

Study on the international tourism development path of Liangzhu Ancient City Ruins Park

Bo Zhou¹

¹School of International Economy and Tourism Management, Zhejiang International Studies University, Hangzhou, 310023, China

Abstract: The successful application of the Liangzhu Ancient City Site as a World Heritage Site indicates that five thousand years of Chinese civilization has been widely recognized internationally. In the post-world heritage era, Liangzhu Ancient City Ruins Park should take the development of tourism as an important way to protect and inherit Liangzhu culture. On this basis, this article explores the path for the international tourism development of Liangzhu Ancient City Ruins Park, mainly discussing the path from the aspects of creating Liangzhu cultural IP, Internationalization of tourism marketing, Internationalization of tourism service, Internationalization of tourism products, Internationalization of heritage protection. The specific path of the international tourism development provides ideas for protecting the world cultural heritage of Liangzhu Ancient City Ruins Park and increasing world visibility and influences.

1 Introduction

In July 2019, Liangzhu Ancient City Ruins successfully applied for World Cultural Heritage, marking that the five thousand years of Chinese civilization has been widely recognized internationally. Liangzhu site is a sacred place to prove the history of Chinese five thousand years of civilization. It is a rare and precious treasure. We must protect it. In the post-World Heritage era, it is our responsibility to protect the Liangzhu site and continue the heritage of culture; it is our natural mission to spread the Liangzhu culture and release the national cultural influence.

With the development of the times, the significance of the protection and inheritance of world cultural heritage is widely recognized by the world. World cultural heritage is also presented to the public in a more diversified way, allowing the public to have a deeper understanding and interpretation of world cultural heritage. World cultural heritage development tourism has been recognized as an effective way to activate and utilize world cultural heritage. Heritage tourism research has also attracted widespread attention (Garrod, & Fyall, 2001)^[1]. Cultural heritage and tourism are in fact complementary to each other. The development of tourism is a way to realize the social value of cultural relics and historic sites, and it is an integral part of cultural heritage protection (Zhang, 2017)^[2]. Many successful cases of world cultural heritage protection and inheritance also show that development of world cultural heritage tourism not only effectively protects the world heritage, but also greatly enhances the national culture and urban visibility. As a world cultural heritage, Liangzhu Ancient City Ruins Park should vigorously promote the internationalization of tourism. This is not only the

meaning of the protection and inheritance of Liangzhu culture, but also an inevitable requirement for expanding the influence of Chinese civilization. This article mainly solve the following problems: one is how to implement effective paths for the international tourism development of Liangzhu Ancient City Ruins Park, the other is how to make Liangzhu Ancient City Ruins Park presenting to the world and attracting the world come into Liangzhu.

2 Literature review

2.1 The connotation of heritage tourism

It is generally believed that heritage tourism refers to "a tourist activity that pays attention to all the materials and phenomena that we inherit and reflect this inheritance- from historical buildings to art and crafts, beautiful scenery." (Yale, 1991)^[3]. Heritage tourism is a sublimated feeling of "nostalgia", which equates the beauty of the past with the beauty of the future" (Shaw, 1991)^[4]. Heritage tourism is to present heritage as a tourist attraction to tourists, allowing tourists to perceive cultural value, historical value and social value of heritage through tourism experience. World heritage is the common asset of people all over the world. Only by making the people all over the world enjoy the benefits of the world heritage can the value of the world heritage be truly reflected. Heritage tourism is also an effective way to protect the value of heritage and release its cultural effects.

2.2 Research progress on the international development of heritage tourism

The world heritage of a city not only represents the cultural

zhoubo0043@126.com

heritage of the city, but also highlights the international temperament of the city. World heritage tourism is an effective way to enhance the visibility of world heritage and expand the international influence of cities. The development of heritage tourism has significant positive significance in promoting the internationalization of urban tourism. In many developed countries, heritage tourism is an important part of the tourism industry. For example, the British heritage industry is known as "the main force attracting overseas tourists (Markwell, 1997)^[5]. Doug and John (2008)^[6] discussed the obvious educational and economic benefits of developing tourism on the Mayan ruins in Belize. Other scholars have conducted researches on the protection of underwater heritage, cultural sites, museums, etc. (Maikhuri, 2001)^[7] and some high-tech and methods (Dif, & Pepe, 2000)^[8]. Li (2008)^[9] found that in the development of tourism in world heritage sites, population pressure, local economic development policies, and lack of financial support for cultural relics are the three main variables that affect the sustainable development of tourism in heritage sites.

A review of existing research shows that heritage tourism has been cultivated as a tourism product in the world, and it has received more and more attention. The concept of "heritage tourism" has also received more and more attention and has gradually become an independent research areas.

First of all, there are some following trends in heritage tourism research: from heritage site to heritage tourist research, and then to the relationship between heritage tourist and community; interactive research of tourist experience and heritage protection.

Second, researches pay attention to both case studies and empirical studies. On the one hand, case studies and empirical studies are more in line with the research paradigm of social sciences; on the other hand, detailed case studies and empirical studies can provide guidance for practice.

Finally, the empirical studies on the internationalization of cultural heritage tourism is still weak, especially the interactive studies on cultural heritage tourism and urban tourism internationalization, which is still a research direction that needs to be strengthened in the future.

3 The development path of international tourism of Liangzhu Ancient City Ruins Park

3.1 Create "Liangzhu Cultural IP" to promote the internationalization of tourism image

Liangzhu Culture IP is the activation and inheritance of Liangzhu Culture. It is the key to promote the internationalization of Liangzhu's tourism image by digging into the connotation of Liangzhu Culture and cultivating and forming an IP brand that reflects the characteristics of Liangzhu Culture. The relic culture represented by large-scale city sites, the jade culture represented by jade, and the farming culture represented

by rice farming provide a unique testimony to the history of Chinese civilization for more than 5,000 years.

The Liangzhu Ancient City Ruins Park should actively refine the cultural elements of the ruins, the jade cultural elements and the agricultural cultural elements, create a unique Liangzhu cultural IP, promote the image of Liangzhu tourism to the world. Liangzhu Ancient City Ruins Park can hold a Liangzhu Culture IP Design Competition, inviting college students and design teams to design Liangzhu Culture IP, and give certain rewards to the outstanding ones, and select the best works from them. The Liangzhu Culture IP Design Competition itself also helps to expand the influence of Liangzhu Ancient City Ruins Park. Also, Liangzhu Ancient City Ruins Park should integrate Liangzhu cultural IP into the world cultural heritage promotion plan, and actively promote to European, American and Southeast Asian countries Other major source countries, which export Liangzhu cultural IP to further promote the internationalization of Liangzhu's tourism image and increase international visibility.

3.2 Internationalization of tourism marketing to enhance the spread of international influence

With Liangzhu culture as the soul, Liangzhu Ancient City Ruins Park can promote the internationalization of Liangzhu tourism marketing and enhance the international influence and communication through film and television marketing, event marketing and other means.

The first is to shoot films and documentaries for international marketing to spread the popularity through film and television. Inviting the production team to shoot the short film "Liangzhu Going to the World", and recruiting an international tourist from the world to take the lead, so that the film will attract international attention from the beginning of the casting. After layers of selection, assessment and screening, priority will be given to foreign friends who are familiar with Liangzhu culture as the leading male protagonist, who will deduce Liangzhu culture with passion. At the same time, inviting the BBC to shoot a group of documentaries around the Liangzhu Ancient City Ruins Park, named "Liangzhu, China" documentary. The Liangzhu Ancient City Ruins Park elaborately produces propaganda, carefully selects international source countries and international tourist destinations, expands its international influence, and becomes famous all over the world.

The second is to hold a Liangzhu International Marathon to increase the popularity of Liangzhu Ancient City Ruins Park. An influential and disseminating sports event can drive a city, shape a brand, and activate a party's culture. Based on an international perspective, Liangzhu Ancient City Ruins Park can hold the Liangzhu International Marathon with the theme of "protecting Liangzhu, inheriting culture, and healthy life", focusing on inviting international friends in Hangzhou, foreign tourists and Chinese marathon enthusiasts. Holding Liangzhu International Marathon jointly participated by Chinese and foreign tourists will expand the popularity of Liangzhu Ancient City Ruins Park.

3.3 Internationalization of tourism services to create service standardization demonstrations

Through the construction of international tourism service system of Liangzhu Ancient City Ruins Park, refine the content of tourism service, improve the level of tourism service; formulate international tourism service standards, strive to build international tourism service standard demonstration, lead the international development of Liangzhu ancient city ruins park tourism service, and comprehensively promote the quality of international tourism service.

One is to unify and upgrade all the travel signs. Setting up travel signs in five languages: English, Korean, Japanese, Chinese, and French, and organize professional foreign language translators to translate the tourist signs, so that small pieces of Liangzhu Ancient City Ruins Park travel signs will become international tourists' experience of Liangzhu "Warm heart spot". At the same time, Liangzhu Ancient City Ruins Park can design the travel signs with international fashion style, brighten the tourist sign indicating system, and use Liangzhu cultural sign to unify the sign board. In addition, Liangzhu Ancient City Ruins Park can establish an international standard self-guided explanation system. By scanning the QR code, self-service commentary in French, English, Japanese and Korean can be realized to meet the commentary needs of tourists from all over the world.

The second is to train and deploy tour guides and staff who can speak French, English, Japanese, and Korean fluently, providing professional explanation services for international tourists, and providing considerate travel services to convey love. Liangzhu Ancient City Ruins Park can cooperate with universities surrounding the park to jointly cultivate foreign language talents and import talents for the park. Multilingual tour guides and staff mainly explain the history and culture of the Liangzhu Ancient City Ruins Park to international tourists, and constantly convey the connotation and spirit of Chinese traditional culture to international tourists

The third is to optimize the international consumption environment. Liangzhu Ancient City Ruins Park strive to promote all consumption places in the park to support VISA card consumption to satisfy international tourists' card payment; at the same time, the park strive to accelerate the realization of mobile phone convenient payment functions for international tourists in Liangzhu Ancient City Ruins Park tourist consumption places, and guide international tourists to use mobile payment to realize tourism Consumption smart and convenient.

3.4 Internationalization of tourism products to enhance the attractiveness of world heritage

The development of international tourism products is an effective way to enhance the tourist attraction of Liangzhu Ancient City Ruins Park, expand the scale of tourists, and increase tourism revenue.

The first is to specially develop high-quality tourist routes for international tourists. Making In-depth study of the travel preferences and needs of international tourists, carefully planning and designing travel routes with

international characteristics. At the same time, Liangzhu Ancient City Ruins Park can develop different tourist routes in and outside the park, and connect characteristic scenic spots and leisure areas through tourist routes to fully meet the needs of international tourists for driving, cycling, and walking, and create a unique and unforgettable Liangzhu for tourists Experience.

The second is to develop cultural and creative products that reflect Liangzhu cultural characteristics. Cultural and creative products are products that integrate culture and creativity, combine wisdom and love, combine aesthetics and functions. They are high value-added products produced by means of modern scientific and technological means to create and enhance cultural resources and cultural goods. Cultural and creative products are an important part of tourism shopping and an important carrier for scenic spots and tourist destinations to convey values to tourists. Liangzhu Ancient City Ruins Park actively develops cultural and creative products that reflect the characteristics of Liangzhu culture, integrates Liangzhu Culture IP and representative scenic spots of the park into cultural and creative products through diversified display methods, increases the attraction of cultural and creative products, and constantly stimulates international tourists' love and recognition of cultural and creative products.

The third is to develop Liangzhu local fine food. Fine food is not only a basic element of tourism, but also an important attraction of a tourist attraction and destination. Liangzhu ancient city ruins park actively develops local food with local characteristics, attracts international tourists to taste and enjoy food, brings a good food experience to international tourists, and improves the revisit rate and recommendation rate of international tourists to Liangzhu Ancient City Ruins Park, so as to attract more international tourists to visit Liangzhu Ancient City Ruins Park.

3.5 Internationalization of heritage protection to conform to international heritage protection

In order to strengthen the protection of the world cultural heritage of the Liangzhu site and promote the preservation, research and display of the value of the world cultural heritage, the Liangzhu Ancient City Ruins Park strives to build a big data monitoring system, promotes the intelligent monitoring of the heritage, and achieves real-time and effective protection of the heritage and Manage heritage and give play to the role of world cultural heritage in urban development.

At the same time, Liangzhu Ancient City Ruins Park strengthens the research and dissemination of Liangzhu heritage culture, especially exploring the path of research results transformation. Actively strengthen cooperation with international organizations and associations for the protection and development of world heritage, host or undertake international conferences and forums in heritage and archaeology, and actively apply for various international awards, conform to the international context, and enhance the discourse power of international academics.

4 Conclusion

Tourism internationalization is an effective way to activate and utilize world cultural heritage, and it is also the best way to realize heritage revitalization. The activation and utilization of the world cultural heritage by tourism has given birth to cultural heritage tourism that is guided by sublimation cultural themes. It integrates new functions into heritage through creativity, and implants new momentum for heritage protection and development through tourism internationalization to maximize the inheritance and reproduction of its cultural value, finally achieve heritage revitalization. World heritage is regarded as a vivid reference point for daily life, social progress and changes. Cultural heritage creates unique experiences for tourists, enriches tourists' sensory enjoyment and spiritual world, and becomes an important carrier for creating a better life for people.

With the rapid development of international tourism, the international development of world cultural heritage tourism has also become an important carrier of national image and cultural transmission. This article takes Liangzhu Ancient City Ruins Park as the research object to explore the development path of the tourism internationalization of Liangzhu Ancient City Ruins Park, which can provide guidance for the development of tourism internationalization of Liangzhu Ancient City Ruins Park, spread Liangzhu culture and promote the international development of Hangzhou tourism significance.

Acknowledgments

This paper is one of the phased achievements of Hangzhou City Social Science Conventional Planning Project "Research on the Internationalization Development Strategy of Liangzhu Ancient City Ruins Park Tourism Based on Multi-source Data in the Post-Application Period" (Z21YD009), Key Project of Urban Internationalization Research of Zhejiang International Studies University "Research on the International Tourism Development of Liangzhu Ancient City Ruins Park from the Perspective of International Tourists" (20191C)

References

1. Garrod, B., Fyall, A. (2001). Heritage Tourism: A Question of Definition. *Annals of Tourism Research*, 28(4):1049-1052.
2. Zhang, C.Z. (2017). Cultural Heritage and Sustainable Tourism: Mutual Tolerance, Mutual Fusion, Mutual Prosperous-Summary and Reflection from the "Cultural Heritage and Sustainable Tourism Summit Forum". *Protection and Management*, 2(3):54-60.
3. Yale, P. (1991). *From Tourist Attractions to Heritage Tourism*. Huntingdon: ELM Publications.
4. Shaw, G. (1991). Growth and Employment in the UK's Culture Industry. *World Futures*, 33:165-180.
5. Markwell, S., et al. (1997). *The Changing Market for*

Heritage Tourism: A Case Study of Visits to Historic Houses in England. *International Journal of Heritage Studies*, (3): 95-108.

6. Doug, R. & John, E. (2008). If you dig it, they will come! Archaeology heritage sites and tourism development in Belize, Central America. *Tourism Management*, 29 (5):909-916.
7. Maikhuri, R. K. et al. (2001). Conservation policy-people conflicts: a case study from Nanda Devi Biosphere Reserve. *India Forest Policy and Economics*, 2(34): 355-365.
8. Dif, K., Pepe, C., et al. (2002). An approach of a study of the interaction between collagen and sulphur dioxide by using ESI and MALDI-TOFMS. *Journal of Cultural Heritage*, 3(4):317-323.
9. Li, M. M. (2008). Tourism development of World Heritage Sites in China: A geographic perspective. *Tourism Management*, 29 (2):308-319.