



## THE IMPACT OF INDUSTRIAL TOURISM ON ECONOMIC MODELS - TRANSFORMATION OF ZHENGZHOU'S ECONOMIC MODEL

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### **Abstract**

Zhengzhou, along with Xi'an, Chengdu, Chongqing and Wuhan, is one of the most important cities in inland China. It is the second largest city in central China, after Wuhan. It is the economic center of the province and the surrounding areas such as southeastern Shanxi and southwestern Shandong. The main purpose of this study is to learn the effect of Zhengzhou industrial tourism on Zhengzhou economic models as well as the deep changing of Zhengzhou's economic model. The result shows that the relationship between industrial tourism and Zhengzhou's economic is significant. The findings can suggest that developing industrial tourism in Zhengzhou influences on Zhengzhou's economy positively.

**Key words:** industrial city, tourist city, economic model, Zhengzhou.

## ВЛИЯНИЕ ПРОМЫШЛЕННОГО ТУРИЗМА НА ЭКОНОМИЧЕСКИЕ МОДЕЛИ - ТРАНСФОРМАЦИЯ ЭКОНОМИЧЕСКОЙ МОДЕЛИ ЧЖЭНЧЖОУ

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### **Аннотация**

Чжэнчжоу, наряду с Сианем, Чэнду, Чунцином и Уханем, является одним из важнейших городов внутреннего Китая. Это второй по величине город в центральном Китае после Уханя. Он является экономическим центром провинции и прилегающих районов, таких как юго-восточная Шаньси и юго-западная Шаньдун. Основной целью данного исследования является изучение влияния промышленного туризма на экономические модели Чжэнчжоу, а также глубокое изменение экономической модели Чжэнчжоу. Результат показывает, что связь между промышленным туризмом и экономикой Чжэнчжоу значительна. Полученные результаты позволяют предположить, что развитие промышленного туризма в Чжэнчжоу положительно влияет на экономику Чжэнчжоу.

**Ключевые слова:** промышленный город, туристический город, экономическая модель, Чжэнчжоу

## SANOAT TURIZMINING IQTISODIY MODELLARGA TA'SIRI - ZHENGZHOU IQTISODIY MODELINI O'ZGARISHI

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## **Anotatsiya**

Zhengzhou, Sian, Chengdu, Chongqing va Wuxan bilan birga, Xitoyning ichki qismidagi eng muhim shaharlardan biridir. Bu markaziy Xitoyning Uxandan keyin ikkinchi yirik shahri. Bu viloyatning iqtisodiy markazi va uning atrofidagi Shansi janubi-sharqiy va Shandunning janubi-g'arbiy qismidir. Ushbu tadqiqotning asosiy maqsadi Zhengzhou sanoat turizmining Zhengzhou iqtisodiy modellariga ta'sirini, shuningdek, Zhengzhou iqtisodiy modelining o'zgarishini o'rganishdir. Natija shuni ko'rsatadiki, sanoat turizmi va Chjenchjou iqtisodiy o'rtasidagi bog'liqlik muhim. Topilmalar Chjenchjouda sanoat turizmining rivojlanishi Chjenchjou iqtisodiyotiga ijobiy ta'sir ko'rsatishini ko'rsatdi.

**Kalit so'zlar:** sanoat shaxar, turistik shaxar, iqtisodiy model, Zhengzhou

## **Introduction**

The current comprehensive development of industrial museum and exhibition hall mode, industrial theme landscape park mode, creative industry park mode, industrial theme residential area mode, industrial theme office area mode and shopping has different functions and characteristics. But most of them are endowed with tourism functions. Because tourism is one of the fastest growing industries in the world today, it has become an indispensable pillar industry in the global economy. As a city with a large population, Zhengzhou also plays an important role in China's economy. With the background of society and times, people's demand for tourism is increasing. In order to meet people's growing demands, at the China Industrial Heritage Protection Forum held in 2006, my country's first programmatic document advocating industrial heritage protection, the Wuxi Proposal, was passed. In May of the same year, the State Administration of Cultural Heritage promulgated the Notice of Industrial Heritage Protection. In the following years, various documents on the guidelines for the protection and utilization of industrial heritage have been issued one after another, providing policy support for revitalizing the stock of industrial land and sustainable urban development.

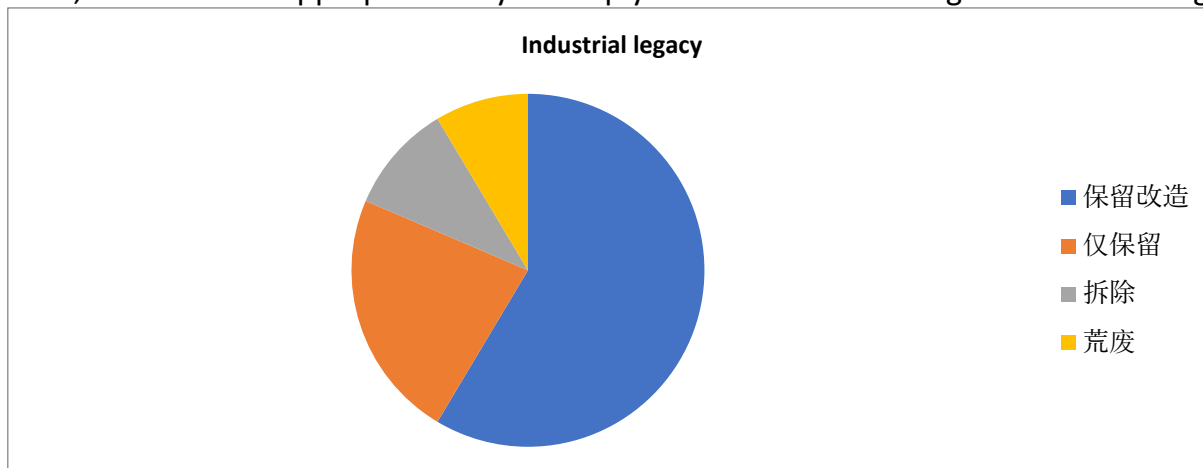
## **The current status of industrial relics in Zhengzhou**

In the 1950s, Zhengzhou was identified as an important national industrial base. In the early stage of development, the industrial projects invested by the state mainly included: cotton spinning factory, cable factory, grinding wheel factory, textile machinery factory, thermal power plant, coal mining machinery factory and other state-owned factories. Since then, it has made important contributions to the national industrial development. By the end of the "First Five-Year Plan" period, the number of industrial enterprises in the city reached 223, but now there are grinding wheel factories, oleochemical factories, thermal power plants, cable factories, and coal mining machinery factories. The national cotton factory has disappeared from people's field of vision in the trend of reform and opening up, and now there are only residential areas.

## **How to transform the existing industrial heritage**

With such rich industrial heritage resources, after the old industrial bases moved out, the factory buildings, office buildings and the railway line specially opened for the industrial age have all witnessed the history of the development of the old industrial bases in Zhengzhou, reflecting the rise and fall of the industry in an era. History not only has high historical significance and commemorative value, but also has the value of re-use. It can be rebuilt and become a new space integrated into modern urban life. Figure (1) There are

different opinions on the existence of industrial heritage resources in the world, but in general, it is the most appropriate way to simply transform the existing industrial heritage.



**Figure (1) Processing method of industrial legacy**

(1) In 1970, the Seattle Gas Plant built a new park on its 8-hectare site. Subsequently, in the late 1990s, the Ruhr Industrial Area was created for a larger scale of industrial heritage conservation and utilization practices. Among them, the industrial culture and industrial relics of the original iron and steel factory area with an area of 230 hectares have been fully explored and utilized, which has injected new vitality into the industrial culture in the region, and has become an international successful typical case of combining creative industries with industrial heritage.

(2) In the 1980s, with the rise and development of tourist attractions such as factories, leisure shopping centers, and large-screen movie theaters in waterfront development zones, the British tourism industry developed from "modernism" to "postmodernism" It was also during this period that British industrial tourism began to develop.

(3) "Harbin Labor Movement History Exhibition Hall" - this small red building transformed from an old factory building and three old structures of Songjiang Electric Machinery Factory reveals the history of the labor movement in Bingcheng. This pavilion celebrates the working class of Harbin, and its design preserves the historical features of the factory buildings of time-honored enterprises. The solid wood door is modeled after the factory door of Harbin Vehicle Factory, and the aluminum-clad wood window is constructed by combining the structure and characteristics of the windows of the old factory buildings such as the bearing factory and the motor factory. On the lawn covered with flowers, a boulder stands in front of the pavilion's door, with two strong and powerful characters "cornerstone" shining in the sunlight. It means that the working class of Harbin is the indestructible cornerstone of our rapidly developing city.

(4) Beijing 798 Creative Park was originally the 718 Joint Factory, a key industrial project with a total area of 1.1 million square meters, built with the aid of the Soviet Union and designed and constructed by East Germany. There are many factories, 798 Factory is one of them. Since 2002, due to the low rent, many artist studios and contemporary art institutions began to gather in 798, gradually forming an art community. This is a model for the transformation of old industrial areas in mainland China, and it is also a correct interpretation of the economic development trend.

#### Literature review

Zhengzhou Industrial Tourism Development Distribution and Status Quo Among the existing industrial legacy in Zhengzhou, the distribution in Figure (2) is relatively scattered. This provides a more powerful development space for Zhengzhou's industrial tourism.

The street	Huashan Road	Jianshe Road	Huiji District	Shakou Road	Second Ring Road
Industrial legacy	Ersha	Zheng coal machine	Good library	Oil factory	Ruiguang Printing

**Figure (2) The street where the industrial legacy of Zhengzhou is located**

According to the research of a large number of scholars, tourism has become an important driving force of economic growth[1], tourism development and macro-economy have a nonlinear time-varying causality[2]. Many factors in the development of tourism industry have a structural influence on economic development, such as cultural capital and other factors[3]. Some scholars even consider that tourism industry has become a strategic pillar industry of economic development[4]. The level of regional economic development [5][6][7] and the development of transportation facilities have multiple positive correlations with the development of tourism industry[5][8]. Due to the development and transformation of the global economy, tourism has become an important part of the economy. Inbound tourism is actually an export behavior, which urges many scholars to study the contribution of tourism to economic growth from the perspective of export-driven, promote tourism operators to enhance their competitiveness and increase labour productivity[9][10].

Ersha is Zhengzhou Ersha Cultural and Creative Park, with a planned total area of 1,600 mu. It was formerly known as China's Grinding Wheel Factory. It is one of the key industrial projects built during the "First Five-Year Plan" period group. The Ersha, which was built at that time, inherited the German Bauhaus architectural style [1]. 67 experts from Germany have lived in Zhengzhou for a long time. The workshop, production process and product quality are all in accordance with East German standards, just like the Ersha Park that Zhengzhou citizens see now factory building [2]. As the largest grinding wheel factory in Asia, the former Ersha has invested a total of 150 million yuan, which is equivalent to the total investment of five domestic cotton factories. After entering the 21st century, the former industrial giants fell into a trough after experiencing high light, leaving only the silent factory buildings, dilapidated windows and the blending and lingering of crawlers! Zhengzhou Ersha Cultural and Creative Park (Phase I) covers an area of about 100 mu with a total construction area of about 57,000 square meters. Taking into account the development and convenience of the surrounding road network and traffic conditions, as well as the density of surrounding residential areas, schools, buildings and populations, the first phase of the entire Cultural and Creative Park is dominated by public leisure and rest spaces for citizens, supplemented by supporting commercial and industrial offices. , forming the main architectural form of the main building, the small and medium Bauhaus, and the north and south annex buildings. Zhengzhou Ersha Cultural and Creative Park will have the second, third and fourth phases of development, which will continue until the end of June 2028. On October 7, 2019, the former site of Zhengzhou No. 2 Grinding Wheel Factory was selected into the eighth batch of national key cultural relics protection units.

Whilst the empirical evidence in favour of the tourism-led growth hypothesis is mounting (see, inter alia, Gunduz and Hatemi 2005; Hye and Khan 2013; Oh 2005; Tang and Tan 2013, 2015; Tosun 1999; and the recent reviews by Brida, Cortes-Jimenez, and Pulina 2014; CastroNuno, Molina-Toucedo, and Pablo-Romero 2013; and Pablo-Romero and Molina 2013), conflicting estimates on the actual magnitude of the positive impact of tourism development on growth make it difficult to discern a conventional wisdom, particularly when broader indicators of economic development are taken into account. For example, Cárdenas-García, SánchezRivero, and Pulido-Fernández (2015) recently examined the distinct relationship between the 'economic growth' resulting from tourism activity and the effect of the latter on a broader 'economic development' construct based on many socio-cultural indicators (including life expectancy, infant mortality rate, adult literacy rate, etc.). Their results, based on a panel of 144 countries over the period 1991-2010, lead them to conclude that tourism-led growth has a positive effect on socio-cultural economic development only in countries with existing high rates of socio-cultural economic development.

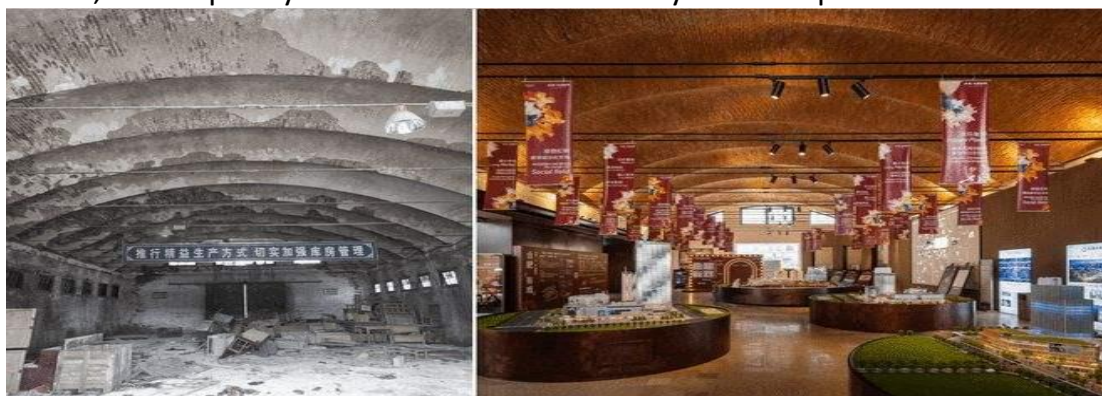
The predecessor of Ruiguang Creative Factory was Ruiguang Printing Factory founded in October 1983. In 2013, in order to enhance the functions of the central city, Zhengzhou City accelerated the organic renovation of 15 districts in the main city and the entire neighborhood of "one river and two banks", and Ruiguang Printing Factory began to relocate production. The upgraded Ruiguang old factory area was renamed Ruiguang Creative Factory. With the guidance of "creativity, entrepreneurship and innovation", it integrates creative design, advertising media, film and television production, painting and calligraphy photography, cloth art packaging, cultural and play collection, cultural training and e-commerce, etc. As a whole, it will attract cultural and creative enterprises to settle in and incubate. Ruiguang Creative Factory consists of three courtyards. The original production workshop is now Courtyard, which mainly hosts the office of some creative design companies, as well as some large-scale exhibition spaces, entrepreneurial coffee, shared fitness and other service facilities; the original material warehouse, now No. 2 Courtyard, mainly carries some creative ideas Design teams and individuals work, and there are roadshow halls, entrepreneurial coffee, etc., which have now been settled; Courtyard No. 3 is the living supporting space of the park, including functional areas such as canteen, apartment accommodation and bathing. Ruiguang Creative Factory will speed up the integration and optimization of cultural and creative resources in Zhengzhou and even Henan Province and the central region, gather innovative and entrepreneurial resources, realize the win-win development of entrepreneurial enterprises and the park, and become a new banner for economic growth in Zhengzhou.

Liangku Workshop, also known as Liangku Cultural and Creative Park, is a new cultural and creative park based on an old granary with a history of nearly 100 years. It is located in Huiji District, Zhengzhou City. Its predecessor was the "Xingyu Flour Factory" that remained in the 1940s. When the construction of Jingsha was rapid, the factory faced demolition. Later, after negotiation, it was preserved and the original site was restored. The Liangku Cultural and Creative Park has been built, which condenses the memory of Zhengzhou for nearly a hundred years. The old Soviet-style railway in the park in 1949 is a testimony to the history of Zhengzhou. The original "Xingyu Flour Factory" building built in 1945 was transformed into the Qitang Museum, including the "Cultural Art Exhibition Hall", "Jun Porcelain Museum", "Artwork Auction Center", etc., while the grain depot has become one by one.

The building complex with modern cultural and commercial atmosphere has become a comprehensive art area integrating co-working, art center, art workshop, film and television industry chain, and art theater. In the process of birth and development, Liangku Cultural and Creative Park covers almost the entire industrial chain of the operation of the cultural and tourism industry. A comprehensive operation platform integrating culture and art incubation platform, art curation, industrial design and research and development has opened up a new business model for the cultural and tourism industry. Since its official operation, the park has held more than 200 various literary and art salons, 52 science and technology, literary and art training seminars, and more than 20 new product launches of various brands. There are 127 teams, providing nearly 20,000 jobs, with an annual transaction volume of more than 2 billion yuan, creating profits and taxes of 60 million yuan.

Zhengzhou “Sesame Street·1958 Shuangchuang Park” used to be the old factory area of Zhengzhou Coal Mining Machinery Group Co., Ltd. (“Zheng Coal Machinery” for short). The name of Sesame Street is also derived from the phonetic initials ZMJ of “Zhengmeiji”, which means “sesame blossoms are growing steadily, and it is committed to building it into a platform integrating innovation, entrepreneurship and sightseeing.

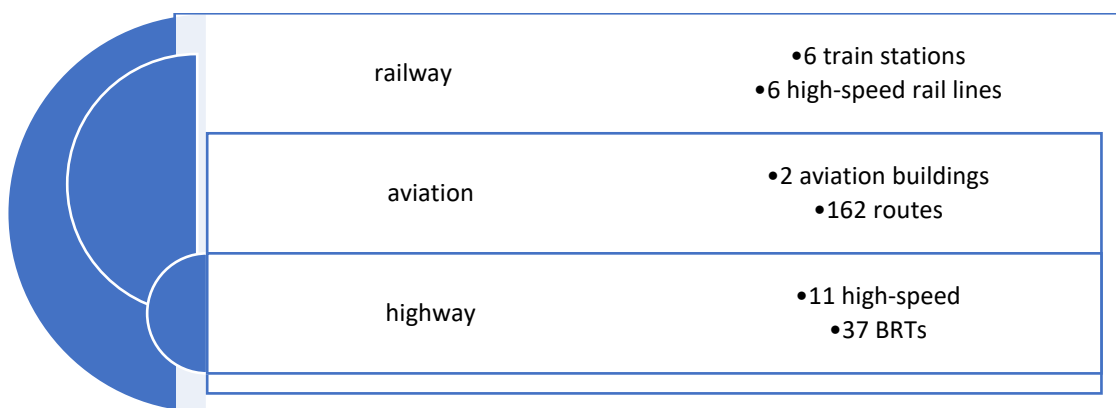
Zhengzhou Memory·Oil Chemical Factory Creative Park covers an area of 119 mu, which was transformed from the old workshop of Zhengzhou Oil Chemical Factory. The Zhengzhou Oleochemical Plant, built in 1952, was one of the first batch of projects aided by the Soviet Union in the early days of the founding of the People's Republic of China. The factory stopped production in 2006. After 70 years of wind and rain, the main structure of the red brick wall of the Soviet-style building is still intact. It is one of the few well-preserved old factories in Zhengzhou. Figure (3) After more than two years of renovation, the old factory building has been repaired as old as it was, and it was presented to everyone in its original flavor, and it quickly became an online celebrity check-in place.



**Figure (3) Comparison of the old factory building and the renovated one**

#### Advantages of Zhengzhou's Industrial Tourism Development

Zhengzhou has convenient transportation and is located in the restored land of Central Plains. It is a transportation hub with both roads, railways and aviation in China. Figure (4) has formed a transportation network consisting of three transportation modes: railway, highway and aviation. As of April 2022, Zhengzhou has 2 terminals, 2 runways, 162 routes, 6 railway stations, 2 main railway lines, 6 high-speed rail lines, 22 rail transit, 11 expressways, 37 BRT line



**Figure (4) Composition of main traffic in Zhengzhou**

The products are rich and the food culture is complex and diverse. Zhengzhou is located in the Central Plains, which brings together the characteristics of food culture from all over China, and will carry forward, inherit and develop, forming a unique food culture. Different peoples, different tastes.

The people of Zhengzhou are very hospitable. China has five thousand years of culture. It is located in the hinterland of the Yellow River Basin and occupies a central position in the civilization of the Yellow River. It is the source of Chinese civilization and the first capital of China. Today, when culture leads the comprehensive development of economy and society, Zhengzhou people are striving to shape a new image of an international cultural metropolis, and strive to become a benchmark for the high-quality construction of national central cities supported by culture. It is a city with profound cultural heritage, openness and tolerance.

As a national central city, Zhengzhou's core position is not only reflected in its geographical location, but also in its economic, social and cultural origins and development. In terms of cultural construction, Zhengzhou should focus on the protection, inheritance and promotion of the Yellow River culture, integrate regional cultural resources and cultural traditions, give full play to the cultural superposition effect, build the core area of the Chinese historical civilization inheritance and innovation area, and provide Zhengzhou's national central city construction. Cultural support; at the same time, telling the "Yellow River Story" well, creating a carrier for continuing the historical context, strengthening cultural self-confidence, and gathering spiritual strength for the realization of the Chinese dream of the great rejuvenation of the Chinese nation. Taking "highlighting nature and integrating into culture" as the starting point, the Songshan Culture, Yellow River Culture, Yellow Emperor Culture, Heluo Culture, Shangdu Culture and other historical cultures will be well interpreted, and the natural atmosphere and magnificent scenery of the Yellow River will be well displayed to create a "Huaxia Culture". The main landmark of "the source of civilization and the soul of Yellow River culture" makes everyone who goes to Henan and Zhengzhou feel the sense of history and enhance their cultural self-confidence.

Emphasis on cultivating and introducing relevant talents, Zhengzhou has built more "talent apartments". Industrial tourism is an industry with creativity as the main driving force for development, so the role of talents is particularly prominent in industrial tourism. The utilization and development of industrial heritage is inseparable from the consideration of historical geographical factors and social factors of industrial heritage, so developers also need to have certain theoretical knowledge. Therefore, relying on the cultural and creative industries of industrial heritage tourism is an effective means to promote the development of industrial heritage tourism. Only through the talent training of relevant institutions and

the introduction of talents from other countries and regions can we ensure the smooth development of industrial heritage tourism from the perspective of creative industries.

### **Research methodology**

To resolve a research problem, methodology in research means a systematic method. The methodology is used to gather data through concluding the research data, using various techniques, and providing an interpretation of the data gathered. As a whole, a research methodology is the blueprint of a study or plan. (Murthy & Bhojanna 2009, 32.)

(1) Based on secondary data:

- Journals;
- Research paper;
- Books;
- Websites;

(2) This paper is mainly based on a mixed research method that helps to explore the impact of industrial tourism on economic models - transformation of Zhengzhou's economic model.

### **Analysis and results**

#### **Problems existing in the development of industrial tourism in Zhengzhou**

The industrial tourism in Zhengzhou started relatively late compared to China, and the transformation of various industrial plants is not perfect, especially the obvious lack of initial investment. The preservation of buildings and landscapes, the lack of historical and cultural connotations and value mining, the emphasis on economic value and the neglect of cultural connotations, the lack of core values and characteristics, the single and convergent reuse patterns, and the lack of scale benefits of regional integration, the degree of specialization is low. Industrial heritage has gradually become a new type of creative industry and has been widely valued by the business and tourism industries, but the development of creative parks has become a typical manifestation of the shelling of industrial heritage, and it is difficult to show the development process of local industrial civilization. Even if it is converted into a museum, the internal machinery and equipment and production scenes cannot be preserved and restored, and many are only left with frame structures or filled with other industrial contents. It is often a static interpretation system such as photos, pictures, texts, objects, etc., with limited attraction, so the effect of heritage protection is very small.

At present, heritage research is rich in theory and practice, but the particularity of industrial heritage makes relevant research more based on practice, and pays attention to the transformation process and development mode of industrial heritage in protection and utilization. Based on the theoretical contributions of heritage research, industrial heritage has received attention in terms of cultural value and local identity, tourism has become the most favorable way of adaptive reuse of industrial heritage in real situations, and the promotion and limitation factors for the protection and utilization of industrial heritage tourism. There have been preliminary discussions. But there are still some problems with existing research: (1) Pay attention to practice and pay less attention to basic and theoretical research. (2) regard heritage as an objective and static object, while ignoring its dynamic characteristics. (3) Simply copying successful heritage protection methods ignores the connection between industrial heritage and local identity under specific circumstances, weakens the humanistic connotation of industrial heritage, and pays less attention to the social and cultural context of heritage. (4) There are few discussions on the intangible culture (meaning) of heritage, and the relationship between material culture and intangible culture is rarely combined.

The corresponding laws and regulations are not perfect. According to statistics, there are various problems in industrial tourism every year. Then, before these problems occurred,

laws and regulations did not appear and deal with them in a timely manner. Correspondingly, some avoidable problems have not been actively responded to, and these are to be improved through continuous exploration.

### **The direction of industrial tourism development in Zhengzhou**

Combining the industrial heritage and creative industries of Zhengzhou is conducive to further enriching and developing the aesthetic value and economic value of the industrial heritage, so it can further promote the development and protection of the industrial heritage. The main reason why the domestic industrial heritage is destroyed or neglected is that its value has not been valued and recognized by people. The combination of the two can promote the appreciation of the value of industrial heritage through the increase of cultural connotation, so that industrial tourism can be recognized and favored by people and increase the driving force of economic development.

### **Improve industrial tourism products**

Efforts to build "Zhengzhou Culture" tourism brand. Various industrial tourist attractions in Zhengzhou should jointly create a tourism brand of "Zhengzhou Culture". On the basis of establishing the parent brand, each tourist attraction highlights its own characteristics. For example, Ersha Cultural and Creative Park strives to build the brand of "industrial creation"; Sesame Street 1958 is one of the main visiting spots in the 2021 National Mass Entrepreneurship and Innovation Week. Creation base, a platform for college students' employment and entrepreneurship. Dian will focus on building the brand of "Cultural Creation + Technology"; Zhengzhou Petrochemical Plant Creative Park will focus on building the brand of "Zhengzhou Memory Cultural Park"; Liangku Workshop, namely Liangku Cultural and Creative Park, can focus on building the "Film and Television Online" brand. Ruiguang Creative Factory can focus on building a brand of "the best collection, the world of literature and play". In addition, we will make every effort to strive for the "Century Happy Garden" with the theme of trains to continue to exist in Zhengzhou. Since then, the alternation of new eras, the memories of old times, and various industrial tourism scenic spots will run through it, forming a fusion of ancient and modern, and the intersection of humanities and technology. Unique travel brand.

Improve the quality of industrial tourism staff, the requirements for industrial tourism staff, because in the industrial tourism, there is a phenomenon that the staff is the original staff of the factory. Some of these staff only stay at the level of essential work in the factory for their own quality requirements, and do not have the ability to receive and explain. Therefore, it is very important to improve the quality of staff, which requires professional personnel to train them. Combined with the current situation, the curriculum system should be reformed in a targeted manner, the applicability of the curriculum reform should be continuously improved, and the professional talents in demand should be cultivated more scientifically and reasonably. In the practice of cultivating professional talents, especially in the course of building the curriculum system, there is often too much reliance on job requirements. But at the same time, the construction of this curriculum system is largely out of touch with the job requirements, and has a certain lag. The proportion of practical courses and practical courses should be added. Today, with the comprehensive and rapid development of the tourism industry, the key to improving the quality of professional talent training lies in improving the overall quality of the coaches. Through increasing training and school-enterprise cooperation, we can guide the majority of coaches to go deep into the front line of the enterprise and truly get in touch with the forefront of the profession. To arm the mind and truly improve the coach's own practical literacy and practical ability.

Vigorously develop Zhengzhou's industrial tourism, combined with the current situation of the tourism market, how to make industrial tourism steadily progress on the

basis of improving economic development, and at the same time take into account the coordinated development of environment and energy. This is to start practically and improve the potential power of industrial tourism in Zhengzhou. For economic development, the new industrial tourism products formed by the combination of cultural and creative industries and industrial tourism can further promote the development of complex tourism products with the help of the city image of Zhengzhou. At the same time, the government and enterprises should jointly build a related value chain system for industrial tourism, speed up the establishment of a marketing network, and promote the development of industrial tourism in Zhengzhou.

### **Conclusions and suggestions**

To sum up, from a local perspective, the protection and utilization of industrial heritage requires theoretical and practical discussions around the locality of heritage sites, that is, how to restore vitality to such a group of places that are of great significance to Chinese society, in the original place. After the disappearance of some industrial functions, they find new functions and make them re-enter the process of economic and social system. In the process, helping local residents and users of heritage also cultivate emotional and local identity towards heritage and heritage site, and become guardians of heritage and heritage site. Such a process is the process of re-localization of industrial heritage, and it should also be a sustainable development process of protection and reuse of industrial heritage.

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