

Interim Feasibility Study Report on the Demonstration Site for Integrated Development of Cultural, Sports and Tourism along the Great Wall of Liaoning

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ABSTRACT

The purpose of this study is to provide solid theoretical support and practical guidelines for the integrated development of cultural and sports tourism along the Great Wall in Liaoning Province. In combination with the local economic development needs and tourism market needs, specific programs such as strengthening the development of cultural resources and improving tourism facilities are proposed. Through the guidance of relevant policies, we will create an atmosphere for the high-quality development of the cultural tourism industry and promote the improvement and upgrading of the cultural tourism industry in the province. It is found that the area along the Great Wall of Liaoning Province has rich historical and cultural resources and natural landscape, and has great potential for tourism development. However, there are still problems such as insufficient development of cultural resources and imperfect tourism facilities in the integrated development of sports and tourism, and corresponding countermeasures need to be taken to solve them.

KEYWORDS

Liaoning; Rural revitalization; Integration of culture, Sports and tourism

Liaoning Great Wall is an important part of the ancient Great Wall of China, and is also one of the world cultural heritage. Along the Great Wall not only carries profound cultural heritage, but also has unique natural scenery, such as Dandong Hushan Great Wall, Jiumen Great Wall, Xingcheng Ancient City, etc., has become a famous tourist attraction, attracting a large number of tourists to visit, providing unique conditions for carrying out diversified and high-quality cultural and tourism integration activities.

In addition, The study links local economic needs with tourism vitality, outlining blueprints for culture-tourism demos. Plans include themed activities & immersive areas, aiming for harmony between heritage & innovation. Showcases Liaoning Great Wall areas' new allure.

Finally, Demo site boosts diverse, personalized sports-tourism products in Liaoning. By tapping local culture, sports & tourism, it crafts appealing, innovative offerings for varied tourists.

I Project status and government development goals

1.1 Project Status

Liaoning Great Wall spans eastern & coastal Liaoning, covering Dandong, Yingkou, etc. It spans 5 eras, traversing 13 cities, 49 districts/counties, 145 towns, 568 villages. Key: vast resources, 1077.7km

total, vital for Great Wall National Park. Spans Jinzhou, Huludao, Dandong, with a "2 zones, 4 areas, multi-points" layout. Zones link NE & North China, facilitating transport & tourism.

Second, profound cultural heritage. The Great Wall is an important military defense project in ancient China, with a long history and rich cultural connotation, and a large number of historical sites and cultural heritages are preserved along the Great Wall. Among them, the Liaoning section of the Great Wall spans the five periods from the Warring States to the Ming Dynasty and is widely distributed in many cities and counties in the province. It has high cultural value and shows rich historical and cultural heritage. Third, tourism resources are abundant. The area along the Great Wall has rich natural landscape and cultural landscape, such as the Jinzhou Great Wall, Huludao Great Wall and other famous scenic spots, attracting a large number of tourists to visit. Fourth, sports facilities are perfect. The construction of sports facilities along the Great Wall is relatively perfect, with a number of sports venues and sports venues, providing good conditions for the development of cultural and sports activities. Fifth, preliminary exploration of the integrated development of sports and tourism. The areas along the Great Wall have begun to explore the mode of integrated development of sports and tourism, and held some cultural festivals, sports events and tourism activities, and achieved certain results.

1.2 Government development objectives

Liaoning's Great Wall National Cultural Park plan aims to speed up construction & protection, setting a benchmark for heritage & ecology. By Apr 2024, 96 key projects received investments: 335m yuan (state), 87.44m yuan (province), 47.38m yuan (cities/counties). 5/8 NDRC-funded projects ready by 2024, rest by 2025. The plan anchors the ambitious vision that by 2035, the Great Wall National Cultural Park (Liaoning section) will be fully completed, which will not only coordinate and integrate the internal regions, but also form a seamless connection with the National Cultural parks of the Great Wall in neighboring provinces, and jointly weave a cultural heritage protection network across the region and through the ancient and modern times. By the end of 2023, it will focus on the five core regions of Dandong, Suizhong, Xingcheng, Jianping and Jinzhou, and strive to make a breakthrough in these key areas, basically complete the construction task, and lay a solid foundation for the overall project. From 2024 to 2025, we will strive to make a leap in overall quality, and comprehensively improve the protection level, cultural connotation and tourism experience of the Great Wall National Cultural Park (Liaoning Section) through refined management and innovative measures. Between 2026 and 2035, looking ahead to the future, the Great Wall National Cultural Park (Liaoning section) will be fully completed, which will not only meet the strict requirements of the Great Wall protection and inheritance system in the new era, but also become an important platform to showcase the long history and culture of Liaoning and even China, promote cultural exchanges and mutual learning of civilizations, and leave precious cultural heritage and spiritual wealth for future generations. The government plan of Liaoning Province for the Great Wall is a comprehensive, systematic and forward-looking plan, which is an important measure to build the Liaoning section of the Great Wall into a cultural tourism destination with important influence and attraction.

2 the existing problems of Liaoning Great Wall demonstration site planning

2.1 Uneven development

First of all, there are differences in the development level of cultural and tourism integration in different sections along the Great Wall of Liaoning. Some areas are more mature, while others lag

behind. In addition, the uneven distribution of cultural and sports tourism resources is not only reflected in the degree of development, but also in the uneven distribution of cultural and sports tourism resources, which makes it difficult for some regions to converge into scale effects, limiting the spread and deepening of brand influence.

2.2 Lack of brand influence

Although Liaoning Great Wall has unique historical and cultural value, its brand influence in the international and domestic markets still needs to be improved. The products and services of cultural and tourism integration still lack unique brand identity and distinctive characteristics, and it is difficult to stand out in the fierce market competition and attract and retain the eyes and footsteps of tourists.

2.3 Insufficient resource integration

In the journey of exploring the deep integration of sports and tourism, Liaoning is faced with the dilemma that the integration of resources is not deep enough. The three sectors of culture, sports and tourism have not yet established an efficient and collaborative industrial chain cooperation model, resulting in low efficiency of resource development and utilization, and some high-quality resources are marginalized, and even face the risk of idle and waste.

2.4 Shortage of professionals

The integrated development of sports and tourism needs the support of interdisciplinary and cross-field professionals, but the talent reserve in Liaoning is relatively insufficient at present. This field calls for interdisciplinary and interdisciplinary talents, and the reserve in Liaoning region is obviously not enough to support its rapid development needs. The lag of the talent training system and the imperfection of the introduction mechanism together constitute the important factors restricting the depth of the integration of sports and tourism.

2.5 Infrastructure and service levels need to be improved

Infrastructure construction in some regions is still lagging behind, especially in key areas such as transportation, accommodation, and catering, which is difficult to meet the growing and diversified needs of modern tourists. At the same time, the uneven level of service also affects the overall experience of tourists, weakening the attractiveness of the Liaoning Great Wall as a tourist destination from a subtle point. Therefore, improving the level of infrastructure and service has become the only way to promote the integration of sports and tourism to a higher level.

3 the solution strategy of Liaoning Great Wall demonstration site planning

3.1 Promote balanced development

We should increase support for the relatively backward areas, and promote the integrated development of culture, sports and tourism through policy guidance and capital investment. Encourage and support all regions to develop cultural and tourism products and services with local characteristics in accordance with their own resource endowments and market needs. Through the careful layout of two stages, it aims to promote the steady progress of the comprehensive regional development of the Great Wall of Liaoning.

Two-stage plan boosts Liaoning Great Wall region's development. 2024-2029: Focus on foundations - resource integration, industrial upgrades, infra boost, talent strategy. Deepen culture-sports-tourism fusion, tech-driven efficiency, poverty alleviation, brand building.

Pre-2035: Build on solid foundation to unleash resource potential, enrich culture-sports tourism, boost brand & global impact. Prioritize sustainable development, eco-protection, boost regional prosperity, improve livelihoods for a harmonious future.

3.2 Improve resource integration and brand building

Establish a unified cultural and sports tourism resource management platform, integrate cultural, sports and tourism resources along the Great Wall of Liaoning Province, and form an efficient and collaborative industrial chain cooperation model.

Strengthen local brand construction, create a distinctive and influential sports and tourism brand, and enhance the visibility and reputation of Liaoning Great Wall in domestic and foreign markets.

Liaoning Govt should pursue co-ops with regions/countries, signing agreements & mechanisms to boost sports-tourism integration. Share resources like events & products; exchange tech, learning from successes. Explore "Internet+tourism", smart tourism, IP creation, fusing tech & creativity for competitive products. Develop cross-regional/border routes, linking Liaoning Great Wall with neighbors' resources, for a stronger brand.

3.3 Continuous publicity and promotion

Boost publicity of Great Wall sports-tourism demo site via media. Hold cultural, sports events to draw visitors. Integrate cultures, sports, tourism for economic gains. Excavate local culture, create products. Boost sports innovation, hold top events. Raise tourism value, improve services. Spur region's socio-economic growth.

3.4 Strengthen personnel training and introduction

Establish a sound talent training and introduction mechanism to attract and retain more outstanding talents to contribute to the integrated development of sports and tourism along the Great Wall of Liaoning. Strengthen cooperation with universities, scientific research institutions, etc., and jointly train interdisciplinary and cross-field professionals.

A special fund has been set up for the cultivation and introduction of talents, especially in the fields of cultural heritage protection, sports event organization, tourism product development, etc., to train a group of high-quality professionals, providing a solid talent guarantee for the integrated development of sports and tourism.

3.5 Improving infrastructure and service levels

Boost infrastructure investment, improve travel, lodging, dining for better tourist experiences. Train staff to raise service levels, offering intimate care.

Regions by Liaoning Great Wall grasp cultural-sports tourism's economic boost. Increase funding for roads, comms, lodging to ensure seamless travel. Prioritize service quality in Great Wall tourism zones. Enhance environment, eco-protection for clean visits.

Boost staff training, professionalism for top-tier service. Improve facilities like centers, multilingual guides. Raise tourist satisfaction & loyalty for memorable Liaoning Great Wall visits.

4 Conclusion

The project studies the Great Wall of Liaoning for sports-tourism integration. Strategies are proposed for cultural-sports tourism integration, leveraging rich history, culture, & nature. Identified gaps: weak branding, inadequate resource integration, talent shortage. Boosts local economy & tourism by enhancing resources, branding, talent, infrastructure, & services. Gov't-led, socially-driven plan fosters cultural heritage, sports, & tourism synergy. Implementation widens prospects, fueling regional growth.

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