

Thoughts on Cultural Protection and Development of Jiangsu Section of Beijing-Hangzhou Grand Canal

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Abstract. The Jiangsu section of the Beijing-Hangzhou Grand Canal is 690km long and flows through 8 cities. There are a lot of historical and cultural relics along the banks of the river. Through investigation, it is found that in the current protection and development process, there are insufficient cruise ship culture and the characteristics of the ancient town block. Problems such as enclosure bans and high fees are common, and the cultural shaping of cruise ships, the characteristic development of canals in ancient town blocks, reasonable fees, and planning for open areas are needed. Coordinating protection and development, research and popularization, not only must be well protected the long and splendid culture of the Beijing-Hangzhou Grand Canal must be passed down and carried forward.

Keywords: Beijing-Hangzhou Grand Canal; Grand Canal culture; protection; development.

1. Introduction

Today's Beijing-Hangzhou Grand Canal is a part of China's Grand Canal, with a total length of about 1864km. It was excavated during the Spring and Autumn Period and the Warring States Period. It was completed in the Sui Dynasty and flourished in the Tang and Song Dynasties. It was dug at the beginning of 486 and opened to traffic in 1293. It lasted for a total of 1779 years. It is the earliest excavation in the world, the longest process, the longest duration of excavation, and the most extensive engineering. It is also one of the oldest artificial canals. It is called the three great projects of ancient China together with the Great Wall and Kan'erjing, and is still in use today. It is the crystallization of hard work, courage and wisdom of the Chinese nation, an engineering miracle created by the working people in ancient China, one of the symbolic elements of Chinese culture

Currently, depending on the geographical location, the Beijing-Hangzhou Grand Canal is generally divided into seven sections from the north to the south. one is from Beijing to Tongzhou, called Tonghui River, with a total length of about 82 kilometers, and the flow is from north to south; The second is the section from Tongzhou District to Tianjin, called the North Canal, with a total length of about 186 kilometers, and the flow direction is from south to north; the third is the section from Tianjin to Linqing, called the South Canal, which is about 400 kilometers long, and the flow direction is from south to north; The section from Linqing to Taierzhuang, called the Lu Canal, is about 500 kilometers long, and the flow direction is from south to north; the fifth is the Taierzhuang to Huaiyin section, which is called the central canal, is about 186 kilometers long, and the flow direction is from north to south; the sixth is from Huaiyin to Gua The continent section, called the Li Canal, is about 180 kilometers long and flows from north to south; the seventh is the Zhenjiang to Hangzhou section, called the Jiangnan Canal, which is about 330 kilometers long and flows from north to south. The Beijing-Hangzhou Grand Canal has three sections in Jiangsu. It is about 690km [1] in length and accounts for about two-fifths of the total length of the Grand Canal. They are the middle canal section between Xuzhou and Huai'an, the Li canal section between Huai'an and Yangzhou, and Zhenjiang to the section of the Jiangnan Canal between Suzhou. Among the 13 cities in Jiangsu provinces, the Beijing-Hangzhou Grand Canal flows through 8 cities. From north to south they are Xuzhou, Suqian, Huai'an, Yangzhou, Zhenjiang, Changzhou, Wuxi, and Suzhou. Therefore, Jiangsu is a veritable "Canal Province". Canal civilization for thousands of years has nourished cities in the Jiangsu section of the Beijing-Hangzhou Grand Canal. Various historical and cultural relics such as ancient grain warehouses, post stations, fiber roads, ancient towers, temples, ancient bridges, halls, ancient houses, classical gardens, and ancient streets and lanes have also been

bred. The canal tourism development provides the foundation. The author takes the canal culture protection and development as the research purpose, and conducts field surveys on the status of the canal in five cities, including Suzhou, Wuxi, Zhenjiang, Yangzhou, and Huai'an, and realizes that the civilization of the canal blends with related cities. At the same time, it is also found that in the current state, there are some shortcomings in the protection of canal culture and tourism development.

2. Current Problems

During the field inspection of Yangzhou, Huai'an, Zhenjiang, Wuxi, and Suzhou, it was found that each city has formulated detailed protection and development measures for the inland river sections of the Beijing-Hangzhou Grand Canal area and the relevant canal cultural areas, and each of these measures has been taken seriously. Effective implementation, but comparing the current status of the protection and development of the canal culture in the five cities, through several days of field investigations, the following issues have also been found.

2.1 The Same Problem with Cruise Ships

Among the five cities surveyed, Yangzhou, the "son of the canal" and Huai'an, the "canal capital", are the two cities currently opening boat canal projects. After the field experience, the boat canal project is still a very popular tourist project in the local area. One, especially the night cruise on the canal, is often difficult to find, and each cruise ship is overcrowded. However, in the case of such popular tourism projects, there are also considerable shortcomings, whether it is Yangzhou, Huai'an, or both. The cruise ships have chosen the traditional Chinese dragon boat or flower boat, which has neither local characteristics nor canal elements. It is not contrary to put these cruise ships on the South Lake, the Yangtze River, and any water area. It also makes the cruise ship uncharacteristic.

2.2 In the Name of Protection, Reject People Thousands of Miles Away

In surveys, I often encounter this site as a certain site, and they are directly enclosed by facilities. Tourists are not allowed to enter. Of course, if the area is indeed a very important cultural carrying area and it needs to be isolated and protected by tourists, the author understands it very well. However, in some areas, it is not necessary to fully isolate the protection. At least you can consider opening up by time periods or restricting the flow of people, but the relevant management departments have chosen the simplest and ruthless form of management, which is forbidden. The spread of canal culture, not only it depends on the efforts of scientific researchers, but also to allow it to enter the people, so that this culture can be popularized to ordinary people. The ban brought about by ordinary people is a kind of isolation from related cultures. Attitudes towards canal culture run counter.

2.3 Inadequate Characteristics of Related Ancient Towns

Through investigations and visits, the author feels that some of the ancient town blocks that have been restored and opened by relying on the canal culture are deficient in features, whether it is Dongguan Street in Yangzhou or Hexia Ancient Town in Huai'an, or Shantang Street in Suzhou. There is a problem of inadequate characteristics of the canal in Shangu Town or Xijindu Ancient Street in Zhenjiang. In addition, during the field survey, the monotonous tourism experience and lack of richness of tourism products existed in the ancient town of Hexia in Huai'an. This requires the region. Relevant management departments have developed ideas, increased the development of canal cultural and creative products, and researched and customized special tourism products.

2.4 Enclosure Fees, Tickets are too High

The Grand Canal culture is one of the iconic cultures of the Chinese civilization for thousands of years. In the setting of relevant scenic spots, on the one hand, we must pay attention to the profits of

the scenic spots, and on the other hand, we must pay attention to the promotion and popularization of the canal culture. Especially museum attractions More consideration should be given to the formulation of tickets, reflecting the consideration of public welfare and popular science. However, in this regard, the tickets for some related attractions are too high, such as the Caoyun Museum of Huai'an, the ticket price alone has reached 80. It does not include the cost of explanation. Through relevant publicity documents, the ticket even reached 100 yuan before October 2018. Today's fare is already a preferential fare issued by the regional price department in response to relevant calls. However, the author believes that the fare of 80 yuan is still too high, and more concessions should be given to tourists so that more tourists can enter museums related to canal culture.

2.5 Other Issues

Through the investigation of 5 cities, the author believes that there is still considerable room for improvement in the organization of tourism routes, the design and production of tourism logo features, and the management of related service personnel. In addition, compared with Suzhou, Wuxi, Huai'an, and Yangzhou In terms of the development and utilization of the Grand Canal culture, Zhenjiang still has obvious shortcomings. As the starting point of the Jiangnan Canal and the node city where the rivers meet, Zhenjiang has been to the Grand Canal from ancient times to the present, not only in terms of location but also in function. In fact, in terms of function and form, the charm and characteristics of the Grand Canal are prominent. In terms of tourism development of canal culture, Zhenjiang has more to do.

3. Thoughts and Suggestions

3.1 Thoughts and Suggestions on Cruise Ships

Since it is a canal tour, the relevant cities should not only pursue the function and benefits of the tour, but also experience the culture and form of the tour. Spreading the canal culture is not only a slogan, it should be integrated into specific In the form of tourism development and tourism projects. Since the day the Grand Canal was born, the river flowing for thousands of years is actually the flow of the ship culture for thousands of years. Various types of ships and vessels have been in the Grand Canal for thousands of years. There has never been any interruption. This allows us to develop a boat tour canal project at this stage. In the selection of cruise ships, there are ample and sufficient vessels with canal cultural elements to choose from, such as the restoration of some original canals in form. Spatial transformation according to modern tourism requirements, so that the cruise ship is culturally related and dependent on the canal. But whether it is Yangzhou or Huai'an, only the ship is seen The function and benefits of the tour project, while ignoring the culture of the cruise ship. This is really very unacceptable.

3.2 Thoughts and Suggestions on Enclosure for Camps

The author believes that the canal culture of thousands of years has always been an open and inclusive culture, and the related ruins have always been beside the public. Protect the relevant ruins and use isolated or protected forms of protection less. Considering that too many tourists will damage the ruins or relics, you can consider opening it in different time periods, limiting the number of visitors, making reservations, and paying visits. This not only achieves the purpose of cultural protection, but also promotes and popularizes the culture of the canal. More than one move.

3.3 Thoughts and Suggestions on Insufficient Characteristics of Ancient Town

In the opening of the ancient streets in the five cities, the lack of characteristics is mainly reflected in the lack of tourism-type cultural and creative products with canal cultural characteristics. Except Huai'an, the remaining four cities have higher-level universities and relevant local areas. The development of Canal cultural and creative products has very favorable research conditions. As long as the mind is aware of it, it can rely on relevant high-level research institutes to create tourism

products with unique Canal cultural characteristics. It can also organize related design competitions or organize related Research forum to collect and select related cultural and creative products. In this way, the dilemma of ancient towns or neighborhoods in the region can only be avoided by food. As a result, tourism products and experiences are more rich and hierarchical. And make the canal culture more popular.

3.4 Thoughts and Suggestions on Ticket Prices

The price of tickets has always been a sensitive point of various attractions, with low fees, unable to obtain sufficient relevant maintenance funds, high fees, and tourists complaining and unbearable. For the issue of ticket prices for canal-related attractions, the author believes that government subsidies and fees can be considered. The combined mode can reduce fares as much as possible. In the pursuit of high fares and high trips, it is better to choose as many people as possible to visit.

3.5 Other Thoughts and Suggestions

Tourism development is a comprehensive issue. The six elements of food, accommodation, travel, and entertainment must be comprehensively considered. For the development of the Grand Canal, protection and heritage development needs must be considered. The organization of tourism routes must be scientific and operational. You can solicit opinions from relevant travel agencies and professionals, and even listen to the opinions and suggestions of tourists. Comprehensive consideration and reasonable planning. There are also special scenic recognition systems (vi) in relevant scenic spots to reflect the characteristics and characteristics of the scenic spots.

4. Conclusion

The Grand Canal has entered the World Cultural Heritage List. It is a cultural treasure left to the world by the working people in ancient China. It is a historical picture showing China's thousands of years of Chinese civilization. We must not only protect it, but also inherit its culture. Carry forward the vastness. This requires the continuous efforts and self-learning and improvement of our city managers and professional designers, so that the Grand Canal water that has flowed for thousands of years will be more charming in the years to come. In order to be nourished by the Grand Canal for thousands of years City adds charm.

Acknowledgments

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