

**Monitoring Report on the Sustainable Tourism  
Development of Kaifeng, Henan Province**

**Kaifeng People's Government**

**Kaifeng Culture, Radio, Television and Tourism Bureau**

**Monitoring Centre for UNWTO Sustainable Tourism Observatories**

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**Address:** Building 329, Sun Yat-sen University, 135, Xingang West Road,  
Guangzhou, P.R. China

**Postcode:** 510275

**Tel:** +86-20-84114683

**Fax:** +86-20-84113621

## **Acknowledgement**

**Person in charge:** Bao Jigang

**Leader:** Liu Yi

**Deputy Team Leaders:** Ren Kaiyan, Zhao Xiaochen

**Technical team members:**

Cao Rongpei, Gao Feifan, Li Congping, Liao Ruobing, Lin Xueying, Lin Yuchi, Liu Ling, Liu Xinyi, Ma Siren, Pu Xueru, Shen Zhuoping, Shu Zijia, Xie Min, Xie Shuyue, Zhang Ruoxi, Zhao Qize, Zhong Xiaofeng

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# **1 Foreword**

## **1.1 Origin of monitoring**

With the progress of society and economic development, tourism is becoming one of the more and more important activities in modern life. Tourism, as an important part of the tertiary industry, is one of the fastest-growing emerging "sunrise industries" in the world and plays an indispensable role in promoting consumption and expanding domestic demand. In the context of globalization and industrialization, the promotion of sustainable tourism development has reached a global consensus. Finding specific technical methods for monitoring sustainable tourism development has become the focus of attention. Exploring the sustainable development of tourism will help tourism destinations and their managers to carry out effective tourism planning and management.

In order to promote the sustainable development of global tourism, the United Nations World Tourism Organization (WTO) has launched the "Global Observatories on Sustainable Tourism (GOST)" project to select typical global tourist destinations for tourism impact monitoring. The monitoring content includes tourism in terms of social culture, economic development, environmental protection and other aspects, I hope that through monitoring activities, we can guide the scientific development of tourist destinations, improve the exemplary status of tourist destinations, and promote international exchanges and cooperation in tourist destinations.

In 2014, Henan Province became the sixth United Nations World Tourism Organization sustainable tourism observatory in China, which promoted the protection and sustainable development of tourism resources in Henan Province. Kaifeng City is located in the eastern part of Henan Province. It has more than 4,100 years of history. It is the first batch of national historical and cultural cities with rich historical and cultural heritage resources. In August 2018, the observatory officially launched the tourism sustainable development monitoring work at Kaifeng monitoring site. From July 24th to 29th, 2019, the monitoring center successfully completed the monitoring work of Kaifeng, Henan, China in 2019 in accordance with the indicator system and operation method recommended by the Sustainable Development Department of the World Tourism Organization, and fully combined with the local tourism development and actual needs.

## **1.2 Monitoring methods**

With the strong support of Kaifeng Culture, Radio, Television and Tourism Bureau,

the Kaifeng monitoring team successfully launched the Kaifeng Tourism Sustainable Monitoring Activity in 2019. The monitoring team is composed of Associate Professor Liu Yi, School of Tourism, Sun Yat-sen University, 3 postgraduates and 14 undergraduates. The survey period is from July 24 to July 29, 2019.

The monitoring and investigation sites range from Qingming Shanghe Garden to Kaifeng Mansion, Daxiangguo Temple, Baogong Ancestral Hall, Longting Park, Iron Tower Park, China Han Garden Stele Forest, Drum Tower Square, Tianbo Yangfu, Great Song Wuxia City, World Expo Plaza, Star World The center and other main tourist and leisure areas in Kaifeng.

This survey process is also the first to use an electronic questionnaire, which aims to follow the general trend of electronic and digital surveys in the future. A total of 800 tourist questionnaires were issued in this survey, 788 paper questionnaires were recovered, and 20 electronic questionnaires were recovered. After excluding invalid questionnaires, 740 valid questionnaires were actually obtained, with an effective rate of 91.6%, 500 questionnaires for local residents were issued and paper was recycled. There were 500 questionnaires and 17 electronic questionnaires. After eliminating invalid questionnaires, 481 valid questionnaires were actually obtained, with an effective rate of 93.0%.

In addition, the monitoring team also interviewed officials in Kaifeng City's Culture, Radio, Television and Tourism Bureau, some star-rated hotels, travel agencies, and Qingming Shanghe Garden, Longting Park, and the Tower Scenic Area, Tieta Road, Wanbo Plaza, Henan University and other places. There were 28 samples of in-depth interviews, which gave us a deeper understanding of the development of tourism in Kaifeng and the residents' awareness of tourism development.

The evaluation indicator system and analysis framework of this monitoring refer to the publication of the "Indicators of Sustainable Development for Tourism Destinations: A Guidebook" and related academic research published by the United Nations World Tourism Organization in 2004. The report is divided into two parts: general report and special report. The general report includes the foreword, an overview of sustainable tourism development, tourism and community, tourist perception and satisfaction, tourism and economy, conclusions and recommendations. The special report includes the Qingming Shanghe Garden model and the cultural and tourism integration of the Kaifeng model. It focuses on the leading role of the Chinese theme parks represented by Kaiming Qingming Shanghe Garden for urban economic development and urban regeneration; The significance of the study of the unique cultural and tourist integration model in the historical development of the

ancient capital of China. In the process of writing the report, in addition to using traditional questionnaire data, interview data, etc., this monitoring will also introduce big data analysis methods, using social media data to analyze the ancient capital of Kaifeng and push forward evaluation of tourism development in the ancient capital.

## **2 Overview of sustainable tourism development**

### **2.1 Resource protection**

In terms of resource protection, the cultural relics protection work in Kaifeng City is relatively successful. The government has also attached great importance to this aspect and put into practice actions such as legislation, preparation of plans, repair of city walls, protection of underground sites, and display of cultural relics. The main features are as follows: 1) Attach importance to the legislation and planning of heritage protection, and form relatively complete laws and regulations; put forward the concept of "three-dimensional protection" to establish the cultural heritage protection system of the ancient capital; 2) continue to promote the maintenance of the city walls of Kaifeng; 3 ) increasing the protection and display of sites, and implementing the large-scale protection and display project; 3) Improve the establishment of a museum system, and increase the construction of non-state-owned museums and industry museums as an important window and cultural business card for Kaifeng.

In terms of archeological investigations, the underground drilling technology developed by the Kaifeng Cultural Relics Bureau is very mature, and it has solved the difficulties of high water levels and thick sediments that cannot be drilled in the Huangfan District, and has begun to promote it. It has great significance for Kaifeng's archaeological work.

In general, the existing cultural relics protection work in Kaifeng is relatively in place and comprehensive, and more human, material and financial resources have been invested in the protection of cultural relics. However, there is still much room for development in the use of cultural relics and resources. The reasons are as follows: On the one hand, Kaifeng has special geographical conditions and has formed the historical wonders of the "urban city". In addition, Chinese historical buildings or cultural relics are mostly built with wood, which is difficult to preserve for a long time;

On the other hand, from a human perspective, Kaifeng continued to experience dynasty changes and wars. The capital city site and the central axis have never changed. The

dynasties' relics are easily destroyed by changes and difficult to keep intact. Funding and technology, for example, archaeological excavations must be carried out after the groundwater level has fallen; soil sites and burial depths reach more than ten meters, modern exploration methods have great limitations and are difficult to put into practice. Rain and dam break can easily destroy the archeological site, leading to further development difficulties.

## **2.2 Environmental protection**

Based on calculations of the daily space capacity, psychological capacity of tourists in 9 monitoring scenic spots in Qingming Shanghe Garden, Longting Park, Baogong Ancestral Temple, Daxiangguo Temple, Kaifeng Mansion, China Hanyuan Stele Forest, Iron Tower Park, Tianbo Yang Mansion, and Wansui Mountain Great Song Wuxia City, as well as the overall psychological capacity of tourism in Kaifeng as a tourist destination and the social capacity of tourism regions, we have drawn the following conclusions:

First, the average daily tourist carrying capacity and daily space capacity of the scenic spot are in an imbalanced state. The reception volume of tourists in scenic spots that do not exceed the space carrying capacity is sluggish, while the tourist reception volume of the overloaded scenic area exceeds the environmental carrying capacity several times. At present, there is an urgent need for reasonable guidance and diversion of passenger flow, and areas such as Longting Park and Tower Park need to be innovative in marketing.

Second, the development of tourism in Kaifeng is currently on the rise, and the overall social psychological capacity is large. However, because the popular attractions are highly concentrated in the ancient city, the entire Kaifeng presents an uneven distribution of tourism resources in the region, and the calculated results may have some deviations——socio-psychological capacity differences inside and outside the ancient city may be quite obvious.

## **2.3 Destination quality improvement**

In terms of upgrading tourism destinations, Kaifeng has made major improvements in terms of management system reform, the establishment of a tourism industry supervision system, tourism public service enhancement, and tourism image improvement, and has achieved good results.

# **3 Tourism and community**

### **3.1 Community Overview**

Kaifeng is located in the eastern part of Henan Province, the hinterland of the Central Plains, and the shores of the Yellow River. It is an important sub-city in Henan Province, a core development area in the Central Plains urban agglomeration, a core city in the Zhengzhou metropolitan area, a major city in the Zhengzhou Airport Port District, and an important integrated development of Zhengzhou. One wing. Kaifeng City currently has jurisdiction over Qi County, Tongxu County, Weishi County, Lankao County (Provincial Direct Management County), Xiangfu District, Longting District, Shunhe Hui District, Gulou District, Yuwangtai District, and Kaifeng City Urban-Rural Integration Demonstration Area.

### **3.2 Analysis of sample demographic characteristics**

A total of 481 valid residents questionnaires were collected this time, and the ratio of men and women was relatively balanced; the proportion of the 16-25 age group was the largest (42.2%); the number of people with bachelor degree was the largest, accounting for 28.9%; in terms of work, the respondents were mostly employees in service industries and students. In terms of monthly income, the income range of the working group is concentrated in the two ranges of 2001-3000 yuan and 3001-5000 yuan. Due to the large number of students in the interviewees, the monthly income below 1,000 yuan is also concentrated. Judging from the places of permanent residence of residents in Kaifeng, they are mainly located in Longting (30.8%), Shunhe (17.7%), and Gulou (14.4%).

In the daily leisure activities of local residents, the frequency of leisure activities is relatively high, and the pace of life is relatively slow. The average time for residents to participate in leisure activities is relatively short, and their spending power is medium. And compared with last year, the average time for residents to participate in a single leisure activity was shortened. In the choice of tourist attractions by local residents in Kaifeng, Qingming Shanghe Garden and Longting occupied a large proportion.

### **3.3 Residents' attitudes towards tourism**

In terms of the perception of local residents, the perception of specialty foods increased from 74.1% (monitoring data in 2018) to 79.6%, and the recognition degree jumped to the top; the perception of cultural relics and historic sites also increased (from 74.8% to 78.3%) . Regarding the perception of historical and cultural names, the residents in Kaifeng who interviewed believed that the biggest reason for visiting Karifeng was "historic

cultural monuments" (81.7%), which is also consistent with the perception of Kaifeng's characteristic projects. Kaifeng's long-standing historical resource carrier is an important part of contemporary tourism development. Regarding the perception of developable leisure activities in the future, local residents believe that the most important item to be developed is still tourism (52.5%), but compared with last year's proportion (59.93%), this has decreased. Local residents' generally don't believe that they benefit from tourism, but this year, compared with last year, the result is better (the number of people who believe that residents benefit from tourism development increased from 37.6% to 41.5%), which provides a reference for the development of tourism in Kaifeng.

The local residents' views on the development of Kaifeng tourism are generally positive, but compared with last year, the overall satisfaction of Kaifeng residents in Kaifeng's tourism development has declined, especially reflected in "the tourism industry promotes the overall development of Kaifeng" (agreement The proportion fell from 87.9% to 80.5%) and "the government actively and rationally managed the development of tourism" (down from 71.9% to 63.6%), so the government needs to take more active and reasonable control of tourism to promote Kaifeng Better tourism development.

In terms of the local residents' views on the impact of tourism development in Kaifeng, in the positive impact view, residents are aware of the prospects of tourism development in the macro sense, but overall the immediate interests of residents have not been significantly improved through tourism. Although the recognition of residents for improving their immediate interests is low, compared with last year, there is a slightly better trend, which is reflected in "I can obtain economic benefits from the tourism industry" (the proportion of recognition increased from 43.7% to 45.5 %) And "Improved local medical conditions and services" (identity increased from 50.4% to 52.6%).

Relative to positive impacts, residents have lower recognition of negative impacts. The negative impacts are mainly concentrated in traffic congestion (identity 3.64), house prices (3.69), and other price increases (3.62). Other aspects of negative impacts are less perceived by residents. Compared with last year's monitoring data, except for the "community house price increase speed accelerated" (identification ratio from 60.63% to 61.75%) slightly increased, "traffic congestion increased" (from 69.45% to 64.24%), "the speed of the price increase accelerated" declined slightly (from 58.98% to 58.42%).

### **3.4 Community participation and awareness**

In terms of community participation in tourism, the proportion of economic benefits from tourism has increased slightly compared to last year (from 43.8% to 45%); the proportion of willingness to provide suggestions for the development of scenic spots has declined slightly (from 77.3% to 76.5%) The proportion of willingness to put tourism development into action also declined slightly (76.6% to 74.2%).

With regard to the government's views, the proportion of residents who believe that they can understand the government's tourism development plans and measures has increased slightly (from 58.4% to 61.5%), and the proportion of people who are satisfied with the implementation of the government has also slightly increased (from 60.2% to 61.5 %).

In terms of the biggest changes in tourism development and the issues that individuals are most concerned about, the proportion of respondents who responded has decreased compared to last year (from 52.7% to 46%). Most residents said that the biggest changes in tourism development were increased tourists and traffic congestion, but at the same time the environment has gradually improved, consistent with the answer last year, "the environment has improved, but there are more people and traffic jams have become more serious"; among the issues that citizens are most concerned about, traffic and environmental problems appear most frequently, and last year they were also most concerned about this.

In terms of suggestions for local tourism development, the proportion of responses was slightly lower than last year (39.2% to 37%). Most residents' suggestions for tourism development were to improve transportation and the environment, followed by strengthening the protection of cultural relics and historic sites. The key points of the answer to "push for environmental protection, infrastructure construction, cultural construction, transportation improvement, and protection of cultural relics and historic sites" were basically the same.

In terms of the impact of tourism development on personal work, the proportion of respondents has declined (from 35.7% to 25%), and the proportion of tourism development that has an impact on personal work has increased significantly (from 38.4% to 60%); among the residents' responses, the impact of tourism development on work is mainly divided into positive and negative aspects. For tourism practitioners, tourism development promotes increased income, while for non-tourist practitioners, tourism development leads to increased tourists and traffic congestion. It's the same with the negative impacts reported last year.

In terms of the concept of sustainable tourism development, the proportion of correct answers is slightly lower than that of last year (from 26.4% to 24%). Tourists can mention "protect the environment", "coordinate the economic environment", "the words "protection and development coordination" and "long-term development" are basically consistent with

the main points of "environmental protection, reasonable development of resources, meeting the needs of future generations, and long-term development" mentioned in the correct answer last year, indicating that residents recognize the concept of sustainable tourism development. The understanding of sustainable tourism is basically unchanged.

## **4 Tourist perception and satisfaction**

### **4.1 Analysis of demographic characteristics of tourist samples**

From the perspective of tourist source areas, the proportion of tourists from this province, surrounding provinces and economically developed areas is relatively large. The largest number are tourists from Henan Province, accounting for 44.05%. From the statistics of tourist source areas in Henan Province, tourists from Zhengzhou (19.33%), Xinxiang (10.43%) and Luoyang (10.12%) occupy the top three. The surrounding cities of Kaifeng and the more economically developed cities such as Zhengzhou and Luoyang are important source markets. In terms of the number of trips, 64.86% were first-time tourists and 35.14% were return tourists.

### **4.2 Analysis of Tourist Behavior**

In terms of travel motives, the travel motives of first-time and re-visit tourists are generally not much different, and they are mainly based on experiencing history and culture, relaxing, exploring horizons and learning, and enjoying food. Overall, the proportion of travel motives of first-time visitors is higher than that of return tourists.

In terms of obtaining tourist information, the introduction of friends and relatives and the Internet are the two most important ways, and the word-of-mouth publicity effect of tourists is significant. In comparison, the percentage of first-time travelers who obtain travel information from friends and relatives, travel agency brochures, Internet, and television broadcasts is higher than that of return travelers, indicating that Kaifeng's tourism promotion channels are diverse and have significant marketing effects. In terms of travel methods, since the main source of tourists comes from the province, the travel methods are mainly cars, trains, and long-distance buses, while tourists from other provinces mostly go to Kaifeng by train or airplane.

In terms of tourists' stay time, affected by factors such as the type of tourism products in Kaifeng and the geographical location of tourism resources, the stay time of tourists in Kaifeng is short, concentrated within two days.

In terms of tourism consumption, the consumption level of tourists in Kaifeng City is generally low to medium, ranging from 501 to 1,000 yuan, accounting for 36.94% of the total sample. The ranking of tourism consumption is relatively disordered. On the whole, transportation, tickets, and food are the focus of consumption while less is spent on shopping and accommodation.

In terms of overall perception, Kaifeng's cultural relics and historical sites have left a deep impression on 80.41% of tourists. In addition, Kaifeng's culture and art, special cuisine, and folk customs have their own characteristics, and nearly 40% of tourists are impressed by it; The proportion of tourists who choose to visit 6 or less attractions is as high as 87.66%, and most tourists will only visit 6 or less attractions.

The most popular tourist attraction in Kaifeng is Qingming Shanghe Garden. 89.5% of tourists have already visited or plan to visit this attraction. Kaifeng House, Daxiangguo Temple, Longting Park, Baogong Ancestral Temple and other attractions, each has a unique attraction, more than 30% of tourists have already or plan to visit these attractions; 56.62% of tourists will choose to buy Kaifeng Local cuisine, Qingyuan tourism products and embroidery are also attractive.

Among the leisure activities that tourists think should be developed in Kaifeng, the support rates of sightseeing and customs experience are the highest, accounting for 55.54% and 49.05% respectively.

### **4.3 Analysis of Tourist Satisfaction**

In terms of tourist satisfaction, whether it is from the tourist's separate evaluation and overall evaluation of Kaifeng's tourism resources and services, or from the suggestions given by tourists, tourists are generally satisfied with Kaifeng's tourism, and Kaifeng's rich history, cultural heritage and the image of the tourist city are being accepted by more tourists. Tourists also affirm the accommodation services provided by Kaifeng, but there are also obvious shortcomings, such as catering services, climate suitability, and the price of various services. At the same time, it is worth noting that compared with the results in 2018, tourists' satisfaction with various indicators has decreased, and issues that may lead to a decrease in tourist satisfaction should be actively sought out and resolved in a timely manner. Kaifeng's tourism development should continue to take advantage of its tourism resources, make up for shortcomings, improve catering services, set reasonable tourism prices, actively respond to hot climate conditions, and improve tourist satisfaction as a whole.

#### **4.4 Tourists' Revisit and Recommendation Will**

In terms of willingness to revisit and recommend, it is clear that tourists' willingness to revisit and recommend are not low, accounting for 52.16% and 72.84%, respectively, and show a steady upward trend compared to 2018 (accounting for 47.19% and 68.31% respectively in 2018), but the willingness to recommend is far higher than the willingness to revisit, and tourists who have an ambiguous attitude towards Kaifeng tourism still occupy a high proportion. The proportion of tourists who are not sure whether they will revisit is 42.03% , those who are not sure whether they would recommend relatives and friends to go to takes up 22.84%. How to continue to improve the quality of tourism, make use of the charm of Kaifeng tourism resources, make tourists more satisfied, more willing to revisit, more willing to recommend, and enhance the sustainability of tourism development, is the next issue that Kaifeng needs to consider.

### **5 Tourism and Economy**

#### **5.1 Development Status of Kaifeng Tourism**

After 168 years of the nine emperors, Kaifeng has bred a culture of the Song Dynasty, which was inherited from the Han Dynasty and the Tang Dynasty to the Ming and Qing Dynasty, and has a far-reaching influence. It has been widely recognized and attractive in China and even the world. And how to rely on tourism's high industry relevance to play well and carry forward the "Song Culture" brand is the key to Kaifeng's economic growth. At present, the main direction of Kaifeng City is to develop cultural tourism and drive the development of related industries through the tertiary industry. Driven by the global tourism work, the social and economic development level of Kaifeng City has maintained a high level of growth, and the contribution of tourism as a leading enterprise in the tertiary industry to GDP has also increased. Tourism is an industry closely related to people's livelihood. Tourism development in Kaifeng has driven economic growth and improved the living standards of local residents; it has also created a large number of jobs directly or indirectly, providing solutions to local employment problems and alleviating employment pressure, at the same time attracting a large number of foreign investment, and promoting the development of many related industries.

Under the global tourism development model, Kaifeng has formed a multi-industrial integration development around tourism, focusing on the "tourism +" thinking, allowing

tourism commodities, folk culture, leisure shopping and other highlights of the cultural tourism industry to catch the global tourism development express train. In terms of financial guidance and support for the integrated development of multi-industry and tourism, it can be seen that the tourism industry plays a significant role in the overall development of Kaifeng.

Tourism in Kaifeng occupies a very important position in the social and economic development of the entire Kaifeng city, and has increasingly become a new growth point for the entire Kaifeng economy. The development of tourism has brought a lot of positive changes to the social and economic development of the entire Kaifeng city. The Kaifeng Municipal Government should pay attention to making the tourism industry develop better, move towards the development of high-quality tourism, examine its own problems and improve in a timely manner, and make Kaifeng a cultural and historical city.

During the "Twelfth Five-Year Plan" period, the planning and development goals of the tourism industry in Kaifeng were basically completed, the comprehensive strength of tourism was greatly enhanced, and the influence of urban brands was gradually formed. Major breakthroughs have been made in institutional innovation, festival product development, and smart tourism construction. The position of tourism as a pillar industry in Kaifeng has become more prominent. The next five years will be a crucial period for China to build a well-off society in an all-round way, and an important stage for Kaifeng to focus on building a famous international cultural tourism city. In the face of unprecedented opportunities and challenges, Kaifeng's tourism industry has shown a new development trend. Tourism has played an important role in the economic development of the entire Kaifeng city, and has produced a lot of positive impacts. Not only has it promoted the economic development of the entire Kaifeng city, it has increased the employment rate, and the overall benefits have been significantly improved. The leading role of tourism in agriculture, water conservancy, industry, science and technology, sports, health care, and municipal construction has become more prominent, the integration of tourism and related industries has deepened, and the overall contribution of tourism to the national economy has increased significantly. The overall contribution of the accommodation and railway passenger transport industries has increased significantly. The specific content is explained below. During the "Thirteenth Five-Year Plan" period, Kaifeng's tourism industry will enter a brand-new development stage on the basis of great achievements. With the general rise of mass tourism, the comprehensive improvement of the tourism environment, the comprehensive upgrading of the tourism industry, and the comprehensive promotion of "culture + tourism", the gratifying situation of "the whole city as a big scenic spot" in Kaifeng will begin to take shape.

## **5.2 Tourism and economic growth**

The development of tourism in Kaifeng around the "Song culture" is making solid progress on the road to innovation. In the long run, Kaifeng's tourism industry has maintained a steady growth trend in terms of both tourist volume and tourism revenue: among which the number of tourists has increased by nearly three times between 2010 and 2018, and tourism revenue has increased by nearly five times; in the short term, Kaifeng City The tourism industry has made an obvious progress since 2016: the long-term growth rate of tourism income, which has been stable at around 16%, jumped to 63% in 2016, and maintained a high growth rate of more than 20% in 2017 and 2018. This shows that Kaifeng's tourism industry is on the right and thriving development path under the leadership of the government, planning, and tourism-related industries such as scenic spots and hotels.

In terms of tourism and economic growth, in recent years, the basic investment in tourism in Kaifeng has increased year by year, and the project has achieved remarkable results. In 2018, a total of 62.18 million yuan was invested in tourism construction, 19 tourism projects were under construction, and a total investment of 3.724 billion was completed in the year. The total tourism revenue has steadily increased, and the tourism industry has become an important economic growth point in Kaifeng. In 2018, the total tourism revenue reached 60.22 billion yuan, an increase of 24.6% year-on-year. The annual added value of the tertiary industry in Kaifeng reached 94.978 billion yuan. The total tourism revenue accounted for 63.4% of the added value of the tertiary industry. The tourism industry realized four innovative integrations, and the new industry has become increasingly rich. The development of tourism has provided a lot of employment opportunities for Kaifeng, promoted social and cultural development, and promoted urban renewal and construction. The results of the questionnaire show that more than 70% of residents believe that tourism development has brought more employment opportunities and taxes, which has improved the outlook and infrastructure of the city. The development of the tourism industry has contributed to increasing employment and promoting urban renewal and has won the general recognition of the public.

In terms of economic contribution, the total tourism revenue of Kaifeng has increased by more than 10 times between 2007 and 2018, and the proportion of total tourism revenue in GDP has increased from 10% in 2007 to 30% in 2018. Tourism has become an important part of Kaifeng's pillar industries and economic growth points; in terms of industrial contributions,

the tourism industry has played a significant role in promoting the development of the tertiary industry in Kaifeng, and has gradually become an important force to promote the adjustment and optimization of Kaifeng's industrial structure. The proportion of the added value of the tertiary industry in Kaifeng increased from 31% in 2007 to 47% in 2018, and the proportion of total tourism revenue in the total added value of the tertiary industry increased from 33% to 63%. The creative fusion of cultural, education, creativity, and healthy food has promoted the diversified development of Kaifeng's tourism format. In terms of comprehensive social contributions, the development of Kaifeng's tourism industry has driven the demand for catering and accommodation, retail, transportation, and residential services in Kaifeng. Of the top five industries in terms of employment demand for the tertiary industry, the leasing and business services (22%) and accommodation and catering (7%) directly related to the tourism industry were ranked first and fifth, driven by employment. Kaifeng City has also promoted the promotion of its social culture in the process of developing tourism and has a good social effect.

In urban renewal and construction, the development of tourism has accelerated the process of Kaifeng's old city transformation, promoted the improvement of Kaifeng's city image, infrastructure and urban construction, and the Song capital style shaping project continued to advance. In 2018, 36 projects have been selected into the Kaifeng tourism project database, of which 19 tourism projects are under construction, making gratifying progress and promoting the activation and creation of urban culture.

However, at the same time as the rapid development of tourism, there are also things in Kaifeng that need to be improved, such as lagging tourism infrastructure, poor service quality, and traffic congestion. Kaifeng has the shortcomings of lack of actual historical monuments. Its tourist attraction originates from the core of the Song culture. In order to maintain the long-term attractiveness of the city, Kaifeng still needs to continue to innovate in the performance of architectural entities and performance forms, and keep pace with the time to let Song Culture drive the tourism industry, allowing the tourism industry to spread the Song culture, and then to achieve Kaifeng's economic and cultural harvest.

## **6 Qingming Shanghe Garden development mode: the success of cultural theme parks and its impact on the tourism culture of ancient cities**

## 6.1 Uniqueness of Qingming Shanghe Garden Development

Qingming Shanghe Garden is a theme park in Kaifeng City that uses the "Qingming Shanghe picture" as its model to restore the scenes in the painting. Since its establishment in 1998, it has a history of 20 years. The Qingming Shanghe Garden shows its distinctiveness from the life cycle of the theme park. This uniqueness can be interpreted from the theme, traffic accessibility, customer market, and products and publicity.

The theme is reflected in the famous painting of the Qingming Shanghe picture. The Qingming Shanghe Garden was the first to restore the famous Chinese national treasure "Qingming Shanghe Picture". The "Qingming Shanghe Picture" is a household name. This attraction is easily remembered by tourists due to the effect of famous paintings, and has a strong recognition.

Traffic accessibility is manifested in the Qingming Shanghe Garden site selection, which is not the previous enclave model. The Qingming Shanghe River is located inside the ancient city wall of Kaifeng City, and is located in Longting District, a historical and cultural area where many historical sites gather in Kaifeng City. On the one hand, Longting District is a district with a long history and a well-known cultural and tourist scenic area in Kaifeng. There are historical and cultural landscapes such as Long Pavilion, Tianbo Yangfu, China Hanyuan Stele Forest. For the Qingming Shanghe Garden, it not only supports the establishment of the "Song Culture" brand of the Qingming Shanghe Garden, but is also culturally connected to the urban context.

The market and customer perception of the Qingming Shanghe Garden was mainly based on Henan Province. 41.24% of the people surveyed was from Henan Province, followed by Shandong and Shanxi Province. Secondly, the Qingming Shanghe Garden's group tourists v.s. individual tourists ratio is about 1:19, and the group tourists only account for about 5% of the total tourists.

In terms of tourism products, Qingming Shanghe Garden has courageously innovated. Reviewing the development of this attraction, the park's tourism ranged from browsing-oriented landscape viewing to more cultural and local folklore and night performances. Based on this, it developed a large-scale live-action performance of "Yue Fei's Gun fight with Xiaoliang Wang" and added festival tourism. These tourism products have grasped the core of "Song Culture" and displayed them in different forms. The word-of-mouth marketing of the Qingming Shanghe Garden was gradually developed based on the above-mentioned publicity technology and gradually developed tourism products. After years of publicity,

Qingming Shanghe Garden has a certain group of tourists with brand loyalty, and with more active publicity platforms, it has released various activities to attract tourists.

## **6.2 Impact of the Qingming Shanghe Garden Model on the Development of Kaifeng Ancient City**

The impact of the Qingming Shanghe Garden on the development of the ancient city of Kaifeng is mainly reflected in:

(1) Impact on the economic development of the city—promoting the diversification of tourism industry and the entry of investment; the impact of the Qingming Shanghe Garden model on the economic growth of Kaifeng City is indirect. It has promoted the progress of urban tourism industry. The improvement of Kaifeng's tourism status has attracted more investment in tourism and leisure development.

(2) Impact on Scenic Spots—It has a strong role as a model for other scenic spots; the Qingming Shanghe Garden's night show provided a good idea for tourism development. Qingming Shanghe Garden led a new idea of night performances. For other scenic spots it has a strong role of demonstration. In terms of publicity and marketing, Qingming Shanghe Garden has become a leader in Kaifeng City, while improving itself, it has increased the exposure of other tourism resources in Kaifeng City.

(3) Impact on the reconstruction and construction of surrounding urban areas—indirectly promoting the imitation of Song-style renewal; as a modern landscape created artificially, in the development process, it often involves large-scale land reuse and project construction, so it has affected the renovation of surrounding urban areas and the development of commercial real estate, and has played a leading role in urban renewal.

(4) Impact on the image of the city—Improving the image of Kaifeng as the capital of the Northern Song Dynasty; Kaifeng was originally the prosperous capital in the Song Dynasty. The Qingming Shanghe Garden carried out cultural investigations and cultivated the "Qingming Shanghe picture"-themed tourism products, which reflects the style of the Northern Song Dynasty. As the core theme brand, deepening the label of the Song Dynasty ancient capital. The success of Qingming Shanghe Garden made people associate Kaifeng with the Song Dynasty culture, making Kaifeng City more determined to enhance this image and continue to advance this tourism development trend.

(5) Impact on urban culture: Activate cultural capital and enhance the cultural image of the city; as a tourist sign of Kaifeng, Qingming Shanghe Garden has a good promotion

effect on the operation of cultural capital. Qingming Shanghe Garden gained a high degree of recognition and familiarity among residents and tourists, which promoted the connection between Kaifeng and Song culture.

### **6.3 Comparison between Qingming Shanghe Garden and other theme parks**

This report selects two different types of theme parks: Xi'an Datang Furong Garden and Shenzhen Overseas Chinese Town, and compares them with the Qingming Shanghe Garden from different perspectives to analyze their similarities and differences. Compared with the historical and cultural themes of the same type, the two have a high degree of similarity, which is reflected in the theme type, product type, and location basis. Compared with modern theme parks, Qingming Shanghe Garden is significantly different. There are obvious differences in terms of theme, products, market segment or investment scale. However, it does not mean that Qingming Shanghe Garden is not well developed. Compared with the other two, Qingming Shanghe Garden has problems such as insufficient location advantages, underdeveloped transportation networks, insufficient economic development level, and less investment in marketing and promotion. However, in general, Qingming Shanghe Garden is in a good state of development. The theme of "Song Culture" is very distinctive. The tourism experience projects are rich and diverse. The combination of tourism and experience products can meet the individual requirements of tourists.

### **6.4 Summary and Reference of the Qingming Shanghe Garden Model**

The development of Chinese theme parks is not just the introduction of internationalized, large capital Disney, Universal Studios, but also the development of local theme parks. Considering China's per capita consumption structure, what we need is a theme park that can take advantage of local characteristics and be more economical. Qingming Shanghe Garden is one such theme park.

The success of Qingming Shanghe Garden can be summarized as two commonalities and two characteristics. The commonality is that Qingming Shanghe Garden, like all theme parks, focuses on the innovation of tourism products in the park to maintain its attraction to tourists. Second, Qingming Shanghe Garden focuses on the experience and interaction of tourists.

Its characteristic is that, as a historical and cultural theme park, the site of Qingming Shanghe Garden was selected in Kaifeng-the original capital in Song, as depicted in the "Qingming Shanghe Map", which gives tourists a sense of realism; secondly, Qingming Shanghe Garden always updates tourism products. It pays attention to the in-depth expansion of culture, especially folk culture. Jumping out of the primary tourism experience of landscape viewing, Qingming Shanghe Garden has already had a relatively well-known large-scale performance, and has developed festival tourism and study tour.

At the same time, the success of the Qingming Shanghe Garden led to the development of the ancient city of Kaifeng, especially in the protection and development of the city's cultural relics and urban traditional folk customs. The Qingming Shanghe Garden's night tourism products are unique in Kaifeng, and other scenic spots are competing to imitate, thus making up for the nighttime gap in the city. Secondly, the introduction of Qinghai Shanghe Park, such as Diabolo exhibitions and other tangible/intangible cultural heritages of Henan Province, is unique, and the performances are essentially a kind of promotion of folk culture.

## **7 Kaifeng Model of Cultural and Tourism Integration: Sustainable Revitalization**

### **7.1 Main Products and Types of Kaifeng's Cultural and Tourism Integration**

Although Kaifeng is the ancient capital of eight Dynasties, the Song Dynasty was the oldest and most influential. Therefore, as a tourist destination, its main brand is "Song Culture". In this context, various scenic spots are mainly differentiated and built around the Song culture, telling different stories, such as the folk culture of Shanghe Garden in Qingming, the palace culture of Longting, the religious culture of Xiangguo Temple, the culture of Kaifeng's government, and the officials, etc. In general, there are many products and cultural types integrated in Kaifeng Cultural Tourism, which can be broadly divided into cultural landscapes (Tieta Park, Longting, Kaifeng Ancient City Wall, Han Garden Stele Forest, etc.), theme scenic areas (Qingming Shanghe Garden, Royal Street in Songdu, etc.), Tourism performing arts ("Thousands of Great Songs", "Dongsong · Dream", Daxiangguo Temple Vatican Orchestra, etc.), Cultural and Creative Products ("Kaifeng Gifts", etc.), Cultural Festivals (Qingming Cultural Festival, Chrysanthemum Cultural Festival, etc.),

cultural experience ("Large Song · Luohe Lantern", etc.), and cultural exhibitions (various special museums and industry museums, etc).

The development of the cultural tourism industry is not only dependent on the richness and attractiveness of cultural tourism resources, but has an important relationship with its mode of operation. Although some provinces and cities have extensive cultural tourism resources, their management departments and management systems are too large to meet the development needs of the cultural tourism industry. The management right of the main tourism resources is in the hands of government departments. It seems that a company has been established, however, in essence, it lacks a corporate governance structure and cannot be in line with the market economy operation model. A non-corporatized, non-market-oriented, and non-professional operation management mode hinders the development of the scenic area. Kaifeng has gone the other way and established a more flexible market-oriented operation mode, which has made its cultural tourism industry develop rapidly and present a thriving scene.

## **7.2 Cultural Tourism Integration Model**

Kaifeng was once the most prosperous city in the Northern Song Dynasty. Although the current Chenghuang City and the palace ruins have not yet been fully excavated and displayed, most of its buildings were imitated and restored on the basis of the original site. The rich book volumes left behind, such as "Dongjign Dream Talk", "Qingming Shanghe Picture", and the widely circulated Song Ci, etc., have tapped rich cultural resources, and Kaifeng cultural tourism focuses on the "Song Culture" brand. On this basis, Kaifeng creatively displays its hidden culture through many methods such as museums, scenic spots, cultural and festival performing arts, historical districts, theme parks, etc., which increases the visitability of its cultural resources and enhances the visit experience of tourists.

Kaifeng's current cultural and tourism integration model is diversified, achieving good economic and social benefits. According to its different cultural display methods, it can be divided into 4 modes: museum mode with material heritage display as the core, festival or performing arts display mode with intangible heritage display as the core, and historical towns with life and culture display as the core, and the innovative mode and creative theme display mode with technology as the core. Among them, the best development is the festival or performing arts display mode with intangible heritage display as the core and the creative theme display mode with technology as the core. These two types make full use of

contemporary imagination and creativity and high-tech methods. The intangible cultural heritage is displayed. Among them, it is worth noting the large-scale performing arts activities at night in various scenic spots in Kaifeng, including "The Great Song · Dongjing Dream China" in Qingming Shanghe Garden, "A Thousand Times Great Song" in Xiaosong City and Iron Tower Park's "Iron Tower Light and Shadow Show". This series of wonderful night performing arts projects on the one hand make up for the lack of artificial landscapes in various scenic spots, innovated cultural display methods, improved the tourist experience, and on the other hand greatly promoted the Kaifeng night tour market development and has prolonged the tourism industry chain and brought economic benefits. However, the present scenic spots are similar in the display method. Although the cultural content displayed is different, the homogeneous cultural display method is still easy for tourists to have visual fatigue.

Secondly, the museum model is based on the display of tangible heritage. Kaifeng's Chenghuang City and Palace are extremely rich in material heritage, but unfortunately have not yet been excavated. The existing scenic spots are mostly imitation of Song buildings. Except for the museum, the remaining scenic spots have less tangible heritage. What this model needs to think about now is how to fully excavate the cultural relics and the balance between protection and development and utilization after the cultural relics are excavated.

Finally, we will discuss the historical ancient town and theme block model with the core of cultural display. Kaifeng night market has a better development and also has a certain influence. However, in comparison, Songduyu Street and Shudian Street lack a unified plan, do not highlight their cultural characteristics and form a scale effect. Songduyu Street takes Song cultural display as its core, but the landscape of the entire street lacks unity, including some storefronts that are extremely incompatible with Northern Song culture. There are only around ten existing bookstores, but more and more snack shops have settled in. Kaifeng City Government is actively promoting the comprehensive renovation project of the theme blocks, highlighting the appearance of historical and cultural cities. The attractiveness and influence of the theme blocks will be improved, and it is expected to achieve scale effects.

### **7.3 Analysis of Kaifeng's development Mode**

As cultural and tourism integration becomes a new guideline for tourism development in the country, Kaifeng has taken its own features and style on the road of cultural and tourist integration, forming a Kaifeng model of cultural and tourist integration. As an ancient city

with a long history and culture, the balance between heritage protection and development and the development strategies adopted in the process of cultural and tourist integration have important reference significance for the tourism development of many historical and cultural cities in China.

At present, the general path of the integration of cultural heritage and tourism in China is: heritage-protection-interpretation-display. That is to discover the heritage-protect the heritage-interpret the heritage-display the heritage.

Kaifeng explored a unique path in the process of exploring the integration of culture and tourism. The path of cultural integration in Kaifeng can be summarized as: heritage-display-protection-interpretation. Compared with the general path, heritage interpretation plays a more important role in Kaifeng mode.

(1) Kaifeng Heritage: The ancient city of Kaifeng has more than 4,100 years of history. The long history has brought a rich historical and cultural heritage to Kaifeng. However, due to numerous wars and flooding in the past, many cultural relics have been buried underground, and the older the age, the deeper the burial depth. At the same time, Kaifeng is also the only capital city in the world that has not changed its axis for thousands of years. The dynasty changed, and the new city was rebuilt on the old site.

Rich historical and cultural resources do not imply excellent tourism products. How to develop heritage into tourists' favorite product is the key to cultural and tourism integration. Is it needed to excavate buried and underground sites? Will the cost be recovered after the excavation? How to transform heritage into tourism products that meet the needs of modern mass tourists? These are the difficulties facing the cultural and tourism integration in Kaifeng.

(2) Heritage display/performance: The excavation conditions of the cultural relics in Kaifeng are severe. If they are to be excavated, a lot of demolition and resettlement work will be required, sacrificing some existing urban development opportunities. It requires large investment, and is very complicated and time-consuming. Moreover, Kaifeng is only a third-tier city, and it is difficult to guarantee the tourist source, so the risk is huge. Economic sustainability is the foundation of the integration of heritage, culture and tourism. Under such harsh development conditions, Kaifeng can neither reconstruct the entire Song Dynasty historical building like the elegant Summer Palace in Beijing, nor make large-scale equipment and recreation facilities. Under such restrictions, Kaifeng took a new path. Kaifeng did not excavate a large number of heritage, but used the imagination and memory of the heritage to perform the display of the heritage, and presented the imagination of the heritage in a staged manner. Qingming Shanghe Garden is a typical representative of this

form. The success of the Qingming Shanghe Garden also led to the development of a series of cultural tourist attractions, such as Kaifeng Mansion, Tianbo Yang Mansion, and the Great Song Wuxia City.

(3) Heritage protection: The heritage protection in Kaifeng is placed after the display/performance of the heritage. The success of the heritage display/performance not only allowed the tourist attractions in Kaifeng to accumulate funds for heritage protection, but also accumulate experience and capabilities in heritage protection. Kaifeng tourist attractions thus have a stronger willingness to protect the heritages.

(4) Heritage interpretation: After discovering, displaying(performing) and protecting the heritage, Kaifeng is gradually exploring the in-depth interpretation of the heritage. It includes the original display of cultural relics and tour guide explanation. For example, the Kaifeng City Museum opened in 2018. There are 16 exhibition halls, of which 12 are basic exhibitions, which systematically tell the history and civilization of Kaifeng for more than 4,000 years; there are also royal supplies of the Ming and Qing dynasties, woodcut New Year pictures of Zhuxian town, stone carvings and Buddha statue special exhibition halls. Longting Scenic Area, Iron Tower Scenic Area and Beilin Scenic Area also designed systematic commentary, equipped with a complete guide explanation and commentray system to explain the cultural value of heritage to tourists, and realize the education and inheritance of cultural connotation.

In general, the characteristic of Kaifeng's cultural and tourism integration model is staged imagination, which uses interpretation as the foundation to promote the protection and interpretation of heritage.

## **7.4 Evaluation of the Kaifeng mode**

At present, Kaifeng's cultural and tourism integration model is relatively successful, and the integration of culture and tourism from resources to products to industry has basically been achieved. In the long run, if we want to take advantage of cultural and tourism integration to achieve a sustainable revival, we must continue to develop and improve the industrial model of cultural and tourism integration on the basis of telling stories and presenting good exhibitions. The advantages are mainly reflected in:

- (1) Low-bound cultural imagination display, staged performance and interpretation;
- (2) Labor-intensive industries maintain low-cost operations;
- (3) Flexible market-oriented operation mode;

- (4) The brand effect of cultural heritage.

The shortcomings are:

- (1) Challenges to the authenticity of cultural heritage;
- (2) The industry is highly concentrated and tourism development is limited;
- (3) Over-reliance on ticket economy;
- (4) The homogenization of tourism products is serious and unique experience is insufficient.

## **8 Conclusion**

### **8.1 Summary and suggestions for the development of various scenic spots**

#### **Qingming Shanghe Garden:**

- (1) Innovate the product content form and maintain the lasting attraction of the scenic spot
- (2) Forging Song cultural products and enhancing the added value of services
- (3) Rich product system and income method
- (4) Improve the transportation organization, sign system and other infrastructure in the park

#### **8.1.1 Tower Park**

- (1) Create unique tourism products and increase core appeal
- (2) Increase publicity and increase the popularity of the iron tower
- (3) Attach importance to the research and development of cultural and creative products and expand sales and display channels

#### **8.1.2 Hanyuan Stele Forest**

- (1) Improve the tour guide system of the scenic spot and improve the tourist experience
- (2) Strengthening cooperation and publicity in scenic spots and improving product design and management

### **8.1.3 Martial Arts City of Song Dynasty**

- (1) Improve the scenic area identification system and improve the tourist experience
- (2) Differential development strategy to increase market attractiveness

### **8.1.4 Daxiangguo Temple**

- (1) Improve the scenic area navigation system and improve the level of supporting facilities
- (2) Improve the recreational adjustment facilities in the scenic spot and improve the comfort of the tourist environment

### **8.1.5 Kaifeng House**

- (1) Improve infrastructure and provide a resting place for tourists
- (2) Enriching the scenic content and extending the stay of tourists

### **8.1.6 Tianbo Yang House**

- (1) Unify the style of scenic spots and improve infrastructure
- (2) Develop a diversified product system and tell the story of Yang soldiers

### **8.1.7 Bao Gong Temple**

- (1) Rich tour guide/commentary system
- (2) Enhance the interactive nature of scenic spots

### **8.1.8 Longting Park**

- (1) Enhance the viewability of scenic spots and improve the tour guide/interpretation system
- (2) Focus on the development of a product's cultural connotation and seek for differentiated development

## **8.2 Summary and Suggestions for Sustainable Development of Kaifeng Tourism**

The overall development of Kaifeng tourism is improving. After the establishment of the Culture, Radio, Television and Tourism Bureau, the Kaifeng model, which integrates

cultural protection and tourism development, has developed well. The tourism development of the ancient cultural capital has certain reference significance. At the same time, as a theme park with Chinese traditional culture as its core product connotation, Kaifeng's Qingming Shanghe Garden provides a reference for the development of local theme parks in China with its good operating conditions and considerable development prospects. However, the problems of insufficient tourism attraction and homogenization still exist. Therefore, the following suggestions are proposed: (1) Strengthening domestic and regional market strategy research; (2) Promoting the integration of tourism in the city; (3) Strengthening urban planning and construction; (4) Enhancing the scenic area management model; (5) Enriching and improving tourism products; (6) Improve tourism complaint channels.