

Research on the development of marine cultural tourism products in Beihai city of China

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Keywords: Marine culture, Tourism products, Overall planning

Abstract: With the development of national tourism and integration of cultural tourism, the tourism industry in Beihai, China is also constantly improving its development plan. It has not only carried out the sprint construction of 5A scenic spots in key scenic spots, but also launched a series of projects for the construction of global tourism demonstration areas. Moreover, it pursues the integrated development of culture and tourism with high-level integration and high-quality development. In addition, with rich marine natural and cultural resources, Beihai city of China can dig its own representative marine culture in the future, constantly innovate and enrich the types and connotation of marine cultural tourism products, and promote the sustainable development of the tourism industry. By analyzing the current situation of marine cultural tourism resources and the development of marine cultural tourism products in Beihai, China, this paper summarizes the problems, and finally puts forward feasible suggestions for the development of marine cultural tourism products in Beihai, China.

1. Introduction

In recent years, Beihai City, China, has been actively responding to the development requirements of national tourism and the integration of culture and tourism, summarizing the deficiencies in the development of tourism, and formulating new development plans according to local conditions, but more importantly, improving from the aspect of infrastructure. However, the mining of local marine cultural connotation is not deep enough, which makes the development of marine cultural tourism products single and unable to reflect the cultural connotation. Starting from the unique marine resources in Beihai, China, this paper analyzes the existing resource conditions and development status, and then puts forward reasonable suggestions on the development of marine cultural tourism products in Beihai, China.

1.1. Concept of marine culture

Marine culture is the product of human activities related to the ocean ^[1]. The products of marine culture are diversified, including the products of spiritual level, such as human ideas and so on; Physical level, such as natural marine resources; There are also people's usual production and life styles and habits.

1.2. Research background

1.2.1. Current situation of global tourism in Beihai, China

In 2015, the state formulated a strategic plan for the development of global tourism all over the country and quantified the work ^[2]. In 2016, Beihai was selected as one of the first batch of national global tourism demonstration areas, and began to explore a more perfect development path.

1.2.2. Current situation of the integration of culture and tourism industry in Beihai, China

How to make tourism more "hot spots" depends on culture. In recent years, Beihai City, China, under the background of cultural and tourism industry integration, has continuously created

experience projects of cultural and tourism industry integration, such as sports events, cultural and Expo tourism art activity week and so on ^[3]. It not only meets people's spiritual and cultural needs for tourism, but also promotes its tourism to develop towards a high level and high quality.

2. Current situation of marine cultural tourism products in Beihai, China

Beihai marine culture has absorbed other foreign cultures and developed continuously, thus cultivating diversified marine cultures such as maritime Silk Road culture, DanJia culture, Nanzhu culture, Kaihai culture, shell carving culture, old street culture and modern western architecture ^[4]. Beihai enjoys the advantages of both geographical environment and resources in developing tourism. The specific development of marine cultural tourism products is as follows.

2.1. In terms of tourism product development

Focus on the development of sports competition products and coastal leisure products ^[5]. Among them, one belt, one road, the other is the 2020 national kite board championship, the "one belt and one road" theme international sailing competition, beach soccer match and so on. Coastal leisure products include silver beach vacation, luxury cruise ship, marine sightseeing, two-day tour of Weizhou Island, etc.

2.2. In the development of tourist souvenirs

Taking the local representative marine animal Zhaocai crab as the prototype and a series of elements extracted from it, we designed daily necessities (glasses, bracelets, rings, etc.), decorations (pillows, dolls, key chains, etc.), which are dazzling ^[6].

2.3. The establishment of cultural and creative stores and gift shops

Cultural and creative stores: according to the actual investigation, there is only one formal and nominal brand cultural and creative store - lancai crab, which is located in Yintan and is still in the state of "closure". Two additional stores were added in 2019, respectively located in Haicheng old street and Golden Bay Mangrove Forest view; Then there is the hand gift shop. The well-known local hand gift shops mainly sell seafood products and rarely add Beihai characteristic souvenirs. In addition, the local aquatic market has gathered more than 100 individual seafood stores. The variety and quality of seafood products sold by them have brought great competitive pressure to these scattered gift shops. Generally speaking, these cultural and creative shops and gift shops are mostly self-supporting, with various names and no scale; Those with large-scale and official brands are not famous.

3. Problems in the development of marine cultural tourism products in Beihai, China

3.1. Single product and lack of regional characteristics

First, in the development of marine culture tourism line products, the deep connotation of local marine culture is not excavated enough and the competitiveness is weak. Compared with the products of well-known coastal tourism cities, the development types of local marine cultural tourism products in Beihai are monotonous, and more development efforts are focused on sports products, leisure and sightseeing products. Moreover, the rich marine cultural characteristics and connotation are superficial, which can easily be replaced by the products of other coastal tourism cities.

Second, the development of cultural and creative products for marine cultural tourism is of average quality, and the type of cultural and creative products is single, the degree of cultural expression is low, which is not attractive to tourists. More attention is paid to the sales and operation of local seafood (dried seafood and pearls), but the quality is not guaranteed. There are only one or two chain stores, and the popularity and scale are small, more are their own stalls and vendors, which attract tourists with lower prices.

3.2. Lack of overall planning

The development of marine cultural tourism products in Beihai, China, lacks unified development planning from route products to cultural and creative products, lacks a complete system (or no main product brand guidance), lacks the development of regional characteristics, and does not connect the classic scenic spots; Without timely launch and publicity of classic experience projects on the Internet and on-site scenic spots, it is unable to provide convenient services for tourists who come here to start the next scenic spot experience. Without a complete development plan of marine cultural tourism products, the developing will also show the problem of insufficient competitiveness.

3.3. Imperfect product element development

Beihai is a city that depends on the sea and eats the sea. Therefore, in the development of marine cultural tourism products, the earliest focus was on the development of coastal resources. Let alone whether the regional characteristics of marine culture are prominent or not, there are still some problems in the existing marine cultural tourism products: for example, in the aspect of "food". There are few kinds of special snacks; Moreover, the regional combination of snack places is poor, and the distance is too far, so tourists toss back and forth. For example, in the aspect of "entertainment", there are few entertainment activities and places, and the content is single, which can not highlight the characteristics of Beihai.

3.4. Low popularity

Beihai, also known as "Pearl City", is a small coastal city. Although it has the world's first beach, China's youngest volcanic island, Zhuhai old street and other tourist attractions and a history of more than 7000 years, it is not well-known, and the neighboring provinces may know more people; Moreover, the strong popularity of tourism products in surrounding Hainan Province, Yunnan Province and Guangdong Province, coupled with the lack of external publicity channels and small investment of publicity funds in Beihai City, China, it is really difficult to play this "card" well. It is a proposition on how to improve the popularity of local marine cultural tourism products.

4. Suggestions on the development of marine cultural tourism products in Beihai, China

4.1. Deeply tap regional cultural characteristics

4.1.1. Building a positive marine cultural environment

Beihai locals also have a systematic understanding of marine culture. Therefore, in order to cultivate a healthier and more potential tourism culture, Beihai Municipal Government of China can start from its own people, export the diversified marine culture system to every citizen in the city, and make everyone have a systematic understanding of local marine culture through active publicity Clear cognition, so as to give foreign tourists a better experience, rather than facing other people's questions, and the locals know nothing.

4.1.2. Develop traditional folk festivals

For example, Kaihai culture is not necessarily limited to the day when the sea is opened every year. It can also establish independent venues or conduct interactive performances of DanJia life customs (DanJia marriage customs) and cultural activities (saltwater song) in shopping malls, so that tourists can personally participate in and experience regional culture ^[7]. This has also strengthened cultural publicity and expanded popularity.

4.2. Establish a brand development strategy of specialization and innovation

4.2.1. Innovation

Establish a new brand of marine cultural tourism products, and carry out brand positioning and logo design.

4.2.2. Boutique

High quality marine cultural tourism products ^[8]. The design of brand slogan and logo should reflect the spiritual value of Beihai marine culture. With the help of the above marine natural resources and cultural resources, new and different types of experience products can be put forward. Such as "coastal sightseeing + characteristic town" products. Beihai now has DanJia Town, which is the residence of most DanJia people. Since its development, with the help of the rich connotation of DanJia culture, it has applied the elements of Beihai marine culture (waves, fishing boats, etc.) to the appearance and decoration of the town, which makes it full of DanJia customs of marine culture. It also integrates the six elements of tourism and provides a place for tourists to carry out tourism activities. Therefore, we can rely on DanJia Town, natural scenery and DanJia culture (sea work, diet, folk customs, festivals and accommodation) to carry out experience activities.

4.2.3. Characteristic

Retain the original ecological characteristics of marine culture. It can be innovated, but the innovated products can make people think of the marine culture of the North Sea at once.

4.2.4. Brand protection

We should not only apply for patents for brand slogans and logo elements; We should also crack down on violations. Once the violation of private brand is found, dare to use legal means to maintain the brand ^[9].

4.3. Strengthen publicity and multi-channel promotion

4.3.1. Policy guidance

The government should also seek guidance for the tourism industry, actively formulate development plans, learn from the development experience of foreign tourism, and constantly improve its own development ^[10].

4.3.2. Strengthen cross regional cooperation and development

The well-known cities in Guangxi Province are Nanning, Guilin and Liuzhou, and the neighboring well-known provinces are Guangdong and Hainan; We can strengthen the connection of tourism routes inside and outside the province, such as cultural experience special line, sightseeing tourism special line, food experience special line, etc., with the help of the influence of well-known cities, so as to drive the improvement of their own popularity.

4.3.3. Using online platforms

For example, in a series of content, social networking, e-commerce platform (Micro-blog, Tiktok, WeChat, QQ, Taobao, Ctrip, Donkey mother, etc.) put the corresponding product content, so that customers can get product information.

5. Conclusion

Beihai City, China is rich in marine natural resources and diversified marine cultural resources. However, from the perspective of development, the mining of marine cultural characteristics in the development of marine cultural tourism products is not deep enough, with single products, few high-quality products, lack of overall guidance of representative brands and lack of promotion of Tourism popularity; In the future, the development of marine cultural tourism products in Beihai, China should focus on the full excavation and creative development of the connotation of local marine culture, but do not lose the characteristics of the original ecology of marine culture, establish an overall brand of marine cultural tourism products, accurately locate the marine cultural tourism in Beihai, China, extract marine cultural elements, and put the brand into food, housing In the overall development of travel, tourism, shopping and entertainment, a complete development industrial chain will be formed, so as to promote the economic development of tourism and linkage

industries in Beihai City, China. In addition, we should also pay attention to the protection of natural marine resources and ecological environment to provide resource guarantee for our own development. In addition, in recent years, China's Beihai Municipal government has increased project investment and planning in the tourism industry of Beihai, China, which will add impetus to the development of marine cultural tourism products in Beihai, China towards quality, characteristics and diversification.

Acknowledgements

This research was supported by the Innovation and entrepreneurship development fund project of Tourism College of Changchun University in 2020 (Grant Nos. 17, Student 03)

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