

# Research on High-quality Development Strategies for Cultural Tourism in Zhanjiang from the Perspective of Global Tourism

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**Abstract:** The paper follows the logical approach of "current situation analysis, experience reference, and countermeasure research". On the basis of clarifying the connotation and characteristics of comprehensive tourism, it summarizes and analyzes the successful experiences of the development of cultural and tourism industries in Qingdao and Haikou. Combined with the spatial layout of tourism resources in Zhanjiang's "One Heart, One Belt, Two Corridors, and Three Poles", it innovates the cultural and tourism management system and mechanism, and improves the top-level design of cultural and tourism development; Innovate the development strategy of the tourism industry in Zhanjiang, explore natural and cultural resources with local characteristics, and enhance the cultural heritage of tourism products; Innovate the promotion model of tourism products, actively explore new media marketing in tourism, and attach importance to the cultivation of talents in the cultural tourism industry to promote high-quality development of the cultural tourism industry in Zhanjiang.

**Keywords:** Global tourism, Cultural Tourism, Countermeasure research, Zhanjiang.

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## 1. Introduction

At present, China's economic development has transitioned from a stage of rapid growth to a stage of high-quality development. Promoting the transformation of tourism from the traditional mode of "scenic spots and scenic areas" to a comprehensive tourism with "panoramic, full-time, national, regional, and cultural elements" has become an important choice to adapt to the pursuit of a better life in the new era and a practical need to optimize the structure of the cultural and tourism industry. Governments at all levels actively consider global tourism as an important lever for comprehensively deepening reforms, in order to promote high-quality economic and social development.

Culture is the soul of tourism, and tourism is an important way or means of cultural dissemination. Through the integration of culture and tourism, promoting global tourism as a new model for the development of China's tourism industry has been a focus of academic attention in recent years, focusing on the conceptual characteristics, evaluation system, and development path of global tourism. Li Xinjian et al. (2013) proposed the concept of global tourism for the first time, and conducted in-depth discussions and comprehensive interpretations of the concept of global tourism. Global tourism refers to the active integration of various industries, joint management by various departments, and the participation of all urban residents, fully utilizing all the attraction elements of the destination, providing tourists with a full process, full time and space experience product, and comprehensively meeting the comprehensive experience needs of tourists. Liu Zazi (2017) constructed a comprehensive evaluation index system for regional tourism based on the requirements of the concept of global tourism development, comprehensively using expert consultation method and Analytic Hierarchy Process, determined the weights of each index, and conducted preliminary empirical

research on representative rural tourism characteristic towns in Chongqing. In terms of development path, Zhang Zhancang (2021) proposed to do a good job in top-level design, focus on the characteristics of mountains and rivers, explore local cultural resources, provide protection for tourism development elements, and create a tourism project cluster that combines large, medium, and small, promoting the rapid development of county-wide tourism and promoting the revitalization of rural industries. Zhang Mingzhi and Chen Xin (2021) believe that global tourism needs to nourish and enhance the connotation and quality of global tourism with global culture, promote the leap of tourism activities from landscape consumption to emotional experience, from scenic sightseeing to cultural influence, and evolve the tourism industry from ticket economy to leisure economy, from single product to diversified development, in order to achieve innovation in the development model of the tourism industry.

Zhanjiang City is located on the Leizhou Peninsula, the southernmost point of mainland China, at the intersection of Guangdong, Guangxi, and Hainan provinces. It faces Hainan Province across the Qiongzhou Strait in the South China Sea to the south, the Beibu Gulf to the west, and the Greater Southwest. It has been granted the status of a provincial sub center city by Guangdong Province, and is an important development pole of the modern coastal economic belt. It is rich in natural resources, historical and cultural, and red cultural tourism resources. However, overall, the development level of tourism resources in Zhanjiang is relatively low, the product characteristics are not obvious, and the economic benefits are not high [5], which seriously hinders the high-quality development of Zhanjiang's tourism industry. In 2021, the Zhanjiang Municipal Government proposed the construction of a tourism spatial layout of "one center, one belt, two corridors, and three poles" to achieve the protection of the Bay Area and the development of the Bay Area. It promoted the development of tourism from the

coastal area to the inland and from the central area to the two poles, forming a sea land axis that runs opposite Hainan, and promoting the high-quality development of cultural tourism industry. In view of this, this article selects famous tourist cities such as Qingdao and Haikou, which are similar to Zhanjiang in terms of geographical characteristics and development paths, as examples. Based on the comparison of the development of cultural tourism in similar cities in China, it explores strategies to achieve high-quality development of Zhanjiang's cultural tourism industry.

## **2. Summary of Experience in the Development of Tourism Industry in Similar Cities**

### **2.1. Characteristics of Cultural Tourism Development in Qingdao**

#### **2.1.1. Focus on eveloping coastal tourism industry**

The coastal tourism industry is an important pillar industry of the modern marine industry system and an inseparable component of the modern tourism economy system. Qingdao is the first mega coastal city in China to develop entirely by relying on the "sea". It is the city with the longest coastline in China, and the "Laoshan on the sea" enjoys a high reputation in the world. The entire city of Qingdao is surrounded by mountains and the sea, with beautiful scenery. Along the long coastline, it has formed several natural landscapes and multiple coastal scenic spots, providing irreplaceable resources for the development of cultural tourism and natural landscapes. Firstly, by utilizing cultural resources and technological means, we will accelerate the construction and improvement of influential coastal tourism projects, making them highly attractive tourist attractions. The second is to use rich natural resources and cultural resources as the spatial carrier, build and improve comprehensive coastal tourism scenic areas as the center, and build marine theme parks with the ocean as the main content, to achieve the staggered development of coastal tourism cities. The third is to highlight projects such as sailing, yachting, and cruise industries, develop distinctive coastal tourism, and make it a new growth point for urban cultural tourism economy. The practice of modern sailing, yachting, and cruise industry development has proven that this industry has completely broken away from a single concept of "nature" and is imprinted with distinct local cultural characteristics. Qingdao has become a highlight in promoting the development of coastal tourism by utilizing the huge cultural heritage formed by hosting Olympic and Paralympic sailing competitions. Fourthly, based on the rich folk culture of China, we will accelerate the development of coastal folk tourism. Folk culture is the connotation of developing coastal folk tourism industry. Qingdao closely integrates the eight exquisite folk cultures, fishing production customs, and the construction of coastal folk tourist attractions in Dongtou, achieving a perfect combination of play, fishing, skills, specialty cuisine, and shopping, becoming a hot spot in local tourism.

#### **2.1.2. Innovate tourism methods**

Qingdao has three major mountain groups, including Laoshan Mountain Group, Daze Mountain Group, Xiaozhu Mountain Group, and Tieping Mountain Group, and has now formed dozens of influential mountain and river scenic spots. Qingdao comprehensively promotes cultural tourism, vigorously develops urban mountain and river scenery

cultural tourism, and guides the construction of tourist attractions or scenic spots with top-level planning and design. For mountain and river resources that can be developed and developed into tourism economy, strict and meticulous scientific argumentation and multi-angle environmental assessment are conducted during the development process before the construction of tourist attractions or scenic spots can be carried out. At the same time, innovative tourism product development, particularly focusing on the development of mountain and river scenery cultural tourism, closely integrating with red tourism, leisure vacation tourism, folk tourism, etc.

#### **2.1.3. Fully utilize urban spatial planning and layout**

Qingdao aims to create a "golden chain" cultural tourism line in Qingdao, forming a multidimensional space for urban cultural tourism. From the eastern expansion of the old urban area in the 1990s to the formation of the Laoshan New Area, Qingdao proposed the construction of the Jiaozhou Bay Industrial Belt, to the construction of the Binhai Avenue in the 21st century, fully extending the urban framework from east to west, gradually establishing a bay shaped economic structure with urban characteristics, and forming a new cultural tourism pattern of "panoramic and multi field" with local characteristics, natural landscapes, and cultural heritage. For example, strengthening coastal boutique tourism routes. Make full use of the new image of Qingdao as an "Olympic Sailing City" established by hosting the Olympic and Paralympic Sailing Tournaments, leverage the static cultural advantages of the city's integration of mountains and seas, and showcase the dynamic charm of Qingdao's "Mountain and Sea City" as a seaside scenic area. At the same time, based on the rich marine culture, fishermen's culture, and technological and cultural connotations along the coast, we will integrate and develop a tourist destination that connects mountains and cities, integrates sea and sky, and integrates cultural landscapes with beautiful natural scenery, forming a marine cultural industry belt with leisure, entertainment, tourism, and vacation functions. In addition, promoting the fundamental transformation of urban coastal tourism, mountain and river tourism, etc. from sightseeing tourism to vacation tourism.

#### **2.1.4. Innovate cultural tourism management system and mechanism**

Qingdao has established a tourism work leadership group led by the main leaders of the municipal government to meet the new requirements of coordinated development of the tourism industry. Taking the lead in establishing the Qingdao Tourism Development Committee in the province, the tourism department has changed its image as a "small horse pulling a big cart" and been given more important comprehensive coordination functions; We have formulated the Implementation Plan for the National Tourism Reform and Innovation Pilot Zone in Qingdao, clarifying the work tasks, regularly scheduling and comprehensively promoting in accordance with the modern project management mode. Multiple departments in Qingdao have jointly participated and successively formulated and introduced several policy measures, such as the "Rural Tourism Support and Reward Measures," "Theme and Characteristic Hotel Evaluation Standards," "Star Tour Guide Management Measures," and "Opinions on Accelerating the Reform and Innovative Development of Marine Leisure Tourism." This has clarified the division of responsibilities, strengthened supervision and assessment, and fully mobilized the enthusiasm of all parties to promote the development of the tourism industry.

### **2.1.5. Innovate tourism marketing model**

Qingdao city closely focuses on the current characteristics of "networking, informatization, crowdsourcing, and personalization" in tourism development, actively updates concepts and innovates work, highlights the construction of new media platforms, actively explores tourism new media marketing, and realizes new development and improvement of smart marketing. Joint marketing of various platforms is carried out through platforms such as Weibo, WeChat, and the Qingdao Tourism Development Committee's only authorized Taobao (Tmall, Alibaba Travel) Qingdao Tourism Flagship Store. In addition, by combining online marketing with offline promotion, WeChat public platform promotion is combined with tourism public welfare consultation. The Qingdao Tourism Development Committee has innovated its thinking and created a tourism interactive game platform, launching the first official mobile game "Palm Tour Qingdao". Through experiential games such as answering questions and passing levels, netizens can learn about Qingdao's cultural history, unique landscapes, unique architecture, flavored cuisine, shopping venues and other tourism elements, thereby generating tourism motivation and achieving the goal of promoting the image of Qingdao as a tourist city and promoting tourism products. Establish a "trinity" joint promotion and marketing mechanism among the government, enterprises, and media, and establish the Qingdao Tourism Promotion Alliance. Integrate domestic and foreign resources to carry out theme image promotion, hold a new media marketing alliance marketing training, collaborate with Hisense to carry out the "World Watch the Sea Action", collaborate with Tencent to create a new concept of "Qingdao Tourism, Everyday Online" internet marketing, and carry out tourism promotion in conjunction with the "Qingdao" Maritime Silk Road Voyage.

## **2.2. Characteristics of Haikou Cultural Tourism Development**

Haikou, as the only tropical island provincial capital city in China, has a combination of tropical, coastal, and urban resources with distinct characteristics. It has been designated by the World Health Organization as the only pilot city for a world health city in China. Haikou City fully leverages its unique natural and cultural advantages, vigorously creating the "Sunshine Haikou, Entertainment Capital, and Taste City", gradually turning Haikou into a sea crossing distribution center that integrates sightseeing, vacation and leisure, recuperation and fitness, business exhibitions, and shopping and entertainment. Haikou's cultural and tourism resources are reflected in three aspects: first, natural resources. Haikou is home to China's Leiqiong Haikou Volcano Group World Geopark, Dongzhaigang National Nature Reserve, and the only earthquake ruins underwater village in China that has collapsed into a sea. Coastal and hot springs coexist, and the coastal hot spring resort hotels, coastal golf courses, volcanic wonders, and marine forests built along the coast and bay are the three most important natural resource features. The second is cultural resources. Haikou boasts cultural relics such as a century old arcade street with distinctive Nanyang culture, ancient villages with volcanic culture, the Five Officials Temple with demoted official culture, and the Hairui Tomb with clean government culture. The third is ecological characteristics. Haikou has a world-class ecological environment and is also suitable for tourism throughout the four seasons. Its air quality ranks fifth among 158 large and

medium-sized cities worldwide and is known as the "natural oxygen bar". It is one of the most suitable cities for human habitation in China. Haikou City fully utilizes its ecological characteristics to develop various tourism products, attracting more and more exhibitions and events with its beautiful natural ecological environment, such as the International Cycling Road Race around the Island, Triathlon, Roller Skating Competition, Golf Competition, Convention and Exhibition Fair, etc. Holding these events and events not only brings popularity but also boosts the tourism economy. The development of cultural tourism in Haikou has the following characteristics.

### **2.2.1. Innovate cultural tourism management system and mechanism**

The Haikou Municipal Party Committee and Government, standing at the strategic height of the overall situation, developing the cultural and tourism industry, making it the leading industry for economic development. Based on their own resource advantages and regional characteristics, they accurately position their industries and focus on developing tourism platforms such as exhibition industry, outdoor aerobic sports, health care products, historical and cultural brands, theme parks, catering and shopping, entertainment activities, hotel industry, and self driving campsites, Build Haikou into an international tropical coastal vacation, leisure, and sightseeing destination. In terms of specific management, Haikou City has strengthened tourism publicity and promotion, strengthened tourism market supervision, promoted the construction of tourism projects, promoted the transformation of tourism products, renovated the city, refined tourist attractions, upgraded tourism enterprises, and transformed tourism products, establishing the pillar industry position of cultural tourism. At the same time, strengthen the comprehensive coordination, supervision and inspection, industry management, and guidance service functions of cultural tourism management departments, and form a linkage mechanism between departments, industries, and regions. All departments are working on the cultural tourism industry.

### **2.2.2. Promoting the coordinated development of culture and tourism industry**

Haikou's unique geographical advantage has brought business opportunities to the tourism industry, created conditions for regional cultural development and integration, and provided a platform. Haikou City is located at the forefront of the South China Sea Economic Belt, adjacent to Hong Kong, Macao, Taiwan, and Southeast Asia. It is a hub connecting mainland China and Southeast Asia, attracting tourists from countries or regions such as South Korea, Singapore, and Japan with its unique geographical advantages. At the same time, it has close connections with the Beibu Gulf region, the Pan Pearl River Delta region, East Asia, and ASEAN countries, promoting the integration of domestic and foreign tourism culture. Haikou City has taken various measures to comprehensively improve the quality of the cultural tourism industry and achieve the integrated development of culture and tourism. One is to establish the concept of combining culture with tourism. In the development of tourism products, urban construction, and tourism services, cultural elements should be fully reflected, the lasting charm of culture should be exerted, and cultural resources suitable for tourism development should be directly transformed into cultural tourism products with market benefits. For example, calligraphy and painting works, literary performances and songs that reflect Quanxiang

culture, historical celebrities, and folk culture. The second is to cultivate the tourism industry chain. Vigorously develop tourism products, attract powerful tourism product developers to settle in Haikou with preferential policies, and develop high-quality, affordable, and popular tourism souvenirs and local products; Organize marketing, build a sales network for tourism products, and activate the tourism product market; Develop preferential investment policies to stimulate the development of the tourism and entertainment industry and tourism product development, attract homeowners to develop participatory folk customs and entertainment products, extend the stay time of tourists, enhance the economic content of tourism, and improve the economic benefits of tourism; By introducing and tapping into potential, we aim to develop distinctive catering services to form a larger scale and improve their quality; Integrating modern characteristics and traditional customs, cultivating leading tourism enterprises, driving the development of other industries, and forming a harmonious and interactive system.

### **2.2.3. Emphasize the protection and development of traditional culture**

When developing cultural tourism, Haikou attaches great importance to the organic integration of ethnic culture and tourism development. Ethnic culture is an important resource for regional tourism development. In the process of developing ethnic culture, it is necessary to not only develop cultural tourism products with broad participation and strong attraction, but also pay attention to protecting the national characteristics and atmosphere. We should avoid excessive commercial development that is extremely vulgar and impetuous, adhere to the implementation of high-quality strategies, develop characteristic and diversified ethnic tourism and cultural products, highlight the organic combination and comprehensive development of ecological and ethnic cultural tourism resources, and create volcanic wonders Cultural tourism brands such as maritime forests ultimately achieve coordinated development of ethnic culture and tourism industry.

## **3. Research on High-quality Development Strategies for Cultural Tourism in Zhanjiang**

### **3.1. Innovate the Management System and Mechanism of Cultural Tourism**

Promoting the development of the cultural and tourism industry in Zhanjiang is a global task that requires a comprehensive deepening of reform. The focus is on innovating the development model of the cultural and tourism industry, solving bottleneck problems in development, and innovating the management system, mechanism, and development model of cultural and tourism through reform and innovation and the design of a series of institutional arrangements; Focusing on and adapting to the supply side reform of industrial development and comprehensive law enforcement needs, the cultural tourism department is given more important comprehensive coordination rights and responsibilities, promoting the active integration, participation, support, and cooperation of various departments and industries of the government and society in the development of the cultural tourism industry, breaking the institutional drawbacks of fragmented and multi departmental management of cultural tourism resources, and ensuring the

joint efforts of tourism development from an institutional perspective. For example, the first step is to transform the mode of attracting investment, optimize the structure of investment entities, shift from government led to government, private enterprise joint ventures, or private enterprises, encourage and guide private entrepreneurs to invest in the cultural and tourism industry, and develop cultural and tourism resources in Zhanjiang; Secondly, it is necessary to innovate the development and operation mechanism, especially to provide policy guidance for private capital; Once again, promote the PPP model and vigorously develop public service infrastructure. Improve the development plan for cultural tourism in Zhanjiang, vigorously develop comprehensive tourism, with optimizing tourist experience and satisfaction as the core, seamlessly integrate the special plan for comprehensive tourism development with other industry plans, promote the integration of transportation, culture, tourism, agriculture, forestry development plans, etc., achieve "integration of multiple plans" and "integration of multiple plans", and clarify the responsibilities and division of labor of each department, Fully mobilize the enthusiasm of all parties to promote the development of the tourism industry.

### **3.2. Explore Local Resources and Enhance the Cultural Heritage of Tourism Products**

Culture is the soul of tourism, and tourism is an important carrier of culture. Tourism without culture lacks charm, and culture without tourism lacks vitality. The value of gifts from the gods (natural resources), legacy from ancestors (historical culture, characteristic culture, red culture, etc.), and distinctive regional customs and customs needs to be deeply explored, especially by integrating cultural characteristics into it and explaining the story of tourism products well and thoroughly. By exploring cultural connotations to elevate the level and quality of the tourism industry, shaping cultural values to broaden the horizons and horizons of tourism, innovating cultural forms to enrich the styles and formats of tourism, creating a distinctive Zhanjiang brand, highlighting the cultural connotations and characteristics of the Leizhou Peninsula, and achieving a leap in tourism activities from landscape consumption to cultural experience, from scenic sightseeing to cultural cultivation. The tourism industry has developed from ticket economy to leisure economy Evolution from a Single Industry to the Integrated Development of Multiple Industries.

### **3.3. Innovate Tourism Product Promotion Model**

Establish a "trinity" joint promotion and marketing mechanism among government, enterprises, and media, use big data to strengthen the analysis of tourist demand and consumption, implement product targeted marketing, and use new media technology as a carrier to implement online experiential marketing, in order to highlight the unique Leizhou Peninsula cultural tourism brand. In line with the trend of networking, informatization, and personalized changes in the tourism industry, we actively update our concepts, focus on building new media platforms, and actively explore new media marketing for tourism. In the era of internet new media, the traditional tourism industry urgently needs to closely integrate with the internet development thinking, marketing concepts, models, technologies, and methods of the new media era. It actively explores tourism new media marketing, realizes new

development and improvement of smart marketing, continuously improves the information carrying capacity of the traditional industry, promotes and combines high-quality content with industry characteristics, better outputs to consumers, and enables passengers to achieve emotional resonance. For example, through WeChat official account, Tiktok short video, TV and radio and other media, we can carry out all-round and three-dimensional publicity to improve the influence of Zhanjiang's cultural and tourism industry. Create conditions to launch the official mobile game "Palm Tour Zhanjiang". Through experiential games such as answering questions and passing levels, netizens can learn about the cultural history, unique scenery, unique architecture, delicious food, shopping venues and other tourism elements of Zhanjiang, thereby generating tourism motivation and achieving the goal of promoting the image of Zhanjiang as a tourist city and promoting tourism products.

### **3.4. Emphasize the Introduction and Cultivation of Talents in the Cultural Tourism Industry**

Talent is the primary resource for developing the cultural tourism industry. Focusing on the talent demand of the cultural and tourism industry in Zhanjiang City, we will increase the cultivation of business professionals in tourism management, hotel management, marketing, and other fields; Deepen the reform of the talent development system and mechanism, implement more active and effective talent policies, vigorously introduce scarce professional talents and entrepreneurial teams in the cultural tourism industry, comprehensively improve the quality of the tourism talent team in Zhanjiang City, provide reliable talent protection and intellectual support for tourism development, and create a tourism talent highland in the Beibu Gulf region. Fully leverage the talent advantages of Zhanjiang University and vocational and technical schools, implement the key talent cultivation project in the cultural and tourism industry, and

carry out multi-level and diversified technical training through job training, job training, labor and skill competitions, etc; Organize selection activities such as the "Top 10 Tour Guides", "Top 10 Tourist Attractions", "Top 10 Online Marketing Cases", and "Hotel Service Skills Competition" in Zhanjiang City, create a good atmosphere of "craftsman culture", and promote the overall quality improvement of the tourism industry in Zhanjiang.

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