

**The investigation on the resource**  
of cultural tourism in shanghai and its neighbor regions  
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*(Fang's Whole Paper)*

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The investigation of cultural tourism resource discussed in this essay is expanded into three resource circles with Shanghai at the core. Jiangsu and Zhejiang province are included in the inner circle; the middle one involves Anhui and Jiangxi provinces; the outer one refers to busan in korea and Fukuoka in Japan which lie in north-east Asia and close to shanghai .of course, these circles are analogical division intended for the logic of my discussion ,and is not very exact. Now, I will elaborate my view in this consecution.

***1. The general situation of cultural tourism resource in shanghai and the neighbor regions***

**Shanghai**

In the ancient time, sung kiang culture, qijiadun culture and fuquan mountain culture flourished in this area, history also left a large amount of cultural relic such as yufo temple, longhua temple, zhujiajiao village, yuyuan garden.

In the modern times , there were once a mass of revolutionists and cultural celebrities in shanghai , which includes Sun Yat-sen ,Song Qinglin,Mao Zedong, Zhou enlai, Luxun. Today we can visit their former resident. The constructions of variegated western architectures in the bund are the reflection of various countries' cultural characters.

Since the implement of reform and opening policy, Shanghai has been changing everyday in the past 20 years. Nan Pu bridge , Yang Pu bridge ,The Oriental Pearl Radio and Television Tower adorn the huangpu river, downtown landscape is beautified by those newly builed artistic architecture such as Shanghai Museum ,Shanghai Grand Theater ,City Planning Exhibition

Center, Shanghai Science and Technology City, Shanghai Automobile City, Ocean Aquarium. Nanjing Road, Huaihai Road, Xujiahui, Sichuan Road, Yuyuan Gardens and Bazaar, Yunnan Road, Hengshan Road are the best places for tourists to do shopping and entertain themselves.

### **Jiangsu**

Jiangsu, one of China's seven key tourism provinces, is abundant in both natural scenery and cultural landscape. It's especially famous for many well-known historic and cultural cities announced by the state, which includes Nanjing, Suzhou, Yangzhou, Zhengjiang, Huai'an, Xuzhou, Changshu.

A 2500-year-old history has left Suzhou many attractive scenic spots and historical sites. The elegant and classical gardens, the old-fashioned houses and delicate bridges hanging over, the flowing water in the drizzling rain, the beautiful lakes with undulating hills in lush green, thus Suzhou is called as Venice of Orient, for its eternal and poetic charm.

Nanjing, Dr. Sun Yat-Sen's Mausoleum, the Ming Tomb, the King Palace of Taiping Heavenly Kingdom, the ancient city wall of Nanjing, the stone carvings of Southern Tang Dynasty, Pagoda for Buddhist Relics, the Tombs of Southern Tang Emperors, the Rain Flower Terrace, the Mural Painting in Tangzi Street are the main scenic spots and historical sites. The Eastern Suburbs Scenic Area, the Qixia Mountain, the Xuanwu Lake, the Mochou Lake, the Qinhuai River Scenic Belt are well-known far and near. Among them, Dr. Sun Yat-Sen's Mausoleum and the Qinhuai River Scenic Belt are two of the 40 best tourist scenic spots in China.

### **Zhejiang**

Zhejiang is well known throughout China for its wealth of tourist sites. It has the largest number of state-level scenic spots in the country---11 in all. They are the West Lake, Fuchun River, Xin'an River, the Thousand-islet Lake (these last three count as one area), Mount Yandang, Nanxijiagn River, Mount Putuo, the Shengsi Islands, Mount Tiantai, Mount Mogan, Mount Xuedou, Shuanglong Cave and Mount Xiaodu.

In addition, there are 35 province-level scenic spots, as well as the state-level tourism and vacation area of Zhejiang in Hangzhou and eight province-level tourism and vacation areas of Xianghu Lake in Xianshan, Qujiang River in Wenzhou and Mount Kuaiji in Shaoxing.

Cultural landscapes reflect with these natural view from the ancientry, Buddhism has thrived here, Mount Putuo, one of the four most famous Buddhism mountain, Tiantaiguqing Temple and Tiantong Temple in Ningbo are located in Zhejiang. To the east of Hang Zhou are several sites of historical and cultural interest, including the 7000-year-old Hemudu Culture relics, the ancient city of Shaoxing, the calligraphic shrine of the Orchid Pavilion and the Tianyi Tower, the oldest library in China.

Trips rich in special flavor are thriving in Zhejiang, such as trips to view the Qiantang River Tidal Bore, calligraphy, and Qigong (a form of ancient therapeutic exercise). Moreover, Zhejiang will arrange 12 festival activities, including the China International Festival of Viewing Qiantang River Tidal Bore and the Ningbo International Garment Festival.

### **Anhui**

Undoubtedly, Anhui is worth visiting, mountain Huangshan, mountain Jiuhua and mountain Tianzhu are all world-level tourist sites.

Mountain Huangshan, one of the top 10 scenic resorts in China, is best known for its four features: grotesque rocks, twisting pines, cloud seas and the hot spring. In the piedmont of mountain Huangshan lies Shexian ancient village with a history of 2000 years, two crystal clear

rivers snake around the county town surrounded by green hills. The village still preserved numerous dwelling houses from Ming and Qing Dynasties.

Mountain Jiuhua is the country of Buddhism, mountain tianzhu, qiyun and langya are all excellent in their various and beautiful landscape.

Moreover, Anhui is the hometown of Hui ink-sticks and She-ink slabs.

### **Jiangxi**

Jiangxi has a splendid history, the china PLA was born in its capital city Nanchang, China's one special religion Taoism also emanated from mountain jiuhua, a scenic place. Jingdezheng the capital of china lies in Jiangxi as well, and the relic of ancient kiln are preserved in a very good condition. , mountain lushan is a wonderful summer resort, and many relics of cultural celebrities in various period can be visited here ,Poyang lake is the world's biggest paradise for white crane to live in through the cold winter.

Characteristic tourism program in Jiangxi is taken an archaeological tour on china. former residence of cultural celebrities, the revolutionary tradition of CPC and the Taoist pilgrimage will explore your eyes.

### **Busan (Korea)**

As the biggest harbor and the second biggest city in korea, busan has developed quickly in recent years, and due to it's convenient transportation busan has become the economic and cultural communicating center with foreign countries.

The scenic seashore is the pride of busan and also the most attractive resort for visitors. A mass of romantic and novel entertainment facility are settled in the seashore to satisfy the demand of every visitor.

Ancient temple and thermal spring set off by the lush trees add special flavor to this coastal city.

### **Fukuoka (Japan)**

Approach to the Asia continent, Fukuoka is called the "connecting city with Asia". From the ancient, Chinese and Korea cultures flowed into Japan by passing through Fukuoka, thus this city is rich in multi-culture bequest. The disintombed hongluguan proves that Fukuoka had connected with China in culture long before.

History and today harmonize with each other pacifically. the historic village ogura is full of poetic charm. On the other hand, the fukuoka tower ,the "huge egg" ,and hundreds of shopping street that spread all over fukuoka have shown us the stylish aspect of this city.

In addition, eating in Fukuoka is a memorable enjoyment .various kinds of seafood and snack will make the visitors reluctant to leave.

## ***2. The comparison of tourism resource between Shanghai and its neighbor regions***

City/regions	traveling resources	Consuming level	Traveling features	Traveling facilities	Traveling communications	Appreciation
Shanghai	abundantly metropolitan traveling resources	comparatively high	Metro-tourism and business-tourism	basically perfect	convenient	immense potentiality

Zhejiang and Jiangsu province	abundantly traditional and intensive traveling resources in South Part of the Yangtse River	comparatively high	The landscape adorned by the brooks and rivers of South Part of the Yangtse River	basically perfect	convenient	discover new sceneries based on the existed ones
Anhui province	abundantly mountainous traveling resources	moderate	tourist belt of Mountain Huangshan	comparatively perfect	convenient	Can be developed further
Jiangxi province	abundantly mountain and river traveling resources	moderate	province tourist belt of .....	comparatively perfect	convenient	Can be developed further
Busan(South Korean),Fukouka(Japan)	abundantly overseas traveling resources	comparatively high	port-tourism	basically perfect	convenient	

From the comparison chart above, we can conclude that due to the respectively different traveling factors, distinct traveling features of these provinces and cities have brought up distinctive impressions on each tourist. As we mentioned before, hubbed in Shanghai, extended to its peripheral provinces and to Japan and South Korean, 3 big traveling circles will be formed. Shanghai has been developing the metropolitan tourism based on the “metro-scene”, “metro-culture”, “metro-business”, thus 3 small traveling circles have been coming into being: the metropolitan visiting, metropolitan business, metropolitan shopping circle hubbed in People’s square and both banks of Huangpu River; the metropolitan culture circle hubbed in public activity center; the metropolitan outskirt leisure circle hubbed in Chongming Island. Meanwhile, the characteristic architectures of Shanghai are well worth visiting. Compared with Shanghai, the modern metropolitan, its peripheral regions have kept The ancient Wu and Yue Culture of South Part of the Yangtse River. Complemented each other in their traveling resources and charms, the whole regions which ..... are located are considered as similar areas in the tourists’ eyes. At the same time, the distinctive attractions of overseas-traveling are luring Chinese consumers, who are coming to being aware that active rest in holidays gives people more enthusiasm to work. It is statisticed that 22 foreign countries and regions were granted to Chinese citizens until year. In 2020, China will be the fourth tourists supply country in the world.

***The development of Shanghai and its peripheral regions***

In 2001, Shanghai hosted 2,042,600 foreign visitors, 64,690,000 domestic visitors and 17,850,000 own visitors of Shanghai, gaining \$1,825,000,000 and 95,725,000,000 RMB. And the tourism income holds 5.5% GDP of Shanghai’s. Zhejiang province, Jiangsu province and Anhui province respectively hosted 1,831,100 meanwhile, 1,469,000 and 381,000 foreign visitors; hosted 80,749,000, 65,155,000 and 33,676,000 domestic visitors. All the data have proved that Shanghai and its neighbor provinces not only a big outward market, but a idealistic traveling destination.

### ***The holding capacity of Shanghai and its peripheral regions***

By the end of 2001, Shanghai has 300 star-level hotels□50□000 rooms□40 international traveling agencies, and 500 domestic traveling agencies. The tourism in Shanghai has grown into a new industry which is full of power and sustainable development. The traveling facilities of Zhejiang province, Jiangsu province and Anhui province have also been greatly improved : there are 622, 638, 453 star-level hotels respectively, 53,000 , 70,000 , 32,000 rooms respectively.

### ***3. how to maximize the development and make full use of the humane tourism resource in shanghai and its neighbor region***

The tourism resource in a place is static but it also varies all the time. Static refers to the natural scenery (such as rivers, lakes, hills and mountainous regions), historical remains and cultural relics of that place while the variation means the newly built spot, the development and transform of the natural scenery and new development of original spots.

### **One is to find out and comprehend the characteristics of each city, improve the scenery of the city, and then promote/push forward the development of tourism.**

The tourism of a city is a synthesized industry whose fame and ability of competition depends on the fame and the ability of competition of this city own. So all we should do is to create and maintain the good fame and the ability in order to enhance the influence on other cities in china and attract more over-sea tourists.

As an international city with passion and vitality, all kinds of celebrations will be held in each season of the year which have not only local festivals such as the shanghai peach blossom festival, shanghai tourism festival, Longhua temple fair but also some international activities includes shanghai international movie festival, shanghai international tea culture festival, the spring of shanghai music festival. In addition, there are several large-scale international conferences and professional exhibitions, esp. the successful APEC summit and the Fortunes forum held last year made shanghai a modern city of beauty and safety which is admitted by the entire world.

Recently the government in shanghai declared the new goal of making shanghai an international tourism city. According to this target, shanghai will accelerate the speed of breeding up world wild tourism brand and developing city tourism industry, to further the reform of the tourism enterprises and enlarge the internal and external opening will be on progress at the same time. All these method will lead shanghai to a specialized tour destination of international business, shopping, conferences and exhibitions, culture and sports, city tourism and leisure time spent in countryside so as to form the trait who blends city view, city culture and city business together.

### **Two is to build up mature tour route and make tourism more industrialized and larger scale.**

Shanghai tourism basis on the special culture which combines the traditional culture of china, folk culture, world outstanding culture and modern culture together, and that makes the tourism greatly developed. Considering the distinctive superiority in city characteristic and tourism resource, shanghai government clearly positioned shanghai tourism as city tourism in 1997. Shanghai city tourism makes use of the achievements in city economics developing, city construction, city culture, city tech, business, industry, agriculture and the status as a historic culture city so as to form the unique personality judging as a tourism city. At present, shanghai has elementary formed three functional tourism circle of city centre business tour, community tour which goes around the city, outer suburb tour where u can enjoy the idyllic life and leisure time. In order to further the development of the potential tourism capacity in city centre area, many organizations such as

shanghai tourism department, shanghai planning bureau, city planning and design agency, etc., cooperated together to build up the “golden route” alongside the Huangpu river hoping to develop and take use of the last “land of wonder” at a most rational and a largest extent.

For example the Huangpu river who flows across the city will bring the tour function into full play and will intersperse with the bund, the oriental pearl tower, etc. to improve itself as a famous spot just like the victory harbor in HK, Sydney harbor in Australia, and the fisherman’s dock in America. What’s more, the streets and the towns built up in Qing dynasty such as, Zhujiajiao, Songjiang ancient city, Nanxiang ancient town, Anting ancient town, etc. and some private gardens built in Ming dynasty and Qing dynasty are all in the list of protection and development.

The old towns in shanghai should ally with those in neighbor provinces to form a “traditional culture and business tour belt south to the Yangsi river” while unearth the characteristics of each own. The prospect of this belt will be full of lure, for one hand it’s attractive to the northern tourists while the market inner is vital.

**Three is to challenges accompanies the opportunities, the development of tourism should keep up with the time and should snatch at each new chance of increase.**

### **(1) The passion on tour of leisure**

Tourism and leisure changed the structure of the social products. The variety of local custom, folk and climate in every part of china make it exceptionally gifted in leisure tourism. The pursuit of variety and characteristics in travel/tour products shifted the ice, snow, ocean, sunshine and air into commodities. With the hasty living rhythm of modern life, people’s demand for leisure tour keeps on fluctuating upwards.

The tour projects push forward in this spring festival ranges from northern ice world to southern sunny beach, from folk/local snacks in Beijing and Tianjing to natural conditions and customs of provinces south to the Yangzi River, and all these have been the spring festival feasts for tourists. The good outset of spring festival in the lunar year of Horse foreshowed the prospect and strength of china economic development. The leisure tourism is becoming a new way of economic activity and will impel the wheel of economy to go faster and faster.

Leisure tour is the back-force of shanghai city tourism and it is speeding up to form its own “three tour circles” while interacts with the three bigger circles as Jiangsu-Zhejiang provinces, Anhui-Jiangxi provinces and Busan(Korea)-Fukuoka(Japan)

### **(2) calfective oversea tourism**

Oversea tourism has boomed rapidly since 1990 while esp. during 1997 to 2000 in which the average number of the year increased by 30%. According to statistics, the number of Chinese citizen who spent their vocation overseas last year has reached 12,130,000. At present, the confirmed tour detonations includes 22 nations and regions, while the other Chinese who go abroad for business or official business have already left their footprints in almost every corner of the world which is famous for its scenery. Foreign media said that □”the first massive surge in tourism are rising among Chinese people”

China has already been a highlight of the forecast made by international tourism organization five years ago: in the year of 2020, china will be the biggest international tour destination country of the world, the number who receives then will reach 137000,000; 4<sup>th</sup> travel tourist supplying country of the world, the person-time of oversea tour will be a hundred million. Although we don’t have official statistics of the expenditure on oversea tour made by Chinese citizens in hand, from some material offered by overbroad organizations, the average overseas expenditure made by

Chinese people is higher than the level of local countries or regions. Roughly calculated, the total expenditure on overseas tour of Chinese is at least \$20,000,000,000. So more and more countries and regions are now pushing forward a series of services that were especially designed for Chinese tourists.

It has been no more than 20 years since the tourism was regarded as an important industry of China, but its speed of growth which is faster than the GDP by several percentage points made it a new economic increase point and what's more, it pushed forward the development of food, traffic, business, culture, entertainment etc. The entry tour earns foreign currency while domestic tour enhanced the inner demand. The development of overseas tour has improved the national power and widened the open policy and also the behavior of maturity of tourism. And the confidence of Chinese people in future is the background of the impetus to overseas tour.

Shanghai, as the center core of all the circles with Jiangsu and Zhejiang the first circle, Anhui and Jiangxi the second, and Busan (Korea) and Fukuoka (Japan) the third. With all their different and attractive cultures and tourism resources, they can simply supply tourists for each other. The common prosperity of the tourism market is getting closer.

### **(3) Japan-Korea world cup forms new hot spot of tourism**

The 2002 world cup is approaching near while almost all the travel agencies in China have already started to strive for guests even after Chinese team was qualified last year. Except the April tour in Korea, some of the agencies set the special route for the concert held for the world cup at 4/18. The forthcoming worldwide football game makes the Korea tour rapidly calmed, esp. the □ □ Island where the game is to play has been hot since the very beginning of the year.

Seoul will offer the Chinese football fans a series of considerate and meticulous services set in airports, hotels and tour spots. The "festival of Korea culture" from 6/12 to 6/15 will make it possible for both fans and tourists to enjoy the performance from famous Korea singer. Thus it can be seen that when the tourism combines with important international activities esp. sports there will be a road which leads to prosperity. And this is what Shanghai, Busan and Fukuoka should draw on the experience of in later cultural communication.