

Investigation and Analysis of Tourism Resources in Changzhou

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Abstract: Nowadays, China's tourism industry is developing continuously, and the tourism resources in the Yangtze River Delta region are particularly rich and the development are very rapid. Among them, the tourism industry in Jiangsu, Zhejiang and Shanghai is mature, and the tourism economy develops at a relatively high level. The Yangtze River Delta region provides a rich source of tourists for Changzhou, especially tourists from Shanghai, Nanjing and other cities may also visit Changzhou. Nanjing, as a famous tourist city, has many famous tourist resources, such as Confucius Temple, Sun Yat-sen Mausoleum, Presidential Palace and other attractions are well known to everyone. However, as a second-tier city, Changzhou's tourism development is still slow compared to the first-tier cities like Nanjing. This paper will start from the current situation of Changzhou's tourism resources, comprehensively analyzing the main problems existing in Changzhou's tourism resources. And on this basis, the main plan of tourism resources development is put forward.

Keywords: Changzhou; Tourism Resources; Problems; Development Plan.

1. INTRODUCTION

Changzhou has a long history with more than 3,200 years. It is located in the southern part of Jiangsu Province and forms the metropolitan area with Suzhou and Wuxi. It was once known as Longcheng, Yanling and so on. It was renamed Changzhou only in the ninth year of Sui Dynasty. The Yangtze River Civilization and Wu Culture came into being here. Changzhou is located in the southern part of Jiangsu Province, in the lower reaches of the Yangtze River, and has a northern subtropical oceanic climate. The climate is rich in rainfall and sunny, providing mild and humid weather for the people of Changzhou. The landform of Changzhou belongs to the sand plain. Tianmu Mountain is located in the south, Maoshan is in the west, Ningzhen Mountain is in the north, and the plain is in the middle and east. Changzhou has an advantageous geographical location, and its traffic conditions are also very convenient. Changzhou is adjacent to the Yangtze River in the north and Taihu Lake in the south. It has National Highway 312, Shanghai-Nanjing Expressway, Beijing-Hangzhou Grand Canal, etc. These convenient transportation conditions provide a very convenient life for the people of Changzhou. The cities located in the Yangtze River Delta have unique Jiangnan characteristics, modern science and technology and profound cultural heritage. Based on this, the tourism industry in the Yangtze River Delta cities is increasingly developed. Although Changzhou has such superior conditions, compared with the nearby developed cities, there are still many defects and deficiencies in, resulting in the slow development of tourism. The main problems are the low popularity of the city, strong homogeneity of tourism resources, less exploration of cultural connotations of scenic spots, poor service quality of scenic spots, and less development of overseas tourist source markets. In response to these problems, this paper puts forward the following development plans: cultivating tourism highlights and changing marketing models, developing cultural connotations and strengthening product development, improving service facilities and insisting on promoting tourism through science and technology, strengthening regional cooperation and developing overseas tourist sources [1].

2. CURRENT SITUATION OF TOURISM RESOURCES IN CHANGZHOU

2.1 The famous tourist attractions in Changzhou

Changzhou's famous tourist attractions include China Dinosaur Park, Joy Land, Yancheng Spring and Autumn Paradise, Tianning Temple, Tianmu Lake, Maoshan and so on.

Changzhou Dinosaur Park is a national 5A-level tourist attraction. There are countless dinosaur models in the park, as well as waterfalls, lakes, forests, caves. The scene reproduces the unique living environment of dinosaurs in the Cretaceous period, bringing tourists a different experience. There are also theme stores and performances in the park, which can provide tourists with popular knowledge of dinosaurs, which is especially suitable for parent-child travel [2].

Joy Land is located in the Taihu Bay Tourist Resort. It is an international animation and game experience park integrating entertainment, leisure and exhibition. It brings people the interaction and experience of modern digital culture, especially loved by young people. Teenagers seem to be in a high-tech activity center and experience high-tech technology.

The theme of Yancheng Spring and Autumn Paradise is the Spring and Autumn Period, which is drawn from the political, military, economic, cultural and other backgrounds of the Spring and Autumn Period. There are sculpture buildings in the background of Spring and Autumn Culture, as well as many interactive performances and exciting entertainment items. The park adopts modern high-tech technology to lead tourists to experience the culture of the Spring and Autumn Period and the Warring States Period, which drives the enthusiasm of tourists and is very suitable for parent-child travel.

Changzhou Tianning Temple has a history of more than 1,300 years and is a key protected temple in China. In Tianning Temple, the towering pagoda and the mysterious Buddha are all breathtaking for tourists. Spacious hall, huge Buddha, huge bell, huge drum, and huge tripod are the five characteristics of Tianning Temple [3]. It has gathered many Buddhist scholars, which is known as the first jungle in the southeast of China.

Tianmu Lake is located in Changzhou, Jiangsu, and is known as the “Pearl of the South of the Yangtze River”. The lake is crystal clear and surrounded by mountains. There are countless fields and scattered tea gardens there, as if you are in a picture of beautiful pastoral scenery.

Maoshan is a famous Taoist mountain in Jiangsu Province, which is called the first blessed land and the eighth cave. Oriental Salt Lake City is the core tourism project at the foot of Maoshan Mountain. It integrates the six unique cultures of Maoshan mountains including water, salt, tea, medicine and spring. The architecture of the entire scenic spot is in the style of the Wei, Jin, Southern and Northern Dynasties, full of the ancient charm of the oriental market. Oriental Salt Lake City has created a new tourism and health care model based on its unique Taoist culture and characteristic landscapes, attracting countless tourists.

2.2 Advantages of the development of tourism resources in Changzhou

Changzhou has superior natural conditions. It is full of sunshine and rainfall all year round, providing mild and humid weather for the citizens of Changzhou. Changzhou is rich in water resources, and surface water mainly comes from the Yangtze River, Taihu Lake and the Grand Canal [4].

Changzhou has many scenic spots and historical sites. There are Tianning Temple, Wenbi Pagoda, Yancheng Ruins, Sanxing Village, Neolithic site, Qu Qiubai Memorial Hall, Yun Daiying Memorial Hall, Zhang Tailei’s former residence, etc. These Places of historic interest are precious treasures left to us by our ancestors and attract thousands of tourists. Changzhou has a long history, profound culture and lots of celebrities. It has witnessed the development of human settlements in southeastern China and is the epitome of this era. Changzhou is located at the intersection of Wu, Chu and Yue. Since the Western Jin Dynasty, Changzhou has always been an important political, economic and cultural gathering place in the Jiangnan region. Changzhou integrates the cultures of Wu, Chu and Yue, and is one of the birthplaces of Wu culture.

Changzhou has a well-developed transportation network and has been an important transportation hub in history. There is a BRT rapid bus system in the urban area, which realizes the urban development goals of cultural tourism city and ecological city. Shanghai-Nanjing Railway, Shanghai-Nanjing Expressway, National Highway 312, Provincial Highway 104, and the Beijing-Hangzhou Grand Canal crisscross the city. At the same time, Changzhou has also been strengthening the development of the subway. At present, Line 1 has been opened to traffic, and other lines are also under construction [5]. The life of citizens in Changzhou has become more convenient.

Changzhou has a developed economy. Changzhou’s leading industries are manufacturing and clothing, mainly agricultural machinery, power transmission and transformation equipment, automobiles and accessories, and textiles. These leading industries have driven the development of other emerging industries, such as electronic information industry and biomedical industry.

3. THE MAIN PROBLEMS OF TOURISM IN CHANGZHOU

3.1 Changzhou is not well known as a city

In history, Changzhou was known as Yanling and Lanling, and it was also known as Dragon City. Nanjing, Suzhou, Wuxi, Hangzhou, etc. are also famous tourist and cultural cities in the Yangtze River Delta region. But Changzhou’s influence and tourist attraction are significantly lower than those of these cities. Nanjing, Suzhou, Wuxi, Hangzhou are also famous tourist and cultural cities in the Yangtze River Delta region. But Changzhou’s influence and tourist attraction are significantly lower than those of these cities. Changzhou’s tourism resources may still have a certain reputation in the Yangtze River Delta region, but its tourism attraction is relatively weaker than that of other parts of China and even overseas [6]. The main reason is that the city’s publicity investment is insufficient, and the internationalization of tourism enterprises is not enough, resulting in the stagnation of Changzhou’s tourism industry. The low popularity of the city is undoubtedly a huge obstacle to the development of tourism in Changzhou.

3.2 Strong homogeneity of tourism resources

Compared with other famous tourist cities, Changzhou is still relatively backward in the development of nationally-known historical sites and natural landscapes. At present, Changzhou’s tourism resources mainly include theme parks, religious temples and natural landscapes. Another example is the Yancheng Spring and Autumn Amusement Park in Changzhou, developed with Yancheng culture as the starting point, and its popularity still cannot surpass Suzhou Amusement Park [7]. Changzhou lacks tourism resources with outstanding characteristics, so it cannot compete with other famous historical and cultural cities.

3.3 Little historical and cultural connotation

As a famous historical and cultural city, Changzhou has a profound heritage. Dragon culture, Yancheng culture, religious culture and celebrity culture are closely related to Changzhou. Changzhou has many historical sites about dragon, but few people know about them. The Spring and Autumn Yancheng Ruins are the most well-preserved and the most special architectural form of the Spring and Autumn Ground City Ruins in China, but tourists at home and abroad know very little about it. These various tourism and cultural resources have laid a solid historical and cultural foundation for the development of Changzhou's tourism. However, the development of tourism resources in Changzhou has been placed too much on theme parks, thus ignoring the development and inheritance of these traditional cultures, which directly reflects the unfairness of tourism resources in Changzhou. Cultural tourism has a place in the future development of tourism. Tourists can gain an in-depth experience of tourism from cultural tourism, rather than fancy tourism [8]. To truly establish the core competitiveness of the tourism industry, it is necessary to attract and move people through culture.

3.4 Poor service quality of tourist attractions

The concept of tourist attraction service is to provide services for tourists by the facilities, products, labor and environment of tourist attractions, so tourists can obtain the material and psychological satisfaction they need. The service quality of tourist attractions is an important point to measure the comprehensive competitiveness of a scenic spot. With the development of society, people's living standards are improving day by day, and the requirements for entertainment and leisure are also gradually increasing. The service quality of tourist attractions includes transportation, ticketing, information, explanation, supporting facilities, environment, sanitation, safety, service attitude of service personnel and the efficiency of handling complaints in tourist attractions. Tourist attractions services include both tangible and intangible services. Tangible services refer to the hardware equipment in tourist attractions, that is, scenic facilities and tourism commodities. Intangible services refer to the software facilities of tourist attractions, that is, the environment of the scenic spots and the services of the staff. They complement each other and are indispensable. At present, as far as the service quality of each tourist attraction in Changzhou is concerned, the overall service quality is poor. In terms of hardware facilities, the facilities and equipment in the scenic spot are outdated, and there is no regular maintenance and care. The requirements of public health facilities are not up to standard and cannot meet the needs of customers. The description of the scenic spot's instructions and services is not clear, and tourists often get lost in the scenic spot. As far as software facilities are concerned, the management of tour groups is chaotic and tourists are charged arbitrarily. The information on tourist attractions is incomplete, the integrity of tourism practitioners is lacking, and the supervision of tourism enterprises is insufficient. The reasons for the poor service quality of Changzhou scenic spots are as follows. If these hardware and software facilities are resolved, I believe that Changzhou's tourism industry will develop to a certain extent.

3.5 Less market development of overseas tourists

For now, China is already the world's largest domestic tourism market. According to the World Tourism Organization, China will become the first country to receive tourism in the world in 2023, and the number of overseas tourists will reach 137.1 million, accounting for 8.6% of the world's total. Nowadays, with the rapid development of the tourism industry, the level of tourism facilities and services in China has been continuously enhanced. The development of the tourism industry has begun to truly enter the globalization, and the overseas tourist source market has continued to expand. Compared with other famous tourist cities in Jiangsu, Changzhou has relatively few inbound tourists. The main reasons for this are the low level of internationalization of tourism in Changzhou, the lack of attractiveness of tourism resources, and the lack of capital and human investment in the development of overseas tourist source markets.

4. THE MAIN PLANS FOR THE DEVELOPMENT OF TOURISM RESOURCES IN CHANGZHOU

4.1 Cultivate tourism highlights and change marketing models

In the Yangtze River Delta region, Changzhou's tourism resources lack characteristics and have no prominent highlights, and are highly homogenous with the tourism resources of surrounding cities. Under the condition that there is no development advantage, in order to develop tourism resources, Changzhou can choose differentiated development. On the road of differentiated development, Changzhou should transform the mode of amusement park tourism into urban tourism, focusing on business tourism and vacation tourism. Changzhou tourism should take this project as a new development goal, vigorously promoting the commercialization and leisure of urban functions, and continuously improve the city's popularity. For example, Changzhou can connect with some regional conferences and exhibitions, and vigorously develop business tourism in the city. It should improve the development of tourism commodities and the construction of tourism and shopping places. On the basis of the existing shopping malls, large-scale tourist shopping malls will be developed and constructed, and shopping and leisure tourism will be vigorously developed.

4.2 Develop cultural connotation and strengthen product development

As a famous historical and cultural city, Changzhou has rich cultural resources, including dragon culture, Yancheng culture and religious culture. To develop the cultural connotation of the city and strengthen the development and protection of Changzhou's resources is the top priority of Changzhou's tourism development. Relevant government departments should protect Changzhou's cultural tourism resources, build key cultural attractions, and develop new cultural tourism products. First of all, we should strengthen the development of intangible cultural heritage dominated by dragon culture, and establish the image of the Millennium Dragon City. Secondly, the cultural relics of Yancheng should be fully excavated and the brand of Yancheng should be actively built. Finally, the religious and cultural tourism products should be vigorously developed with Tianning Temple, Qingliang Temple and Baolin Temple as the center. While developing the cultural connotation, it is also necessary to strengthen the development of corresponding products. We can fully excavate historical sites and famous customs, and then integrate them into food, entertainment, and commerce industry. It can enhance the cultural added value of products and create tourism products with strong market competitiveness. To make tourism products more attractive and bring huge economic and social benefits to tourism destinations by integrating cultural concepts into the development of tourism products.

4.3 Improve service facilities and insist on developing tourism through science and technology

The tourist attractions should further improve service facilities, implementing refined services, and create an image of high-quality tourism services. The staff of all scenic spots must adhere to the tourist-oriented concept. On this basis, it should strengthen the construction of integrity management system, talent training system, service quality assurance system, and comprehensively improve the tourism industry. Technicalization is an inevitable trend of contemporary social development. The tourism industry should also follow the trend, insisting on promoting tourism through science and technology, adopting modern information technology, integrating the latest technology into the tourism industry, using high-tech technology to meet the needs of tourists, and strengthen the attractiveness of tourism resources. Major tourism companies should also immediately vigorously develop tourism e-commerce platforms, and ultimately realize online transactions. At the same time, it provides after-sales service, grasping the needs of tourists in a timely manner, and rectifies the shortcomings of tourism products.

4.4 Strengthen regional cooperation and develop overseas customer sources

The development of tourism resources in Changzhou should take the strategic road of concerted efforts and sustainable development. Relying on the leadership of the government, making effect to mobilize the enthusiasm of all sectors of society to invest in tourism, and at the same time make tourism resources publicized. Changzhou should strengthen cooperation with surrounding cities, making effort to learn from each other and develop together. To expand the tourism market through this method, creating a parallel tourism trend, and promote the substantial increasing number of tourists and the rapid development of tourism. To launch "Paradise Tour" by combining Changzhou Yancheng Spring and Autumn Amusement Park and Suzhou Amusement Park. The "Memorial tour" will be launched by combining Qu Qiubai and Yun Daiying Memorial Hall in Changzhou, Zhang Tailei's former residence and Sun Yat-sen's mausoleum in Nanjing. The "Religious Tour" was launched by connecting Tianning Temple and Qingliang Temple in Changzhou with Jiming Temple and Da Bao'en Temple in Nanjing. These methods integrate Changzhou's tourism resources with those of surrounding cities well, realizing the sharing of regional resources and markets, driving individuals as a whole, enhancing the city's popularity, and promote the development of Changzhou's tourism industry. Changzhou's tourism market is relatively limited, mainly concentrated in the Yangtze River Delta region. For the further development of Changzhou's tourism industry, the top priority is to develop the overseas tourist market. Relevant departments should increase the promotion of tourism resources, continuously improving the attractiveness of tourism products, and gradually extend the tourism market from the Yangtze River Delta region to the Pearl River Delta region and even abroad.

5. CONCLUSION

Changzhou has a developed economy, rich tourism resources and profound cultural heritage, but the tourism industry is still stagnant, and its influence is far less than that of Suzhou, Shanghai, Nanjing and other cities. A city's tourism is often closely related to its city's popularity. In the metropolitan area, Changzhou is the city with the weakest urban influence, which directly affects the development of Changzhou's tourism industry. Changzhou focuses on the development of tourism resources on theme parks, which are too similar to the tourism resources of surrounding cities, lacking of differences, and cannot meet the needs of tourists. At the same time, the poor service quality of tourist attractions and the low degree of emphasis on overseas tourist source development have led to slow growth in the number of tourists. In the future, Changzhou should transform its tourism development model into business tourism and vacation tourism, and make full use of city's functions. Changzhou should invest more capital and manpower in the excavation of cultural heritage and carry forward the urban culture. In terms of service facilities, Changzhou should follow the pace of social development, integrating technology into it, and continuously improve it. Government support is the fundamental guarantee for the development of Changzhou's tourism industry. Taking the government as the leading role, strengthening regional cooperation, and take the road of coordinated development. At the same time, it will expand overseas tourist sources and the tourism market. Only in this way can Changzhou's tourism industry flourish.

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