spring tourism culture is the core and spiritual wealth of hot spring tourism, which is the hot spring charm and power and source of hot spring tourism development.

At present, the expression forms of domestic hot spring tourism industry and cultural creative industry integration are diversified, to meet the demands of different groups. Health preserving culture is the core and features of Chinese hot spring tourism culture, and most hot spring tourism will take health preserving as the main products, integrating health preserving culture into hot spring tourism, in order to bring tourists health preserving sentiment.

III. Xianning Hot Spring Tourism Industry and Cultural Creative Industry Cultivation Status

In recent years, Xianning focuses on the cultivation and

construction of hot spring tourism culture, proposing the breakthrough development of hot spring culture industry path, integrating tourism resources and cultural resource, mining and innovating and developing Xianning feature culture and mainstream tourism culture into hot spring culture, greatly advocating and promoting hot spring tourism culture, from 2009, constantly three sessions of international hot spring culture tourism festival, fabricating propaganda film “eternal merry, hot spring leisure city” promoting in CCTV and network, selected into Hubei tourism top ten business publicity.

(1) Integrating Local Feature Culture

Xianning hot spring owns a strong local cultural features, such as Jiugongshan, Chibi ancient battlefield, Liu Jiaqiao and other historical culture, Xiangyang Lake, Ting four bridge, yellow hill and other red culture, Xianning bamboo culture, osmanthus culture and other ecological culture, south tea culture and other folk culture. Xianning City vigorously promote hot spring culture, through the integration and planning of Xianning hot spring tourism resources and cultural resources, increases the external propaganda strength. “one city twelve springs, hot spring in county.” Rich hot spring resources makes Xianning have the reputation of “Chinese hot spring capital”. The names of Xianning hot springs are commercial names, lacking of cultural connotation. In order to give more cultural elements to hot springs, Xianning conducts “one city twelve springs” prize activities. In order to give a famous spring name with local Xianning cultural connotation for Xianning 12 hot springs, through selection and evaluation, finally it determines Xifeng spring, Zhuangyuan spring, Mengdie spring, Taiyi spring, Xiaoyao spring, Tianxiang spring, Fubo spring, Yu’en spring, Benyue spring, Er’qiao spring, Yufeng spring and Taoxi spring. Every spring has a moving story and it is related with local history and folk culture. Each story can stimulate people’s imagination. The whole naming of the 12 springs highlights local Xianning feature cultural elements, and it upgrades Xianning hot spring, in order to better display the city name card of Xianning.

(2) Integrating Leisure Health Culture

Xianning proposes creating three tourism products, breakthrough developing tourism, and hot spring leisure resort is one of them. Xianning Ganshui moon bay river has altogether 14 springs, building hotels, hospitals and many

hot spring bathrooms. People can enjoy the sweet scented osmanthus tea and enjoy hot spring bath, to enjoy the leisure. In Xianning hot spring project development construction, various hot spring tourism projects are basically leisure health culture as the main project.

Sanjing forest hot spring resort is constructed according to national AAAA standard scenic standard, building over 70 outdoor pools and taste soup houses, integrating mountain, forest, hot spring, fusion, sweet scented osmanthus and other original ecological resources, which is the only one of forest feature and the largest scaled hot spring resort in central China, creating “oriental mode, good service and love style” hot spring operation example.

Taiyi hot spring is mainly the open-air hot springs. In Taiyi hot spring, bath has been the healthy art of improving heart. Adding flavor spring makes you enjoy the milk bubble bath petals that Cleopatra admire. Flower spring makes you in many flowers while taking a bath. Herbal spring is the herbal bath for more than 5000 years for your health, and stone hot spring makes you enjoy the warm comfort effect of warm stone.

Xianning Biguiyuan phoenix hot spring hotel has 18 holes and 72 golf courses, including more than 60 hot spring pools of indoor and outdoor hot springs, with novel and elegant style. The rich entertainment equipment and complete commercial facilities are the ideal choice for enthusiasts in commerce, conference, leisure and tourism.

Yaochi hot spring resort is a four-star hot spring tourism leisure hotel with hot spring, guestroom, entertainment and leisure. Here, elegant and comfortable commercial environment, fitness and beauty spa bath, considerate service make consumers enjoy their work and entertainment at the same time, enjoying the fun of life with ease.

(3) Penetrating Creative Culture

Domestic hot springs fully dig the historical cultural connotation, using unique landscape and climate feature, to form its own unique cultural brand. How to use cultural creation to discover the added-value of hot spring industry, constantly studying the hot spring culture development and innovation, in order to study and use hot spring integrated leisure industry culture new project, which has become an important strength of realizing hot spring leisure industry's rapid development.

IV. Existing Problems of Xianning Hot Spring Tourism and Creative Culture Development

(1) Hot Spring Tourism and Creative Culture Homogenization

Xianning hot spring tourism culture is basically leisure health culture as the main part, and homogenization phenomenon is serious. In hot spring culture mining and refining, it lacks of the in-depth exploration and refining of hot spring tourism culture feature. At present, the domestic hot spring culture has developed from the first generation of

single bath culture, the second generation of bath and game culture and the third generation of bath and leisure culture to industry scale, entertainment feature, product series, health care technology and leisure fashion of the fourth generation of comprehensive hot spring tourism culture, and Xianning hot spring scenic spots have not achieved this level.

(2) Hot Spring Tourism and Creative Culture Positioning Narrow

Xianning hot spring tourism culture positioning takes leisure health culture as the main part, and domestic residents belong to medium and high-end consumption, and they have not become public tourism products, and consumers are only part of the medium and high-end tourists. Wuhan tourists drive car to enjoy a night of hot spring bath in Xianning, and they will spend the money of more than common working people's salary. Xianning local consumption level is not high, and most local residents cannot accept expensive hot spring ticket price and they cannot enjoy hot spring.

(3) Hot Spring Tourism and Creative Culture Feature Are Not Highlighted.

Xianning hot spring tourism culture is leisure health culture path, and it is connected with domestic mainstream hot spring tourism culture, but it lacks of Xianning local culture feature. They have not formed Xianning local feature and individual hot spring tourism products, and they have not formed core competitiveness.

(4) Hot Spring Tourism and Creative Culture Lack of Strategy

Xinning hot spring tourism culture system is not strong, lacking of unified strategic planning deployment, and this causes Xianning hot spring culture not to have clear product positioning, image positioning and function positioning. Biguiyuan hot spring, hot spring valley, Sanjiang hot spring and Taiyi hot spring and are isolated, lacking of unified coordination, without forming hot spring industry cluster competitiveness advantage.

V. Xianning Hot Spring Tourism Industry and Culture Creative Industry Coupling Strategy

(1) Hot Spring Tourism and Creative Culture Brand Strategy

City culture brand is basis, and local feature culture brand is core, and leisure health culture brand is theme, implementing Xianning hot spring tourism culture brand strategy. Xianning hot spring bath culture connotation is strong, and local Jiugongshan, Lushui Lake, Xiangyang Lake and Chibi culture and south Hubei folk culture are colorful.

(2) Hot Spring Tourism and Creative Culture Product Diversity

Hot spring tourism culture is the integration of many cultures, including hot spring landscape culture, hot spring health culture, hot spring service culture, hot spring bath culture, hot spring literature and art, hot spring health and leisure culture, hot spring region and folk culture content.

(3) Hot Spring Tourism and Creative Culture Difference

Xianning hot spring tourism culture uses local feature culture, folk style and hot spring tourism to define the culture theme and mode of conforming to local hot spring tourism development. Xianning hot spring tourism scenic spots can consider, based on leisure health culture theme, rich and local Xianning feature culture is given to different scenic spots, realizing the culture difference, such as Taiyi hot spring can highlight Taoist culture, Sanjiang wild natural folk culture. Biguiyuan's delication and romance can highlight the south Hubei osmanthus culture and tea culture. Spring valley's high medical value can reflect strong Chinese medical health culture, and hot spring international hotel can display Xianning ecological culture, making tourists enjoy different tourism culture atmospheres in different scenic spots. The second is image difference. Xianning is committed to the city culture brand of "spring city", which is one of the famous tourism areas in Hubei. It has difference in image display with other hot spring cities at home and abroad, which is good for the difference of hot spring tourism culture.

(4) Hot Spring Tourism and Creative Culture Industry

Hot spring tourism culture is an industry, and its production process includes creation, production and marketing links. The final product is a hot spring tourism culture project. Creating hot spring tourism culture industry should not only focus on tourism product itself, and also it should focus on the enterprise of core products, forming hot spring tourism culture industry chain, making hot spring tourism have scale effect and interactive effect, so that it can make hot spring tourism culture products stronger.

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