

Research on the Development Path of Cultural Resources on the Grand Canal Poetry Road (Jiaxing Section) under the Background of Cultural and Tourism Integration

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Abstract: As the starting point of the Grand Canal Poetry Road, Jiaxing has rich historical and cultural resources and unique geographical advantages, which provide good conditions for comprehensive tourism development. In the current context of cultural and tourism integration, by analyzing the current development status and existing problems of cultural and tourism integration in Jiaxing, this paper explores the path for the development of cultural and tourism resources in the Jiaxing section of the Grand Canal Poetry Road, and proposes specific development suggestions through case analysis and problem countermeasures, providing useful guidance and reference for the sustainable development of cultural tourism in Jiaxing.

1. Introduction

This study aims to explore the development path of cultural tourism resources in the Jiaxing section of the Grand Canal Poetry Road by analyzing the current situation and existing problems of cultural tourism integration development. Through case analysis and problem countermeasures, specific development suggestions are proposed. The research results will provide useful guidance and reference for the sustainable development of cultural tourism in Jiaxing.

2. Introduction to Grand Canal Poetry Road (Jiaxing Section)

The Grand Canal is the longest canal in ancient China and one of the oldest canals in the world. As an important heritage of Chinese history and culture, the Grand Canal has enormous potential in the field of cultural tourism.

On December 28, 2019, the Zhejiang Provincial Government issued the "Zhejiang Provincial Poetry Road Cultural Belt Development Plan"^[1], proposing to create "four poetry roads": the Tang Poetry Road in Eastern Zhejiang, the Grand Canal Poetry Road, the Qiantang River Poetry Road, and the Oujiang River Landscape Poetry Road. As one of the four poetic routes, the Grand Canal Poetry Route flows from Jiaxing to Zhejiang Province, passing through five cities: Jiaxing, Hangzhou, Ningbo, Huzhou, and Shaoxing. It is an important cultural artery for poets of all dynasties to explore Jiangnan. Famous poems such as Zhang Zhi and "Fisherman's Song: White Egrets Flying in Front of Xisaishan", Bai Juyi's "Memories of Jiangnan · Jiangnan Good", and Liu

Yong's "Looking at the Tide · Southeast Form Victory" outline the bustling scene of the Grand Canal.

3. Current Situation of Cultural Resource Development on Grand Canal Poetry Road (Jiaxing Section)

3.1 Rich cultural tourism resources

The Jiaxing section of the Grand Canal Poetry Road is located in Jiaxing City, Zhejiang Province, China, and is an important component of the Grand Canal Poetry Road. The cultural tourism resources of the Jiaxing section of the Grand Canal Poetry Road are rich and diverse, mainly divided into two parts: material cultural heritage and intangible cultural heritage. Material cultural resources include water conservancy and transportation engineering heritage, such as canal channels (Chongchanggang, Suzhou River, Shangtang River, etc.), shipping engineering facilities (Chang'an Gate, Shanqing Gate, Changhong Bridge, etc.), water sources (Nanhu, Yuehe, etc.), ancient towns (Wuzhen, Xitang, Chongfu Town), Yuehe historical and cultural blocks, buildings (Lanxiu Garden, Haogu Tower, Luofan Pavilion, Shaoyuan, Wensheng Monastery, etc.). Intangible cultural heritage includes works such as poetry (Zhu Yizun's "Zhao Song of Yuanyang Lake", etc.), festival customs (including mountain silk rolling flowers, net boat gatherings, etc.), traditional handicraft techniques (sugar cake board carving, Jiaxing stove painting, Chinese silk weaving techniques, and shadow puppetry, etc.). In addition, as a famous hometown of literati in China, Jiaxing has produced numerous cultural celebrities throughout the ages, such as Zhu Yizun, Wang Guowei, Shen Junru, Zhu Shenghao, and many others. These cultural celebrities have become an important component of Jiaxing's cultural resources and have also provided a solid foundation for the development of cultural tourism in Jiaxing.

3.2 Current Development Status of Grand Canal Shilu (Jiaxing Section)

The development of cultural resources in the Jiaxing section of the Grand Canal Poetry Road adheres to the principle of "balancing protection and development"^[2]. In 2017, Jiaxing issued the "Jiaxing Grand Canal World Cultural Heritage Protection Regulations"^[3]. In 2019, the Zhejiang Provincial Government issued the "Zhejiang Provincial Poetry Road Cultural Belt Development Plan", which requires the protection and display of the most authentic historical and cultural context, and the maximum preservation of the authenticity, integrity, and continuity of the Poetry Road cultural heritage. In October 2019, the Jiaxing Municipal Government issued the "Implementation Plan for Accelerating the Promotion of Cultural Protection, Inheritance, and Utilization of the Grand Canal (Jiaxing Section)", which established a list of canal heritage protection and control measures to protect the cultural heritage along the Grand Canal. Enhancing the vitality of intangible cultural heritage inheritance and accelerating the rescue endangered intangible cultural heritage such as Haining shadow puppetry. In May 2020, Jiaxing proposed the "Nine Rivers Connected to the Heart" project, which aims to protect historical and cultural resources while comprehensively developing urban tourism and promoting the transformation and upgrading of urban cultural and tourism formats. Especially in urban areas with relatively rich and concentrated historical and cultural resources, historical buildings such as Lanxiu Garden, Shaoyuan, Fanghezhou, Haogu Tower, Luofan Pavilion, Boat Culture Museum, and Wensheng Monastery have been repaired and rebuilt.

4. Problems in the Development of Cultural Resources on the Grand Canal Poetry Road (Jiaxing Section)

4.1 The integration of culture and tourism in the Grand Canal Poetry Road (Jiaxing section) is not deep enough, resulting in a fragmentation of culture and tourism

The Jiaxing section of the Grand Canal Poetry Road boasts a brilliant historical and cultural heritage, with abundant cultural and tourism resources. However, in the actual operation process, the integration of culture and tourism is not close and is in a fragmented state; The related tourism development is still at a relatively low level and has not formed a good synergistic effect. The development of the former residences of celebrities such as Shen Junru and Zhu Shenghao still focuses on traditional tourist attractions and cultural heritage viewing experiences, lacking interest and interactivity, and the cultural significance is not fully explored and utilized. Tourists purchase tickets and simply visit their former residence, lacking understanding of the cultural background of celebrities' former residences, making it difficult to leave a deep impression. At the same time, the variety and quantity of cultural and creative products in the surrounding areas are single, and there is a lack of cultural and tourism products that are suitable for contemporary society and market demand. Moreover, there is a lack of deep integration and innovation with local cultural resources, which makes the development of cultural and tourism in the Jiaxing section of the Grand Canal Poetry Road less attractive and competitive.

4.2 The tourism development system of the Grand Canal Poetry Road (Jiaxing section) is not perfect enough, with multiple points and scattered aspects

The Grand Canal Poetry Route runs from north to south, passing through multiple counties and urban areas such as Xiuzhou, Nanhu, and Tongxiang. The cultural resources along the route are rich, integrating various historical and cultural features such as the charm of ancient cities, canal culture, historical relics, water town customs, celebrity culture, and natural scenery. However, due to the long span of the Grand Canal Poetry Road, although there are numerous cultural relics, their distribution is scattered, and most of them have not yet been developed and utilized; Moreover, the Grand Canal Poetry Road belongs to several counties and urban areas, involving multiple industries and departments, and lacks effective management and cooperation mechanisms. Currently, a comprehensive plan has not been formed. The tourism development of the Jiaxing section of the Grand Canal Poetry Road still lacks a unified promotion entity. For example, the Xiuzhou section has established the Jiaxing Canal Cultural Provincial Tourism Resort, which is divided according to the spatial pattern of "one core, one axis, and three areas". However, currently, the development of various scenic spots in the resort is uneven, with weak competitiveness, and presents an unbalanced situation of "emphasizing the south while neglecting the north".

4.3 The cultural and tourism marketing strategy of Grand Canal Poetry Road (Jiaxing section) is not precise enough, and the brand is weak

The development of cultural tourism integration requires targeted market positioning and precise marketing strategies. However, in the actual promotion process, there is a lack of in-depth market research and precise target group positioning, resulting in unsatisfactory promotional effects of cultural and tourism products. Compared to the successful examples of international canal heritage protection and development, currently Jiaxing has not formed a tourism and cultural brand logo that can be promoted and has Jiaxing's recognition based on the Grand Canal Poetry Road, and there is no exclusive urban cultural and tourism slogan and city logo. Similarly, cities along the canal, such

as Wuxi's "Jiangnan Water Lane Hall Canal Unprinted Land", Yangzhou's "Canal Origin Elegant Yangzhou", and Suzhou's "melodious Canal Paradise Suzhou", all have strong regional recognition. At the same time, the lack of effective online and new media marketing methods has also limited the development of cultural and tourism in the Jiaxing section of the Grand Canal Poetry Road. At present, the development of the Jiaxing section of the Grand Canal Poetry Road is still in its early stages, lacking distinctive cultural and tourism products, an international perspective and confidence, and limited communication channels. Compared to the development of canal culture and tourism in other cities, the competitiveness is relatively weak. Taking the "Netboat Fair" as an example, although it is a national level intangible cultural heritage, its popularity is still limited, tourists have a short stay time, the extension of the tourism industry chain is insufficient, the added value is not high, and the economic benefits are limited.

5. Suggestions for the Development Path of Cultural Resources on the Grand Canal Poetry Road (Jiaxing Section)

5.1 Development of cultural tourism scenic spots and integration of cultural and creative industries

The integration of cultural tourism scenic area development and cultural creative industry is an important aspect of the development of cultural tourism resources in the Jiaxing section of the Grand Canal Poetry Road under the current context of cultural tourism integration. In the development of cultural tourism resources in the Jiaxing section of the Grand Canal Poetry Road, it is first necessary to conduct a comprehensive review of the cultural resources along the Grand Canal Poetry Road, starting from protection, inheritance, and utilization, and fully tap into the economic and social value of existing cultural resources. Secondly, based on the characteristics of cultural resources, combining cultural and creative industries with scenic area development can create more attractive and competitive tourism products and services. According to Zhu Yizun's "Zhao Song on Yuanyang Lake", the "Zhu Yizun Poetry Festival" is set up. During the poetry festival, activities such as poetry scene reconstruction and poetry knowledge quiz competitions will be established to allow tourists to deeply experience the culture of the Grand Canal's poetry road. You can also collaborate with cultural and creative industry companies to develop unique themed attractions, providing visitors with a unique cultural experience by integrating cultural and creative elements. For example, creative themed blocks can be established within the scenic area to showcase local traditional crafts and cultural arts, such as farmer paintings, to attract tourists to visit and shop. In addition, cultural and creative products related to the Grand Canal Poetry Road can be developed, such as souvenirs and cultural derivatives, to further promote the integration of culture and tourism.

5.2 Overall coordination and construction of a cultural and tourism integration system

The "Development Plan for the Zhejiang Provincial Poetry Road Cultural Belt" proposes the need for overall coordination, strengthening the linkage between government and enterprises, and promoting cultural research, protection, utilization, and industrial development in various regions along the line, in order to achieve regional cooperation, resource sharing, and complementary advantages. Firstly, we need to accelerate regional coordination, pay attention to the coordinated development of several counties and urban areas in the canal basin, achieve overall planning and joint construction, and coordinate the promotion of development and construction projects such as Majiabang Ruins Park and Canal Hot Spring Town^[4]. Secondly, we need to promote the overall planning of cultural resources, integrate the development of the Grand Canal Poetry Road tourism

into the overall planning of urban tourism in Jiaxing, and pay attention to the synergy and integration with Jiaxing's ancient city culture, celebrity culture, and other aspects for common development. At the same time, attention should also be paid to drawing on the successful experience of domestic and foreign tourism development, focusing on the integration of culture and tourism, and doing a good job in the planning, design, and construction of cultural and tourism development. Relevant departments can also expand the diversified tourism product system of the Grand Canal, creating a diversified cultural product system such as cultural sightseeing, science popularization and research, festivals and exhibitions. For example, relevant departments can establish cultural and creative research and development bases based on the cultural characteristics of the Grand Canal's poetic path, introduce advanced cultural and creative teams, and carry out cultural and creative activities around the Grand Canal in Jiaxing.

5.3 Transforming marketing strategies and building brands

Firstly, by creating and disseminating cultural tourism brands, brand promotion and promotion activities are carried out through channels such as the internet, media, and social media to attract more tourists' attention and choices. Combining the promotion of the Grand Canal Poetry Road with the image of Jiaxing city, utilizing the Grand Canal Poetry Road culture to enhance the charm of Jiaxing city, and then allowing the city's business card to feedback cultural and tourism products. Secondly, the development team conducts an in-depth analysis of different target markets, understands their needs and preferences, and carries out targeted marketing activities. Relevant information can be obtained through market research and data analysis to develop appropriate marketing strategies. Finally, it is to promote through diversified channels. One is to promote products through multiple perspectives and channels, such as travel agencies, online tourism platforms, scenic area official websites, etc., to increase the exposure and sales volume of cultural and tourism products. At the same time, we can collaborate with other tourism related enterprises to jointly promote cultural tourism products and form a joint force. The second is to create distinctive festival activities. Based on existing various folk festival activities, we will focus on creating a number of canal cultural brand activities such as the Zhu Yizun Poetry Festival, to achieve full annual coverage of tourism festival activities.

6. Conclusion

In summary, in the future development of cultural tourism resources in the Jiaxing section of the Grand Canal Poetry Road, it is necessary to strengthen the integration of culture and tourism, improve the quality of cultural tourism products, and strengthen marketing strategies. Only by continuously improving and innovating, and creating distinctive cultural and tourism brands, can the cultural and tourism resources of the Jiaxing section of the Grand Canal Poetry Road be better developed and utilized, and make greater contributions to the development of the local economy.

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