

Research on the Value Evaluation of Tourism Resources in Hangzhou Section of Beijing-Hangzhou Canal

--Historical and Cultural Perspective

Zekai Yin

Fenghua Middle School, Shanghai, China

Abstract

The Beijing-Hangzhou Grand Canal is an important and great cultural heritage in China and even the world. It has a history of more than 2,500 years from the initial excavation to the continuous repair. To this day, people can still pass through the canal. However, under the background of cultural and tourism development in recent years, the tourism development around the canal and its surrounding areas has also begun to become popular. So, the canal tourism development, what aspects from? How to effectively develop the relevant resources on the basis of retaining the original heritage are all urgent problems to be solved. From the perspective of history and culture, the paper will briefly evaluate and study the value of the Hangzhou section of the Beijing-Hangzhou Canal, hoping to supplement the above problems.

Keywords

Hangzhou Section of Beijing-Hangzhou Canal, Tourism Resources, Historical and Cultural Characteristics.

1. Introduction

The Beijing-Hangzhou Grand Canal is an important and great project in the Chinese cultural heritage, and it is also one of the important living and flowing human heritages. It was dug out in the Spring and Autumn Period (B.C.486), connected in the Sui Dynasty (C.E.605-C.E.610), finally in the Yuan Dynasty (C.E.1293) has become an important waterway connecting the Qiantang River, Yangtze River, Huaihe River, Yellow River and Haihe River in the north and south of China. In the long construction process of more than two thousand years, the Grand Canal has made great contributions to China's national reunification, social progress, economic development and cultural prosperity. Today, it is still playing an important role.

The Grand Canal starts from Hangzhou in the south, reaches Beijing Zhuojun in the north, passing through Zhejiang, Jiangsu, Shandong, Hebei and Beijing and Tianjin, with a total length of about 1794 km; the Hangzhou section starts from the Qiantang River in the south, reaches Tangqi Ancient Town in the north, running through the central city of Hangzhou, with a total length of about 39 km. Although the Hangzhou section of the canal is not long, it has become an important waterway in recent years after the transformation and upgrading of the river, effectively communicating the Beijing-Hangzhou Grand Canal, the East Zhejiang Canal and the Qiantang River. In the thousands of years of history, this region has a large number of cultural relics related to the canal and a rich variety of canal cultural resources, including natural ecological environment, cultural relics and folk customs.

Therefore, realize the grand canal Hangzhou section of "protection of cultural relics" and "ecological restoration", the Beijing-Hangzhou grand canal Hangzhou section built unique cultural belt, the tourism belt, scenic belt and economic belt, make it promote and drive the Hangzhou bay social, economic and cultural development of a new "growth point", for the

surrounding economic and social development has great strategic significance. Under this premise, it is particularly important to carry out a detailed and systematic investigation and research of the Beijing-Hangzhou Canal, and to do some basic exploration work.

In recent years, some sections (such as Jiangsu section) have been planned, designed and constructed on both sides of the canal, but how to create a good landscape environment and make it reflect their own regional cultural background, so that more foreign tourists can feel the unique style of local culture is a common problem encountered in the planning.

There are many cultural relics and historic sites along the Beijing-Hangzhou Canal. The characteristic cultures reflected by the relics and ancient buildings are the precious wealth of the local area and even the world. Cities along the canal carry out tourism to play the "canal brand", with the help of material resources carrier, deeply excavate the canal culture along the coast, and embed the historical culture carried by the canal into the development of tourism resources.

So this paper to "canal historical and cultural characteristics" this Angle as the breakthrough point, through the resources of the canal culture and history, sorting and refining, through the literature, field investigation method and other means of combining research methods, trying to find out its unique characteristics, providess the basis for the present and the future development.

2. Literature review

Since 2002, when the eastern route of the South-to-North Water Diversion Project included the Grand Canal into a systematic project, it was successfully selected on the World Cultural Heritage List in 2014, becoming the 46th World Heritage project in China. By 2019, the General Offices of the CPC Central Committee and the State Council issued the Outline of the Plan for the Protection, Inheritance and Utilization of the Grand Canal Culture; in October 2019, the 11.4 km of the Tongzhou urban section of the Beijing-Hangzhou Grand Canal had officially realized tourist navigation. In June 2021, the Beijing section of the Beijing-Hangzhou Grand Canal was opened to traffic. By April 2022, the Beijing-Hangzhou Grand Canal will be connected. Research on the grand canal is also gradually increasing, especially in 2007 and 2008 these two years appeared a lot of the grand canal heritage protection, development and landscape update system research dissertation, the research topic can be roughly summarized as the canal heritage protection, canal along the area, canal culture, along the urban zone development and update these four aspects.

From the perspective of heritage, the research of the Grand Canal mainly started around 2000, and the region is mainly in Jiangsu and Zhejiang provinces. (Yu Kongjian et al. 2004) Put forward the strategic framework of ecological infrastructure construction and heritage corridor protection in the Grand Canal region, and discussed in detail the specific ways to implement the ecological infrastructure strategy of the Grand Canal territory. Some papers also analyzed the strategic significance and existing problems of establishing the Grand Canal heritage corridor (Li Wei, Yu Kongjian, Li Dihua, 2004; Zhu Qiang, Li Wei, 2007; Zhu Qiang, Yu Kongjian, Li Dihua, Peng Wenjie, 2007).

The development of the cities along the canal is closely related to the canal. The smooth flow of the Grand Canal provides more convenient conditions for the exchange and integration of different cultures among the regions, and finally forms a unique canal culture. Studies on canal culture can be divided into comprehensive studies (An Zuozhang, 2001) and research on canal culture in specific areas (Yu Depp, 1998,2003). The studies conducted in specific areas are mainly in the Shandong section. For example, Li Fangyuan (2002) took the novel Jin Ping Mei as the clue to analyze the role of the Grand Canal in the evolution of social living habits and customs in the Ming Dynasty.

In a large number of studies on the canal, the planning and design of the canal and its coastal areas is mainly conducted in Hangzhou section. For example, Wu Weiqi et al. (1999,1999) planned and designed the reconstruction of Gongchen Bridge area in Hangzhou, and demonstrated it with the theory of sustainable development. Yang Jianjun, Xu Guoliang (2001) studied the urban redevelopment planning along the river of Hangzhou Canal, and Yang Jianjun (2002) explored the function and image of the canal zone in the urban space of Hangzhou. Shen Manhong, Li Jianqin (2001) has positioned the functional change and comprehensive development of the Hangzhou section of the Beijing-Hangzhou Canal. Related dissertation mainly to Jiangsu and Zhejiang canal section as the regional scope, for example, Chen Yunfei (2008) research on the tourism resources development of Zhenjiang Canal based on the theory of urban tourism competitiveness, Shen Weili (2008) used the point axis theory to study the development and integration of tourism resources in Jiangsu Li Canal, Yin Yingmei (2008) on the development of war-themed tourism along the Central Canal, Wu Baowei (2007) discusses the renewal of waterfront landscape in the reconstruction of Changzhou ancient Canal, Liang Yingjun (2008): A research on the development pattern of leisure and recreation space in Gongshu District of Hangzhou, Li Yuan (2008) did research on the landscape design of the industrial wasteland in Jiangnan.

3. Historical evolution and geospatial analysis

3.1. Historical evolution

The Beijing-Hangzhou Grand Canal runs from Hangzhou to north to Beijing in the south, flowing through Zhejiang, Jiangsu, Shandong, Hebei and Tianjin and Beijing cities, running from north to the south, with a total length of 1782 kilometers. The schematic diagram of its flow is shown in Figure 2-1.

It was born in 486 BC. During the Spring and Autumn Period, King Fu Chai of Wu dug the "Han ditch", which is the prototype of the present Jiangnan Canal. In 369 AD, Jiang Zuo Quan Hao Huan Wen dug the "Huan Gong Gou", which provided a guide for the later South Canal in Shandong Province. In 608, the fourth year of the Sui Dynasty, Emperor Yang of the Sui Dynasty excavated a canal from the Nantong Yellow River to Zhuojun (now Beijing area), named Yongji Canal (a Royal River, also known as the canal). Its downstream from Linqing to Tianjin, which is the present South Canal, from Tianjin to Tongshan County, it is the present North Canal.

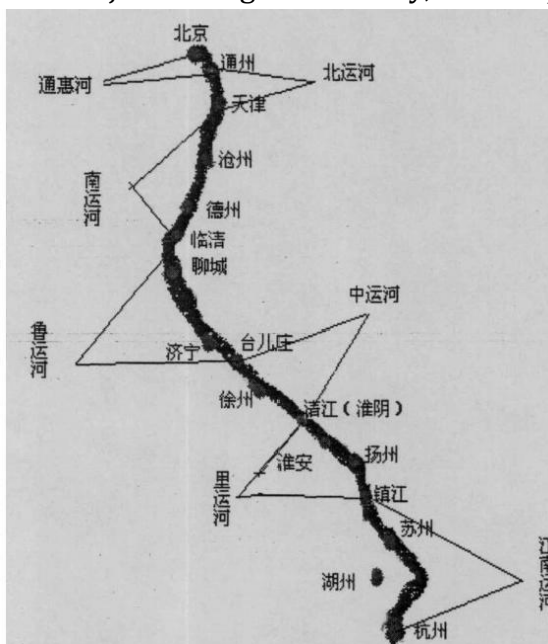


Figure 2-1 Schematic diagram of the Beijing-Hangzhou Grand Canal

In 1289, in the 26th year, Kublai Khan, the ancestor of the Yuan Dynasty, excavated the river from the south to the north to the Linqing, and the north-south canal in Shandong was formally formed. Since then, the Beijing-Hangzhou Grand Canal has become the main channel for grain transportation for thousands of years, mainly for grain transportation.

From 1289 to 1341 AD, a series of new locks was built. After the construction of the locks, the whole river transportation again, which solved the difficulties of land transportation and improved the transportation efficiency. In 1411, the Ming Dynasty began to pay attention to the canal transport due to military needs, and sent Song Li, the Ministry of Industry, and Jin Chun, the Ministry of Punishment, to preside over the dredging.

In 1855, the Yellow River burst in Henan Province to the north, and took the Daqing River into the sea in Shandong Province. The Grand Canal was cut off from north to the south. In the late Qing Dynasty and the period of the Republic of China, the canal was proposed several times, but it was not implemented.

After the founding of the People's Republic of China, Jiangyin Lock and Yangliuqing and Suqian thousand-ton locks were built in 1953 and 1957, and the partial restoration and expansion of the ancient Grand Canal began.

3.2. Geospatial analysis

The Beijing-Hangzhou Grand Canal began in the Han ditch of Wu, formed in the Sui Dynasty, "Dragon boat went under the Yangtze River", and completely connected through the "food demand" of the capital of the Yuan Dynasty, which truly benefited the "high temple" and the Ming and Qing Dynasties. From its excavation to navigation, and in the middle of the repeated dredging, the history is not not long. Born in its long canal canal culture has a long history, extensive and profound.

The Hangzhou section of Beijing-Hangzhou Canal has good traffic location, located at the intersection or orthogonal intersection of many traffic location lines, and its agglomeration efficiency is relatively high. This area is located in the Yangtze River Delta region, water transport, especially the Jiangnan fish and rice and industry and commerce more leading the country.

The merchants from the south of the canal have brought its original source culture, which is integrated with the local culture, forming a unique canal culture. It includes the Wuyue culture, Qilu culture and Yanzhao culture in the east, the Jingchu culture, the central plains culture and the Qin and Jin culture. They involve all aspects of the content, including science and technology, folk customs, eating habits, architectural style, street names and so on.

Corporate culture, garden culture, trade culture, food culture, science and technology culture and so on keep pace with The Times, in the canal along the Hangzhou section of the considerable inheritance and development. In the process of creating the whole province and the national civilized model waterway, many new star enterprises appeared along the cities.

4. Evaluation of the value of tourism resources along the route

4.1. Selection principles of tourism resources

The Beijing-Hangzhou Grand Canal has left a rich cultural heritage to the cities along Shandong province, with numerous historical relics and profound folk culture. In recent years, with the smooth implementation of the South-to-North Water Diversion Project, the rapid development of the economy in northwest Shandong, and the proposal of the canal "application for World Heritage", all counties and cities have begun to pay attention to the excavation and research of the canal culture. Many new scenic spots have been built, which keeps pace with The Times, which not only uphold the historical inheritance of the region, but also integrate into the aesthetic taste of modern society. This paper aims at highlight the historical and cultural

characteristics of the cities along the canal, so in the selection of tourism resources, select the historical and cultural characteristics and develop the tourism resources (potential tourism resources) from numerous tourism resources, and evaluate the qualitative and quantitative value based on the division and Evaluation of quality Grade of Tourist attractions (GB/T17775-2003) and the Classification, Investigation and Evaluation Standards of Tourism Resources (GB / T18972-2003).

4.2. Single evaluation of tourism resources along the route

All the natural and cultural objects or other factors that can attract tourists and may be used to carry out tourism activities can be called tourism resources (Gan Zhimao, Ma Yaofeng ", 2004). The value evaluation of tourism resources is the premise of the development of tourism resources. The purpose is to determine the relative advantages of tourism resources in the region, find out the characteristics of tourism resources, so as to formulate reasonable tourism resources development plans and make scientific and effective use of tourism resources.

This paper uses the quantitative evaluation method to evaluate the single tourism resources along the Beijing-Hangzhou Grand Canal, according to GB / T18972-2003.

4.3. Evaluation results of tourism resources

When we deeply explore the current resource situation, the following characteristics can be clearly observed:

4.3.1. Resource types do show a trend of diversification.

Both natural resources and human resources are rich and diverse. In terms of natural resources, there is everything from vast forests, magnificent mountains and rivers to mysterious lakes and clear streams. In terms of cultural resources, whether it is the historic ancient buildings, the unique ethnic customs, or the rich and colorful culture and art, they all provide us with a rich experience and feeling. However, despite the large number of types of resources, we also found that the distribution of certain specific types of resources is relatively concentrated. For example, some areas are particularly rich in natural resources, while others may be unique in human resources.

4.3.2. The diversity of cultural types is also a major feature of the current resource conditions.

As a country with a history of five thousand years of civilization, China has profound and unique cultural deposits. In the local resources, we can see the fusion and collision of various cultural elements, forming a rich and colorful cultural landscape. Both the water town culture in the south, the grassland culture in the north, the plateau culture in the west, and the Marine culture in the east, all show us the extensive and profound Chinese culture.

However, although both resource types and cultural types are diversified, we have to face a reality: the resource use value of viewing and recreation is relatively low and the travel period is long. This is mainly due to the lack of development, protection and utilization of some resources, leading to the fact that their ornamental value has not been fully played. At the same time, the suitable travel period of some resources is too long, which also makes it easy for the tourists to feel tired during the tour, which affects the quality of the tourism experience.

In view of these problems, we need to further strengthen the development and protection of resources, and fully explore and give full play to the ornamental and recreational value of various resources. At the same time, we also need to pay attention to the needs and experience of tourists, and improve the satisfaction and loyalty of tourists by improving the service level and optimizing the tour routes. Only in this way can we make better use of these precious resources to provide tourists with a better quality and rich tourism experience.

In addition, we should also realize that the diversity of resource types and cultural types not only provides us with rich tourism resources, but also provides valuable materials for our cultural inheritance and innovation. Therefore, in the process of resource development and utilization, we should pay attention to the protection and inheritance of traditional culture, and actively absorb and draw lessons from the achievements of modern civilization, and promote the innovation and development of culture.

To sum up, the current diversity of resource types and cultural types provides us with rich tourism resources and cultural deposits, but there are also some problems that need to be improved and perfected. Only by strengthening the development and protection of resources, optimizing the tourist experience, inheriting and innovating the culture, can we make better use of these resources and provide tourists with more high-quality and rich tourism experience and cultural enjoyment.

5. Conclusion and questions

This paper mainly carries out its own analysis and research in three aspects: first, the summary and arrangement of the history of the Shandong section of the canal. In this respect, we mainly draw on the research results of Yuan Jingbo (Yuan Jingbo, 1996). Second, the geographical space of Hangzhou canal is analyzed. Third, from the perspective of tourism theory, the tourism resources along the Hangzhou section of the canal and the historical and cultural characteristics of the canal are quantitatively evaluated, and the relevant scenic spots are developed and designed according to the evaluation results. The main conclusions are summarized as follows:

First, the history of the Hangzhou section of the canal. In 2013, with the promotion of the canal comprehensive protection and the canal application for world Heritage, many canal attractions have become well-known places for leisure tourism for citizens and tourists. After the recommendation of the public, expert evaluation, voting and other links, the "Ten views of the Canal" are newly released, they are "Guangji thoroughfare, Gongchen invited moon, Qiaoxi Family, Fragrance and Sanskrit sound, Fuyi Yu, Wulin Dadu, Fengshan Yanyu, Sanbao Huilan, Longshan Pagoda Ying, Xiling Huaigu".

Second, the geospatial analysis of the Hangzhou section of the canal. This part mainly analyzes the traffic location, industrial location, cultural characteristics and external opportunities, and focuses on its cultural characteristics. Its traffic location and industrial location provide a solid objective condition for the development of the cities along the Hangzhou section of the canal, and the external opportunities provide a good environment for its development. Therefore, how to explore and utilize the local historical and cultural characteristics has become the soul of the local development. Through the analysis, we can know that the local culture has a long history, extensive and profound. Among them, religious culture, official culture, folk culture, commercial culture, academy culture and other historical characteristics are obvious, and have obvious canal brand.

Third, the canal Hangzhou section of the tourism resources evaluation. The basis of relevant literature review and field investigation on the landscape of the banks of the canal and the Hangzhou section of the Beijing-Hangzhou Canal. Second, to the canal route through the length and the characteristics of the legacy, chose the gongchen bridge, bridge west historical and cultural blocks, river and historical and cultural blocks, main road, historical and cultural blocks of the canal bank, the grand canal historical and cultural characteristics tourism zone has carried on the comprehensive evaluation, to determine the scenic spot development level and timing.

The author saw in the actual investigation of some of the canal landscape survival situation, this paper mainly from the perspective of historical and cultural characteristics to the analysis and discussion, but culture, after all, to specific material resources as the carrier, so this paper

for the material landscape conditions put forward the following main problems, hope to cause the relevant departments.

5.1. The natural ecological environment of the canal was damaged.

The author saw the situation of the canal during the field investigation: lack of green space; serious canal pollution, poor water quality; dysfunction of riverbank natural ecology, poor hydrophilic, monotonous landscape and engineering; neglect of natural ecological environment. In view of this situation, the relevant departments of the cities along the coast should use the relevant advanced scientific instruments, consult the authoritative experts in this field, and fundamentally improve the ecological environment of the canal.

5.2. Lack of characteristics of humanistic design.

It ignores the application of traditional culture and local characteristics in the design, or fails to combine the planning and design with the traditional culture well, so that the landscape form of the canal bank has no characteristics and lacks its own roots. The planning and design should fully explore the cultural connotation of the canal, reflect the humanistic characteristics, pay attention to the relationship between the place and people, respect people's experience of the banks of the canal and the continuation of the historical context. The design form should mainly cherish the historical relics of the canal, pay attention to the continuation of the context, and highlight the characteristics of the canal.

5.3. The canal lacks a complete protection system.

As an important human engineering heritage and heritage corridor, the protection of the canal is basically out of control. We should not only attach importance to it from the thought, strictly abide by the principle of "protection first, the development second", but also implement it in action, increase publicity efforts, and build a complete set of canal heritage corridor through the formulation of relevant rules and regulations protection system. This will not only bring economic and social benefits to the cities along the coast, but also make a great contribution to the protection of the traditional cultural heritage and the world heritage of the entire Chinese nation.

References

- [1] Xinhua News Agency: The General Office of the CPC Central Committee and The State Council issued the Outline of the Plan for the Protection(Inheritance and Utilization of the Grand Canal Culture, China2019) .
- [2] Yu Kongjian, Li Dihua, Li Wei: On the strategy and implementation approach of the ecological infrastructure in the grand Canal region, *Advances in Geographic Science*, Vol.23 (Beijing Press2004) No.5,p.1-12.
- [3]An Zuozhang: The History of Chinese Canal culture. (Shandong Education Press, China 2001).
- [4]Yu Depp: Canal Culture (Shandong) anthology. (Shandong Science and Technology Press, China 1998).
- [5]Yu Depp: Shandong Canal culture Collection.(Qilu Book Club, China 2003).
- [6]Li fangyuan:The Golden bottle Plum, and the canal culture. *Journal of Zaozhuang Normal College*,Vol.19(Zaozhuang Press 2002),No.3,p.10-13.
- [7]Wu Weiqi Jin, Chen Zhiqing.: Review the history of the canal culture -- Hangzhou Gongchen Bridge area reconstruction planning and design. (Zhejiang Architecture, China 1999)p. 3-5.
- [8]Wu Weijin: Research on the sustainable development of the Canal Zone in Hangzhou city. *Urban Planning Journal*, Vol.39(Beijing Press 1999)p. 65-67.
- [9]Yang Jianjun, Xu Guoliang: Research on the urban redevelopment planning along the river zone of Hangzhou Canal. *Urban Planning*,Vol.25(Beijing Press 2001)No.2,p.77-80.

- [10]Yang Jianjun: Exploration of the function and image planning of the canal zone in Hangzhou urban space. *Economic Geography*, Vol.22(Beijing Press 2002)No.2,p.170-173.
- [11]Shen Manhong, Li Jianqin: Functional change of Hangzhou section of Beijing-Hangzhou Canal and functional positioning of comprehensive development. *Hangzhou Science and Technology*, Vol.28(Hangzhou Press 2001)No.2,p.23-26.
- [12]Chen Yunfei: Research on the development of Zhenjiang Canal tourism resources based on the improvement of urban tourism competitiveness
- [13]Wei-li shen: Canal tourism resources development and integration research [Master's thesis]. Yangzhou: Tourism Management major, Yangzhou University, 2008.
- [14]Yin Yingmei: Research on war theme tourism development along the Central Canal [Master's thesis]. Yangzhou: Tourism Management major, Yangzhou University, 2008.
- [15]Wu defend: Discussion on the waterfront landscape renewal in the reconstruction of the ancient canal in Changzhou city [Master's thesis]. Nanjing: Agricultural Engineering, Nanjing Agricultural University, 2007.
- [16]Liang Shadowjun: Research on the development pattern of leisure and recreation space in Hangzhou Canal (Hangzhou Gongshu section) [Master's thesis]. Hangzhou: School of Architectural Engineering, Zhejiang University, 2008.
- [17]Li Yuan: Jiangnan Industrial Waste [Master's thesis]. Suzhou: Major in Design Art and Theoretical Research, Soochow University, 2008.