

A Study on Tourism Development of Cultural and Creative Industry in Metropolis——A Case of Shenzhen City

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Abstract. This paper discussed the tourism development of cultural and creative industry in metropolis with Shenzhen city as the study area. Starting with the perspective of integration of cultural and creative industry with tourism industry, it summarized the main tourism development modes of cultural and creative industry. To solve the problems existing in current cultural creative tourism and to promote its integration quality, the study put forward a series of counter measures about highlighting regional cultural and creative industry, tourism products design, forming a mature culture creative tourism industry chain and developing cultural creative tourism derivatives, for the sustainable development of cultural creative tourism in metropolis.

Introduction

In the new century, cultural and creative industries with creativity as the core concept are rising rapidly worldwide, and are becoming a new bright spot of the global economy with the unique industrial value chain and widely industrial penetration. In this context, cultural and creative industries of metropolis such as New York, Paris, London, Shanghai and Shenzhen have showed the trend of acceleration and concentration. What's more, the cultural creative spaces have a huge overlapping with the concentration of tourists in metropolis. By integrating with tourism, cultural and creative industries have the potential to both extend their industrial chains and diversify tourism products and enrich cultural contents of tourism industry of metropolis.

The tourism development of cultural and creative industry in practical field has attracted the attentions and research interests of tourism scholars, and has become a hot issue in the researches of tourism. The researches on cultural and creative tourism has developed early in foreign countries, in which the content mainly focus on the integration between cultural and creative industry and tourism, tourists experiences and its influencing factors and so on. Ooi (2007) studied the role of creative industries in the development of Singapore tourism[1]. Richard C. Prentice(1998) made deep researches on the tourist experienced situation and its influencing factors in industrial heritage parks from various degrees[2]. Pappalespore I. and Maitland R.(2014) taking East London as an example, studied the characteristics, motivations and experiences of tourists who came to creative urban areas and also made a further discussion on the role of creative clusters in tourism development[3]. Annie Chena and Norman Penga(2015), taking 5 cultural and creative industry parks as examples, researched the determinants of tourists' loyalty toward the cultural and creative industry parks[4].

Compared to the studies of foreign scholars, these years, Chinese tourism researchers have gradually focused more on the development and utilization of cultural and creative tourism. Zheng bin, Liu Jiaming ect.(2008) discussed the tourism developed patterns available for urban cultural and creative tourism based on "One-stop Experience"

concept[5].Liu Cheng(2012) took East Chengdu Music Park as the example, and researched the tourism operators model of cultural and creative industrial parks[6].. Huang Yan(2015) analyzed the visitors tourism motivations and tourists consumption in Hangzhou cultural and creative industry parks [7].

As the discussion attests above, the researches on cultural and creative tourism from home and abroad have made certain progress. Most researchers used case studies which took related enterprises and tourists from cultural and creative industry as research objects, and aimed to investigate the travel experiences and the present development situation of cultural and creative industry. Overall, the researches of urban cultural and creative tourism development are still in its early period. Their research perspectives were limited in micro-scale, but the macro-scale researches were inadequate. Taking Shenzhen city as an example, this paper demonstrates tourism development modes and promotion strategies of cultural and creative industries in metropolis, and also provides some reference for other areas tourism initiatives about cultural and creative industries.

Main Tourism Development Modes of Cultural and Creative Industry in Shenzhen

The culture supporting strategy, which went into effect in 2003, has given the cultural and creative industry of Shenzhen city a boost, resulting in continuous increase in its scale. The added value of cultural and creative industry rose by 13.1% to reach 1757 billion yuan and accounted for 10.1% of GDP in 2015. With the development of the cultural and creative industry, tours revolving around cultural creativity have also emerged. The tourism development of cultural and creative industry in Shenzhen city can be traced back to the construction of OCT theme parks in the early years of reform and opening-up. During the following decades, tours of cultural creativity of Shenzhen city have entered a stage of fast development, and have created a batch of cultural and creative tourism attractions. For now, another 12 national-level demonstration projects for cultural industries and 53 municipal-level culture industrial parks have been built by Shenzhen city, represented by OCT-Loft, Dafen Oil Painting Village and Guanlan Print Base. As a platform for cultivation, exchanges, display and education of creative culture, cultural and creative parks has a strong appeal to many tourists in metropolis. Nowadays, the tourism development of cultural and creative industry of Shenzhen city has four modes, namely, cultural creative theme park mode, cultural and creative industry park mode, cultural creative tourism performance mode and tourism culture festival mode.

Creative Theme Park Mode

As a foremost cultural tourism industry, the construction of theme parks can be treated as an early epitome of the cultural and creative tourism industry. Cultural creative theme park mode does not refer to tourism theme parks in general, but means modern tourism destinations that have creative activities and can satisfy each kind of recreation and amusement demands of tourists. In the early 1990s, large numbers of cultural creative theme parks that are well known at home and abroad were established in Shenzhen by integrating cultural creativity and tourism, like the Window of the World, Splendid China, Happy Valley, and OCT East. These cultural creative theme parks have played an important role in Shenzhen's tourism industry and were viewed as a breakthrough from the traditional resource-oriented development model.

Cultural and Creative Industry Park Mode

As a kind of new industry base, cultural and creative industry parks are different from traditional factories and technical parks, by setting work, life, consumption and production as one integrated complex. Many cultural and creative industry parks integrating local cultural characteristic with natural landscape, which are rich in cultural heritage and outstanding creative features, can meet the needs of travelers for novelty and start to become the new engines for development of tourism economy in metropolis. By integrating with tourism, cultural and creative industry parks can extend their industrial chains and increase their profit. For Shenzhen, a number of excellent cultural and creative industry parks such as OCT-LOFT, Dafen Oil Painting Village, Yongfengyuan ceramic cultural and creative industrial park and Guanlan Print Base have been created through the transformation of old downtown areas and old factories. Here strong artistic atmosphere, unique cultural blocks and perfect facilities can either be an effective platform for the development of cultural and creative industry, or be a popular tourist destinations of metropolis as well. Since 2012, culture sports and tourism administration of Shenzhen municipality has designed five creative cultural tourism itineraries tailored to travelers who love creative culture. And the routes involve many famous cultural and creative industry parks of Shenzhen such as OCT-LOFT, Dafen Oil Painting Village and Guanlan Print Base. Above all, cultural and creative industry park mode of Shenzhen can bring both different cultural tourism experiences for the travelers and high profile for cultural and creative industries.

Cultural Creative Tourism Performance Mode

Cultural creative tourism performance mode is an innovative industrial pattern that combines entertainment and performance of cultural and creative industry with tourism industry. By creating a large scale theatrical performances and making stage-like effects, it exhibits the local tourism characteristic and strengthens its attraction to tourists. The tourism enterprises of Shenzhen city have created a series of high-quality performance art shows through combination of tourism industry with entertainment and performance industry, such as “Dragon phoenix dance of Chinese” and “The oriental dress” in Splendid China, “All the way to the sun” in Window of the world and “Tianchan” in OCT East. These tourism performing art have higher requirements of stage design, sound effects, beautification of atmosphere and technology support to distinguish them from circus and acrobats. This kind of tourism performing art could fully improve the senses for sight, smell and hearing of audience and leave a deep impression on tourists. Therefore, cultural creative tourism performance mode not only realizes cultures and arts inheritance and provides rich experiences for the tourists, but also creates tremendous culture economic value and nurtures a batch of tourism masterpieces with strong competitiveness.

Tourism Culture Festival Mode

Tourism culture festival mode is a pioneering work that translates intangible folklore cultures and creative cultures into visible tourism resources, and can promote cultural development as well as draw attention for its innovative forms. [4] As a new city of migrants, Shenzhen doesn't have abundant historical resources, but can capitalize on more innovation capabilities of culture technology and creativity. It is an inevitable choice to develop these special creative resources for tourism industry in Shenzhen. For instance, OCT of Shenzhen has created many festivals by using creative ideas and formed gaiety scenes for nearly every month there is a festival, such as the Dai

Water-Splashing Festival in China Folk Culture Villages, International Beer Festival in Window of the World and Maya Carnival in Happy Valley. Besides, the Shenzhen municipal government organizes some cultural tourism festivals, like ICIF in May each year, Shenzhen Gold Coast Tourism Festival in October each year and Shenzhen Animation Festival in July each year. In the meantime, lots of cultural and creative industry parks also hold many international culture expos, such as Shenzhen & Hong Kong Bi-city Biennale of Urbanism\Architecture in OCT-LOFT and Dafen Painting International Oil Painting Exhibition Fair in Dafen Oil Painting Village. These festivals combining cultural creative connotations with local features have become a highlight of tourism development in Shenzhen. In all, the numerous tourism culture festivals have been an important way to attract tourists and a new trend of tourism consumption, and not only have promoted tourism development but also have driven booms of cultural and creative industry of Shenzhen as a whole.

Existing Problems in Tourism Development of Cultural and Creative Industry of Shenzhen City

Cultural Creative Tourism Products Facing Fiercer Market Competition with Similar Products

Cultural creative tourism products are a kind of artificially created tourism products and are not based on unique historical environment and natural resources, so they are easy to be duplicated. In recent years, cultural and creative industry park mode is adopted by many areas, such as Beijing 798 art zone, Shanghai Tianzi Lane and Hangzhou LOFT49, etc. In terms of cultural creative theme parks, the theme parks initiated by Shenzhen such as Window of the World and Happy Valley have already entered a phase of recession. Meanwhile Guangzhou city and Zhuhai city in Guangdong province have established new theme parks such as CHIMELONG Water Park and Zhuhai Hengqin ocean kingdom, which inevitably exerts competitive pressure and adverse effect on theme parks of Shenzhen city. Besides, the tourism culture festival mode created by Shenzhen is copied and updated by different places, such as Impression of Yunnan in Kunming city, The Romance of the Song Dynasty in Hangzhou city and Impression of Liu Sanjie in Guilin city. All of this, of course, will constitute a great threat to the uniqueness and attractions of cultural creative tourism products in Shenzhen city.

Monotonous Integration Forms of Cultural Creative Industry and Tourism

The present integration forms of cultural creative industry and tourism are monotonous in Shenzhen city. Mainly cultural creative theme parks, cultural and creative industry parks, cultural creative tourism performances and tourism culture festivals are used for sightseeing and shopping, and there is, however, lack of participation and experience for tourists. Besides, the types of tourism products also lack diversity with unitary theme. For Shenzhen, cultural creative tourist destinations are more of cultural and creative industry parks except the famous theme parks. These kinds of tourist destinations such as OCT-LOFT and F518 don't have a clear theme and adequate distinctive characteristics. From macroscopic angle, cultural and creative industries such as television industry, creative design industry, cultural software industry, animation game industry and crafts industry haven't realized deep integration with tourism industry.

Insufficient Marketing Promotion of Cultural Creative Tourism Products

The means of promotion for cultural creative tourism products mainly rely on traditional media such as newspapers and magazines and lack effective advisement. For cultural and creative industries of Shenzhen, most tourists are from nearby Shenzhen or surrounding areas. And they get the information about cultural creative tourism products, normally by the word of mouth from relatives and friends. But the free independent travelers from outside Shenzhen know little about cultural creative tourism products and routes without travel agents' advertisements. In general, the promotion of cultural creative tourism products was insufficient, as the industry didn't combine the promotion with marketing channels of new media and failed to make the most of broadcast means such as mobile devices, outdoor advertising and WeChat.

Sustainable Tourism Development Strategies for Shenzhen's Cultural and Creative Industry

Highlight Regional Cultural and Creative Industry and Create the Distinctive Cultural Creative Tourism

The major characteristic of creativity is personalization, and distinct regional characteristics are the crux for sustainable tourism development of cultural and creative industry in Shenzhen. Looking from the future development of cultural and creative industry park mode, Shenzhen should pay attention to building distinctive regional cultural and creative industry parks, which will embody the local city's memory and bring full features of culture and art into light, and promote the characteristic development and creative development of cultural creative tourism. For cultural creative theme park mode, it should move up to the integrality design of experience as well as the theme of experience and individualized interaction under experienced economic circumstance. Meanwhile, by themes designing of cultural creative theme parks, traveling, tasting, residing, purchasing and entertaining of destinations can be systematically linked. For instance, the creation of tourism-related elements like theme hotels, theme restaurants, theme performance and theme shopping streets can form cultural creative tourism with outstanding features and innovation.

Promote Culture Creative Atmosphere and Strengthen the Creative Experience Through Tourism Products Design

In the tourism development of cultural and creative industry, Shenzhen should try to design experience-based tourism products by taking into consideration of the multi-sided demand and in an overall manner, which will in turn enhance tourists' experience with comprehensive interactions. In other words, the cultural creative tourism destinations should focus on tourist experience in hospitality services, accommodation equipment and engaging activities. According to the identity and preference of visitors, the cultural creative tourism destinations should have a definite aim to develop experience-based tourism products. For Shenzhen, the tourism contents of existing cultural creative tourism destinations are always narrowed to sightseeing, and there has been increased emphasis on participation, knowledge and experience about tourism experiential activities. For example, a cultural and creative industry park based on Arts and Crafts, could increase interaction with tourists in the production process of creative products, encourage tourists to express their creative ideas freely,

and transform their creativity into visible products taken away as a kind of tourist souvenirs. While a cultural and creative industry park based on animation, could let tourists watch the initial process of animation works, learn about making animation and games, and cosplay their favorite anime characters. In a word, the creative experience tourism products design can provide an unforgettable experience for the visitors, who will have conveniently performed consumption, experience and enjoyment of culture creative industry at the destination.

Develop the Six Elements of Tourism Comprehensively and Form a Mature Culture Creative Tourism Industry Chain

The ultimate aim of tourism development of cultural and creative industry is not to promote the number of tourists and increase tourism revenues, but to promote overall development of the regional society, economy and culture and construct a top-notch tourist destination. To this end, the tourism development of Shenzhen's cultural and creative industry should start with the following aspects: First, the government should comprehensively develop the six elements of tourism, avoid Buckets effect of tourism and fully meet the tourist demands for cultural creative tourism. Next, the formation of mature culture creative tourism industry chains should not only have spatial agglomeration of tourism enterprises and supporting enterprises, but also that of a larger range of related industries. Last, the government should construct a favorable environment of society and economy, including market opening, law and policy, government assistance and community participation, etc. Only then can cultural creative tourism become the symbol and brand of Shenzhen city, the crucial engine of cultural and creative industry, and the advocate of the local culture.

Develop Cultural Creative Tourism Derivatives and Strengthen Cultural Creative Tourism Experiences of Tourists

Meaningful and individual tourism souvenirs not only have the function for experience and memories, but also can transmit unique cultural content and contribute to creative atmosphere of destinations. Cultural creative tourism destinations of Shenzhen should combine the private cultural creative elements to develop the distinguishing creative derivatives. For instance, Guanlan Print Base can combine the engraving characteristic to develop engraving tourism derivatives, like phone shells, coasters, small ornaments and ceramics. This kind of tourism souvenirs not only underscore the characteristics of cultural creative tourism destination, but are also useful and convenient, so foreign tourists shall gladly buy them. In the meantime, tourists can be encouraged to take part in making tourism souvenirs to strengthen cultural creative tourism experiences.

Increase the Cultural Creative Tourism Publicity and Deepen Tourists' Understanding of Cultural Creative Tourism

As kind of emerging tourism resources, cultural creative tourism products and routes are fairly new to many tourists in Shenzhen. Most tourists are poorly informed what projects are worth visiting in cultural creative tourism destinations, with insufficient information of cultural creative tourism products at the beginning, and as a result, many cultural creative tourism destinations are still not known to tourists. Therefore, to deepen tourists' understanding of cultural creative tourism, Shenzhen's integration development of cultural and creative industry with tourism must pay attention to publicity and marketing of cultural creative tourism, such as cooperating with travel agencies to rationalize cultural creative tourism routes, familiarize more people with

cultural creative tourism through the channels of microblogging, WeChat and internet, and regularly holding various cultural creative exhibition activities.

Conclusions

Cultural creative tourism has been the new engines for development of tourism economy in metropolis. As a typical cultural creative tourism destination metropolis, Shenzhen has formed four integration modes in the integration of cultural and creative industry with tourism, namely, the mode of cultural creative theme park, the mode of cultural and creative industry park, the mode of cultural creative tourism performance and the mode of tourism culture festival. With the fast development of Shenzhen's cultural creative tourism, fiercer market competition, monotonous integration forms, lack of participation and experience, insufficient promotion are the main problems severe enough to affect sustainable tourism development of cultural and creative industry in Shenzhen. And these problems are common problems facing the same type of cultural creative tourism destinations in metropolis. Based on this, Shenzhen should strengthen tourism development of cultural and creative industry from aspects of creating the distinctive cultural creative tourism, strengthening the creative experience tourism products design, forming a mature culture creative tourism industry chain, developing cultural creative tourism derivatives and increasing the cultural creative tourism publicity. These research results about tourism development of cultural and creative industry in metropolis will also provide a reference for the cultural creative tourism development of other cities.

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