

Research on the Development Path of the Cultural Belt along the East Zhejiang Canal from Cultural and Tourism IP Perspective

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Abstract: The excavation and flow of the canal has accumulated profound culture, and the best way to protect and inherit these cultures is to realize their value. It is urgent to build a platform for the exhibition and exchange of the cultural value of the East Zhejiang Canal, build a canal cultural tourism brand, and accelerate the development of the canal's characteristic cultural industry. The development of cultural and tourism IP mainly refers to the tourism development of cultural and tourism resources, and its essence is cultural tourism products with independent intellectual property rights. This article aims to apply the concepts of cultural and tourism and IP to the development path of the cultural landscape of the Canal in East Zhejiang, and to promote the development of the cultural belt of the canal by analyzing historical landmarks and ancestors that are closely connected with the canal cultural and tourism IP.

Keywords: East Zhejiang canal; Cultural and tourism IP; Development path

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1. Background

The East Zhejiang Canal is located at the southernmost end of the Grand Canal in China, starting from the ancient town of Xixing in Hangzhou in the north, crossing the two cities of Shaoxing and Ningbo to the southeast, and merging into the East China Sea at Zhenhai. The Kuaiji Mountains and Siming Mountains along the East Zhejiang Canal stretch and undulate. The mountains and rivers are interdependent, and the natural and cultural landscapes complement each other. More than 2,000 poems were left behind and developed into the famous "Tang Poetry Road" in East Zhejiang.

Since the excavation of the East Zhejiang Canal, it has always been an important water channel, which carries the livelihood and well-being of the people in East Zhejiang. The East Zhejiang Canal is the longest spreading road of Chinese culture in Chinese history, and it played a very important role in ancient China. During the Tang and Song Dynasties, it was not only a place for literati to enjoy the scenery and reciting poems, but also a place where Japanese and Silla, Korean literati and monks

studied, sought Dharma, prayed for sutras, and Tibetans in mainland China.

2. Literature Review

Tourism is one of the best ways to use and spread culture. It can move culture and walk in people's travels. With the upgrading of people's tourism demand and consumption, cultural tourism has become the most competitive advantage field in the current tourism market with its rich cultural connotation, profound humanistic background and huge development scale. The tourism IP is defined as: all cultural elements created by intellectual workers, contained in the resources of the tourism destination, and can be developed and utilized for the destination tourism industry. Tourism IP can be tourism landscapes, customs, history and culture, literary creation, tourism products, etc. that attract tourists to visit ^[1]. The value of cultural and tourism IP is mainly reflected in the audience, and the IP that carries a unique culture is often easier to obtain the emotional recognition of the audience, so IP operations must be rooted in culture and deeply explore cultural connotations ^[2]. In the context of the continuous integration of the two major industries of culture

and tourism, a new type of business form of “tourism + IP” has also emerged. The tourism industry’s own branding, personalization and innovation awareness began to continue to improve. The combination of tourism industry and various types of IP to develop tourism IP products has become a new path for cultural and tourism industry integration^[3].^[4] have proposed that the IP transformation of the tourism, cultural and creative industry is a structural adjustment of overcapacity, and it is also an inevitable choice and development trend in the era of scarce attention under the background of “Internet +”. With the upgrading of consumption levels, consumers also pay more attention to details and content when choosing tourist destinations and tourism products and services, and are more inclined to choose brands with IP, not just from the perspective of tourism. Cultural and tourism IP already has a demand foundation. Creating richer and more high-quality tourism IP products with more content value is a question that the industry should think about under the integration of the cultural and tourism industry.

Looking at the research results on cultural and tourism IP concepts since the past two years, the results of the organic combination of cultural and tourism IP concepts are relatively limited. The use of more mature IP concepts is basically used in the “IP+” category of theme parks, animation, film and television, etc. Human research is more limited in the inheritance of regional culture. Local people’s understanding of culture will affect tourists’ experience of local culture. Therefore, based on the current personality IP, characteristic town IP, game IP, film and television base IP, etc., it is urgent to create a brand of tourism destination “cultural and tourism + IP”.

The integration and development of the cultural of the East Zhejiang Canal is conducive to bringing the canal culture and the people’s life closer and merging, and finally forming the East Zhejiang Canal cultural belt^[5], and they also pointed that there are many intangible cultural heritages along the East Zhejiang Canal, but many intangible cultural heritages have been lost, and intangible cultural heritages are in danger of being lost.^[6] suggests that the inheritance of the cultural value of the East Zhejiang Canal should start with strengthening the protection of cultural heritage and the improvement of the ecological environment, improving the protection and inheritance of intangible cultural heritage, building a platform for the exhibition and exchange of cultural values of the East Zhejiang Canal, building a canal cultural tourism brand, and accelerating the development of the canal’s characteristic cultural industry. Driven by cultural creativity, it is

inevitable to create the cultural tourism of the “Tang Poetry Road” in East Zhejiang. After the changes in the Three Kingdoms, the Jin Dynasty, the Southern and Northern Dynasties, the scenery of Zhejiang’s landscape has gradually been appreciated and praised by scholar-officials and literati in the Central Plains. They entered East Zhejiang and entered the Range Rover, leaving behind many places of interest and poems^[7].

Strengthen regional tourism cooperation, fully integrate tourism resources, cooperate in the development and operation of a number of high-quality tourism routes and products, attract more tourists to re-enter the road of Tang poetry, create a golden tourism belt with oriental charm and international influence, and continuously improve the “East Zhejiang” The brand awareness and appeal of “The Road of Tang Poetry”. At the same time, a tourism information exchange mechanism will be established to jointly carry out research on cultural tourism and the development and utilization of resources, and conduct regular exchanges, so that the publicity and construction of the “Tang Poetry Road” in East Zhejiang will become an organic whole.

3. Current Status of the Cultural Belt along the East Zhejiang Canal

The protection and inheritance of cultural heritage is a very important part of the construction of the cultural belt of the Hangzhou Shaoxing section of the East Zhejiang Canal. With the progress of society and the rapid development of science and technology, the protection and inheritance of the East Zhejiang Canal has not only brought huge opportunities but also faced challenges. The precious wealth and value brought by the East Zhejiang Canal are gradually increasing, but in the field of major infrastructure construction along the canal, it is easy to cause a situation where both sides cannot be achieved. Although many sites along the East Zhejiang Canal have been listed as World Heritage Sites and have been effectively protected, there are still more canal cultural heritages that have not been protected. The incident that ancient bridges and temples on the canal and surrounding ancient cultural sites have been destroyed still happens. In addition, there are many intangible cultural heritages in cities along the East Zhejiang Canal, many of which are familiar to everyone, such as the legend of Liang Zhu, Shaoxing rice wine brewing skills and so on. However, many intangible cultural heritages has been lost, so intangible cultural heritage is in danger of being lost.

With the development and prosperity of the canal

water transport, the economy around the canal has developed rapidly, so a large number of villages have emerged as the times require. These villages have gradually expanded into cities and towns, both in terms of overall scale and development level, and have made great progress. After countless changes in dynasties, some towns have disappeared in the long river of history, but there are still some towns that continue today. The people who have lived on that land for generations rely on their hard work and wisdom to make their homes prosperous. Many of these towns have not only attracted the attention of many experts and scholars, but also become popular tourist destinations due to their profound historical heritage and special geographical environment. In recent years, with the development of new media, these once-obscured small towns have become more and more well-known. The visits of a large number of tourists have not only promoted the development of the local economy, but also greatly increased the government's attention and protection to the local area.

4. The Development Path of East Zhejiang Canal Cultural Belt

On the basis of the protection of the cultural heritage of the East Zhejiang Canal Cultural Belt, through the development strategy of “full-line development, key breakthroughs, integrated development, innovative development, water city integration, and coordinated development” “development strategy, the East Zhejiang Canal Cultural and sports leisure experience is the core, integrating urban tourism, fashion sports leisure, ecological tourism, cultural research, etc., and facing the world “East Zhejiang Canal Cultural Core Experience Recreation Area”. Relying on the East Zhejiang Canal culture and the canal ecological landscape resources, with the goal of creating new tourist attractions along the coast, the major breakthroughs in cultural experience projects, and the Hangzhou Shaoxing section as the essential point, with a high starting point and high standards. From these aspects, including the improvement of the ecological and cultural landscape of the East Zhejiang Canal, the construction of the East Zhejiang Canal cultural experience project, the development of water and waterfront leisure products, and the integration of tourism + cultural industries, the tourism development of the East Zhejiang Canal cultural belt is comprehensively planned. Taking the East Zhejiang Canal water system as the main aspect, upgrading the main city section, key breakthroughs in the city section, and the simultaneous reshaping of the culture

and ecological landscape of other sections, radiating and connecting the ancient town blocks, scenic parks, and rural villages along the line, realizing the East Zhejiang Canal cultural belt development in tourism. Speed up the restoration of ancient rivers and the development of ancient water conservancy facilities, the construction of the ecological and cultural landscape corridors of the East Zhejiang Canal, and the construction of trails, cycling paths, and waterway sports and recreational belts. Key tourism projects aim to promote the improvement of existing key scenic spots along the canal in various districts, the construction of museums and memorials and exhibition halls, and the construction of tourism public facilities and service systems, including identification systems and tourist information stations, rest station, cruise ship dock and emergency rescue service facilities. In terms of the integration and development of “tourism+” along the East Zhejiang Canal Cultural Belt, the main focus is to upgrade the culture and homestay industries of the East Zhejiang Canal Cultural Belt and build a cultural and creative industry belt. In terms of branding and marketing, speed up the launch of the “Source of the Canal” tourism brand and promotion of East Zhejiang Canal Culture, plan a number of special festivals or activities, and start to promote the main routes.

4.1 Based on the Concept of “Cultural and Tourism IP”, Build Multiple Canal Cultural IPs

The concept of IP is widely used, covering various fields such as culture, education, scientific research, tourism, service, etc. Based on the concept of “cultural and tourism + IP”, the construction of Shaoxing Canal cultural IP, including the creation of Dayu literature based on “Dayu governance” Travel IP; Create the cultural tourism IP of filial piety with the background of “The filial daughter Cao E”; create the cultural tourism IP of Shaoxing ancient bridges represented by the “ancient fiber road”; create the cultural tourism of rice wine featuring the “rice wine town” IP as a typical example. Establish a cultural experience center related to the canal from the perspective of cultural and tourism IP. Carry out canal culture training, such as: building a traditional craft exhibition hall, observing the production process of handmade hemp-woven craft shoes, personally participating in hand weaving; brewing rice wine experience center, experiencing the early rice wine brewing process, and forming a rice wine culture IP. Filming documentaries or films, movies, etc. of the filial daughter Cao E, love stories of Liang Zhu or love stories along the Yushui River, publicizing Liang Zhu culture, perfecting the construction of Zhujiazhuang

scenic area, forming a humanistic story IP with the Internet for publicity. Cultural creative product research and development, Yangming Xinxue derives cultural products to form Yangming cultural IP. Creating a new game cultural IP with local cultural elements as the background. In a brief summary, the development of high-quality tourism products is the key to cultural and creative cultural and tourism IP.

4.2 Planning Celebration Activities and Developing Festival Tourism Projects

Tourism economy is an activity economy. For tourists, tourism itself is an experiential “activity”, not only moving “body” and “eyes”, but also “hands” and “foot”. Tourist destinations with only viewing functions usually have short stays, poor comprehensive benefits, low impressions, and low satisfaction levels. As far as resource development is concerned, “activity” means the activation of potential resources, the transformation of traditional values, the innovation of manifestations, and the dynamic changes of tourism products. A large number of non-optimal tourism resources must get rid of the outdated concept of “development based on resources” as soon as possible, and through activities to promote the creative transformation of tourism resource advantages, seek misplaced development, and realize tourism value. Activities that are “active” are easier to attract attention than things that are static, attract public attention, and stimulate motivation to participate. Tourist destinations that frequently host various activities can attract the attention resources of the media, the public, and tourists, and increase the chance of being perceived and selected by tourists. In fact, some places with unsatisfactory resources have opened up a road of characteristic tourism development by virtue of activities; in other tourist destinations, a leap in market influence has been achieved through a festival event. Festival celebrations have a natural connection with tourist destinations, and successful festival celebrations can have a positive impact on tourist destinations in a specific period. Festival celebrations can often bring a large number of tourists to tourist destinations in a short period of time, produce obvious economic benefits, and assist in the integration of project resources. Xiaoshan and Shaoxing areas are ancient cities with a long history, and the vigorous development of festival activities is conducive to increasing the local popularity. For example, the Shaoxing Dayu Festival was included in the national intangible cultural heritage list in 2016.

4.3 Develop a Research and Study Tourism Base to Create an Internet Celebrity Place

Research and study tourism is a combination of “research” and “travel”. It is an off-campus education

method that combines group travel, intensive boarding and lodging, and combines with travel experience. It emphasizes that students explore the world in action and in practice. Acquiring true knowledge and experiencing perception in a natural space are the basic ways to achieve knowledge transformation and emotional sublimation of students. The study trip allows students to get out of the classroom, into a broader natural world and social life, and gain nutrients for growth in contact with nature and society. Carry out the construction of research and study base, improve the basic supporting facilities, and build a research and study tourism base that integrates education, tourism, entertainment, and parent-child. The upcoming completion of the Shaoxing Canal Museum will become an iconic place for learning. Develop a series of tourist destinations, which will further rise to research and study. Shaoxing Lanting Scenic Area aims to promote traditional culture and develop characteristic research and tourism products. Among them, the combined research and learning activities of “Museum Wonderful Night” and “Culture + Tourism” have received unanimous praise from all walks of life. Replace the traditional “combination of travel and study” with “integration of action and knowledge”, experience the natural and humanistic knowledge of ancient and modern China and foreign countries through travel, and realize life and improve oneself through this process.

4.4 Construction of Public Library Belt along the East Zhejiang Canal

The public library is an important realization path for the construction of the East Zhejiang Canal Cultural Belt. As a regional documentation center, information center, and cultural center, it should play an important role in the construction of the East Zhejiang Canal Cultural Belt and give full play to its own role. The construction standards for public libraries along the Canal are based on the “belt”-like geographic characteristics and fluid cultural connotations of the East Zhejiang Canal Cultural Belt and are consistent with the unified construction standards for public libraries along the East Zhejiang Canal. Implementing the standardization of the construction of public libraries along the East Zhejiang Canal is of great significance to promoting the construction of public libraries along the East Zhejiang Canal Cultural Belt. The establishment of a public library development community along the canal is not only conducive to the formulation and implementation of construction standards for public libraries along the canal, but also to promote the co-construction and sharing of regional resources,

reduce construction costs, and form a public library development community. Concentrate on the development and utilization of resources and establish a characteristic collection system of the East Zhejiang Canal's literature resources. The public libraries should actively participate in the cultural development of the East Zhejiang Canal, fully develop the local East Zhejiang Canal literature information resources and become the main undertaker of the development of the literature resources of the East Zhejiang Canal. Transform digital technology into digital resources, play the role of science and technology in the construction of public libraries, and use it as an important form of cultural service activities of public libraries. Improve the construction of the talent team of public libraries and improve the personnel training mechanism. Actively improve the participation of social forces, encourage and support social forces to participate in the construction of public libraries along the East Zhejiang Canal; increase training efforts, accelerate the improvement of personnel training mechanisms, and establish long-term training programs and assessment mechanisms.

4.5 Promote the Development of China's Homestay Units along the East Zhejiang Canal

Eastern Zhejiang is the most important consumer market in China's homestay industry. The areas along the East Zhejiang Canal, such as Hangzhou and Shaoxing, which are rich in forest and mountain landscape resources, have a good environment, attracting a large number of surrounding areas and domestic and foreign tourists to come here for cultural leisure and holiday care. More and more tourists are looking forward to "enjoying the countryside", and eager for "a warm accommodation, and an emotional experience" that can touch the heart of the consumer experience. There are not only Tang poems, but also themes and cultures, as well as the hotel's standardized procedures and personalized services. Tourists start a unique rural lifestyle as their owners." Relying on the cultural and tourist resources along the East Zhejiang Canal, create a homestay brand and promote the development of homestay brands. The homestay business moves from the family to the entire village, aiming to drive its own de-

velopment. The cities along the East Zhejiang Canal can attract more young tourists with the help of high-quality themed guest rooms and bring higher profits to the operators, and branding will bring new opportunities for structural optimization of the homestay industry.

5. Conclusions

Culture is the soul of tourism, and tourism is the carrier of culture. Economic value is embodied in the economic benefits brought to society and enterprises; educational value is the cultural influence that tourism brings to local residents. Combine the characteristics of Tang Poetry Road with tourist attractions, highlighting the role played by East Zhejiang Canal Culture. From the perspective of practical application value, relying on the "Tang Poetry Road" to speed up the construction of the East Zhejiang Canal Cultural Tourism Belt is of decisive significance for promoting cultural tourism.

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