

# *Analysis on Cultural Tourism Resources Based on RMP--A Case of Shandong Province*

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**Abstract:** Culture is the soul of tourism. Tourism is an important way of cultural development. Cultural industry and tourist industry will be further integrated for development. Therefore, cultural tourism industry will be an important development direction to explore regional culture and improve tourist industry. Shandong cultural tourism resources (R) undergo evaluation analysis based on RMP analysis, market (M) product elasticity and tourist product selection preference are analyzed. Shandong cultural tourism product innovation and space layout product (P) analysis are conducted on the basis. Thoughts are provided for developing Shandong cultural tourism industry through the investigation and data comparative analysis.

## 1. Concept of Cultural Tourism

The emergence of cultural tourism is related to the shift in tourists' demand closely. The demand of tourists has become more and more diversified with the rapid development of the social economy. Shandong is a big cultural province with rich cultural tourism resources. Tourism is relatively developed. It has achieved certain results in cultural tourism development and other related work, which have played a positive role in the spread and penetration of regional culture. We should objectively analyze the regional cultural tourism resources, product development and other issues to combine cultural industry and tourist industry effectively and make it an effective way to improve regional cultural soft power.

Domestic and foreign scholars have been committed to explore the definition of cultural tourism. The world tourism organization defines cultural tourism as follows: movement of people from cultural motive, such as research trip, performing art, culture travel, historical site visit, study of nature, folk custom and art, religious pilgrimage trip, festivals and other cultural event travel[1]. This is a narrow definition. There is still an inaccurate definition of "cultural tourism" and "tourism culture" in the industry currently. Munsters summarized previous research results and further analyzed the types of cultural tourism attractions (Table 1)[1].

Table 1: The types of cultural tourism.

Static attractions	Dynamic attractions
Heritage sites: Religious buildings, public buildings, historical buildings, palaces and castles, parks and tombs	Historical and cultural activities: Religious festivals, secular festivals and folk festivals
Museum: Folk culture museum and art museum	Artist activities: Art exhibitions (performances) and art festivals
Special tourism routes: Culture-history special line, art special line	Artist activities: Art exhibitions (performances) and art festivals
Theme parks: Historical and cultural theme parks, archaeological theme parks and architectural parks	Artist activities: Art exhibitions (performances) and art festivals

Data Source: Richards. Cultural Tourism in Europe, p110. 1996.

Quotation: Xu Jufeng. tourism culture and cultural tourism: some issues of theory and practice [J]. Journal of Tourism, 2005.

RMP analysis theory was put forward by professor Wu Bihu of Peking University, namely, ‘R analysis (resource analysis) and M analysis (market analysis) are implemented based on tourism products as the center. P analysis is implemented on the basis. A planning framework with tourism products as the center is finally put forward[2]. R-M-P analysis and discussion are carried out on Shandong cultural tourism according to this analysis theory.

## 2. Resource (R) Analysis: Resource Evaluation and Product Transformation

### 2.1. Resource Occurrence Status

Tourism resources is divided into eight categories, 31 subgroups and 155 basic types according to the national standards of tourism resources. Cultural characteristics of tourism resources are combined for survey statistics on Shandong cultural tourism resources according to four main categories of site monuments, building facilities, cultural activities and tourism commodity as well as eight sub-types of cultural activity sites, characters and events, etc in the classification structure. It undergoes classification, division and quantity statistics according to cities. Therefore, the spatial distribution of Shandong cultural tourism resources and the proportion of various tourism resources are analysis accordingly (see Table 2) so as to further carry out comprehensive resource evaluation.

Table 2: Spatial distribution of Shandong cultural tourism resources.

City	Jin an	Zibo	Lin yi	Lai wu	Za ozh uan g	Tai 'an	We ifa ng	Riz hao	Jini ng	Dong ying	Qing dao	Weih ai	Yantai	Liaochen g	Heze	Dezho u	Binzho u
Proportion %	6.6	5.8	7.6	4.7	4.3	5.0	5.0	4.7	8.3	4.9	8.3	6.4	6.2	5.1	4.9	7.8	4.4

## **2.2. Resources Evaluation**

### **2.2.1. Large Quantity, Many Types and High Value**

There are 1765 representative cultural tourism resources in 17 cities of Shandong according to the survey statistics, which cover all types of cultural tourism resources with very rich types. The resources include international cultural tourism resources and many national cultural tourism resources. One resource is included in ‘World Heritage List’ as world heritage site (Qufu Sankong). One resource belongs to world cultural and natural heritage (Taishan). In addition, many tourism resources have been listed into world cultural and natural heritage tentative list, such as Jinan Baotu Spring. The overall quality of resources is very high.

### **2.2.2. Relatively Concentrated Spatial Distribution with Distinct Regional Characteristics**

The basic distribution of Shandong cultural tourism resources with region as the standard is shown as follows according to the survey results of Shandong cultural tourism resources: there is little difference in the number of resources among different cities. 10 Shandong cultural tourism resources represented by Jinan, Zibo and Weifang account for 56.9% of the total resources. The economically developed regions in eastern Shandong, mainly including Qingdao, Yantai and Weihai, account for 20.9%. The four western Shandong regions represented by Dezhou and Binzhou account for 22.2%. Therefore, it can be seen that Shandong cultural tourism resources are mainly distributed in central Shandong, and the resources are evenly distributed in west and east regions of Shandong, but the resource values are different in different regions, thereby forming distinct regional cultural characteristics such as marine culture, canal culture, Shuihu culture, etc.

### **2.2.3. Significant Proportion of Cultural Activities Followed by Construction Facilities**

The representative statistics of the four major types of ruins, architectural facilities, cultural activities and tourist commodities show that cultural activities account for the largest proportion, namely 42.3%. Construction facilities rank the second place, accounting for 28.5%. Wherein, the construction facilities basically belong to the considerable category of travel, and more facilities are considerably famous currently.

Shandong cultural tourism resources are abundant, but the tourism products transformed from cultural resources are still not mature enough, and few products can attract tourists to further carry out in-depth tourism. Efforts should be made in the aspect of product transformation of cultural tourism resources for the development of Shandong cultural tourism resources in view of the feature, thereby tourists can deeply experience the resources.

## **3. Elasticity of Demand of Common Tourism Projects in China**

Shandong is characterized by advantageous geographical location, well-developed transportation, and constantly improving tourism reception capacity. It undergoes rapid development of cultural tourism in recent years. However, the cultural tourism market is still unbalanced. Wherein, the demand preference of tourists is a major influencing factor. Cultural tourism is the most flexible product among many tourism products (see Table 3) in the development of cultural tourism resources. Tourist experience and the cultural level of tourists will affect the evaluation and resale of cultural tourism products. In addition, the quality of the citizens cannot meet the urgent demand for cultural tourism in a short period of time, and overseas tourists have not yet reached a high level of understanding of Shandong local culture. All these factors will affect the final choice of tourist products. Therefore, cultural tourism products are characterized by great demand elasticity, great

resistance to future development and slow effect. The structure of tourist markets should be further analyzed, the market is subdivided, and cultural tourism products are developed in a targeted way by capturing the tourists' cultural needs to value experience, and pursue novelty and difference.

Table 3: Elasticity of demand of common tourism projects in China.

Item	Short and medium distance sightseeing tourism; weekend vacation tourism; long distance tourism; cultural tourism			
Demand level	Basic level	Improvement level	Higher level	High level 1
	Small	Small	Large	Very large
Demand elasticity	Basic level	Improvement level	Higher level	High level 1
	Small	Small	Large	Very large

The statistics of Shandong statistical yearbook show that Asian market occupies up to 77.70% of the market share of Shandong tourism as a short-distance market, it ranks the first place, the European market occupies 11.94%, it ranks the second place, the American market occupies 6.88%, and it ranks the third place, while Africa, Oceania and other markets occupy less proportion. South Korea is still the largest source of tourists in our province with a market share of 46.53%, which is followed by Japan accounting for 20.39%. It is closely related to the geographical advantages that Japan and South Korea are close to Shandong. However, the European and American countries represented by the United States, Britain and Germany are far away from China, thereby leading to a low market share.

Relevant statistics show that Shandong is a large tourism province, and the space of its domestic tourism source market is unevenly distributed and slightly concentrated. Distance is the biggest constraint force among the influencing factors according to the data analysis, which is followed by regional economic development. The domestic tourists of Shandong are mainly from east China and north China (73.62% in total, wherein east China alone accounts for 59.77%) according to the regional distribution. The number of tourists in Shandong province accounts for 48.17%, and it ranks the first place by an absolute advantage according to the statistics of tourists from various provinces and cities. Jiangsu ranks the second place, which accounts for 6.25%; Hebei ranks the third place, which ranks 4.76%. In addition, Beijing and Henan also hold an important share of 4.4% and 4.75% respectively since they are adjacent to Shandong.

According to the tourists flow, Famous American tourist market scholars such as Ethel, etc. divide the tourist market into primary market (i.e. the tourist source market where tourists account for the largest proportion of the total tourists received at the destination, generally accounting for 40% ~ 60%), secondary market and opportunity market (also known as marginal market) where there are relatively few tourists[3]. Shandong tourism market can be divided into primary market, secondary market and opportunity market so as to set the market target (as shown in Figure 1) based on the characteristics of Shandong tourism source market in and out of Shandong.

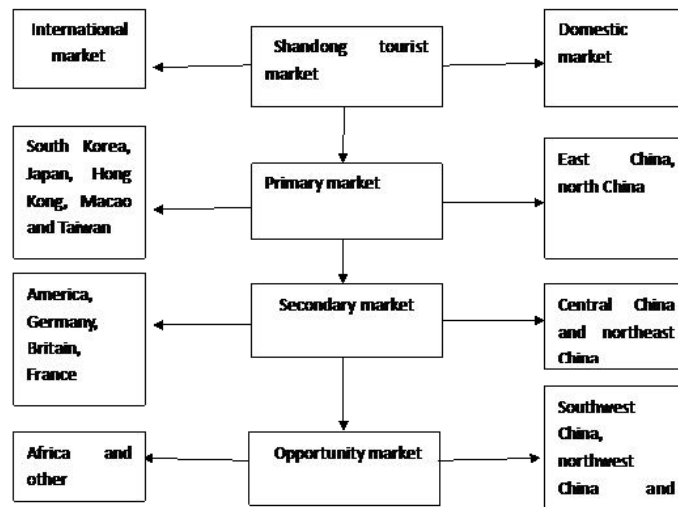


Figure 1: Shandong Province cultural tourism market structure.

South Korea, Japan and China Hong Kong, Macao and Taiwan regions are relatively developed in economy with high tourism consumption ability. People in the countries are influenced by Chinese culture deeply due to the convenience of friendly neighbors. Therefore, they are listed as the primary market for the development of cultural tourism in our province. African tourists are less due to poor travel ability of the residents in African countries, underdeveloped economy, long distance, low accessibility and other factors. They serve as opportunity markets. The United States, Germany and other countries as listed as secondary markets, but European and American countries have developed economy, people's life level is higher, the system of paid vacation is mature, the vacation is long, most tourists have strong interest in eastern culture and Shandong culture. Therefore, Shandong should intensify propaganda, divide market, develop cultural tourism products in a targeted way, and strive for market share, thereby listing the market into the primary market as soon as possible.

East China, north China and other areas are listed as the primary markets as relatively mature Shandong cultural tourism tourist sources in domestic tourist market, while southwest and northwest regions have weak economic foundation and high transportation cost. They are listed as the opportunity markets. Moderate publicity can be carried out in large and medium-sized cities with better economic and transportation conditions to supplement the domestic cultural tourism market of our province in the opportunity market. Therefore, it is a good strategy to consolidate north and east China, break through central China, draw in northeast China and improve the resources in the province.

#### 4. Product (P) Analysis: Product Innovation and Combination Development

It is necessary to select and innovate tourism products after the local style is established for regional tourism development[4]. Shandong tourism industry has entered a bottleneck after rapid growth. Innovation is urgently required for the development of tourism products as a new economic growth point. The development of cultural tourism industry brings vitality to the development of tourism. Splendid and long culture as well as unique and rare cultural resources become the new support of future development of Shandong cultural tourism. The development of cultural tourism also becomes the new development direction of Shandong tourism. The quality of cultural tourism products depends on the level of tourists' comprehensive feelings aiming at tourists. Tourists can only experience the attractions of the destination culture by being there themselves based on the

spatial characteristics of tourism. Therefore, the development of cultural tourism products needs distinctive features to form a lasting attraction.

#### **4.1. Creation of an Environment for Product Innovation**

Policy support and large amount of capital are needed when cultural tourism resources are transformed into products or how to create conditions to guide the market in the absence of innate resources. Shandong cultural tourism is rich in resources, resource-based brand has a high visibility all over the country. However, the tourism product brands with charisma and influence in the international and domestic tourism market are few, world-class resources are available, and world-class products and world-class brands are not available. Therefore, it is necessary to strengthen policy support and capital investment. Urban cultural tourism factors should be considered in urban planning.

#### **4.2. Product Combination Development**

Tourism products are combination products. Therefore, the combination rules should be fully considered during development of tourism products. High understanding of regional culture is required on regional culture from both design and experience particularly cultural tourism products particularly.

##### **4.2.1. Construction of Cultural Tourism Circle and Development of Special Cultural Tourism Products**

Shandong has good cultural resources and geographical conditions. The province can be divided into several characteristic areas aiming at tourists' desire for novelty and novelty. Shandong exerts itself to shape regional cultural characteristics. Qi culture, Lu culture, ancient canal, ancient Great Wall, Yellow River culture, spring culture, etc. are integrated and developed in related areas. A cultural tourism circle is formed, such as Liangshanbo Shuihu cultural tourism circle; Qi Great Wall cultural tourism circle (covering Jinan, Taian, Zibo, Laiwu, Qingdao, etc. in Shandong); canal cultural tourism circle (flowing through Zaozhuang, Liaocheng, Jining, Dezhou and other places in Shandong); red cultural tourism circle (such as Linyi, Binzhou, Zaozhuang, Laiwu, Zibo, etc.), etc.

Text heads organize the topics on a relational, hierarchical basis. For example, the paper title is the primary text head because all subsequent material relates and elaborates on this one topic. If there are two or more sub-topics, the next level head (uppercase Roman numerals) should be used and, conversely, if there are not at least two sub-topics, then no subheads should be introduced. Styles named “Heading 1”, “Heading 2”, “Heading 3”, and “Heading 4” are prescribed.

##### **4.2.2. Development of Implicit Cultural Tourism Product for Making it Visible**

Shandong has deep culture deposits. Its value and cultural attractions can not be replaced due to numerous historical sites, legends, non-material cultural heritage and cultural uniqueness. Recessive culture has the characteristics of strong plasticity so implicit cultural resources are combined with corresponding carriers during cultural tourism product development, thereby forming cultural tourism products. For example, Confucius sage culture, Shuihu culture, Mazu culture and other cultural historical data are deeply developed, and arts are packaged. A variety of art forms are adopted for artistic reproduction of various stories, legends and historical events with profound impact on tourists. Cultural relics, cultures, historical sites and historical attractions complement each other, thereby enhancing the value of viewing and experiencing, and attracting tourists to carry out in-depth cultural tours.

### 4.2.3. Optimization of Spatial Structure of Cultural Tourism Market

The development of cultural tourism is based on the theme of culture, which should not be carried out blindly. The primary market, such as overseas South Korean market, domestic market, provincial market and Hebei market, etc. should be further developed according to the current situation of the tourist market. Meanwhile, the secondary market and opportunity market should be further publicized through media and other means. The demand changes of tourists should be investigated to segment the market and provide rich and diverse products so as to effectively increase the share of tourist markets at all levels, reduce the risks brought by the simplification of cultural tourism tourist market, and increase the stability.

## 5. Conclusions

Shandong tourism development is in a transition period from simple sightseeing tourism to diversified tourism, such as vacation, leisure, culture, etc. Currently, Cultural tourism will become a tourism activity with the strongest uniqueness and the most lasting attraction. However, it is difficult to carry out product transformation due to the particularity of cultural tourism resources. The new channels of cultural tourism product development in our province are discussed based on abundant cultural tourism resources after analysis on abundant cultural tourism resources in Shandong, thereby providing new ideas for the development of Shandong cultural tourism. In addition, it is necessary to fully consider the basic and supporting facilities for cultural tourism development as well as factors such as market environment, capital status and technical conditions in the development process, thereby avoiding blind copying of models in other provinces, and preventing unnecessary damage and waste.

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