

# Rizhao Dongyi Culture and Marine Tourism "Dual Core Drive" Model Innovation Research

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## Abstract

**Aiming at the homogenization of marine tourism in Rizhao City and the insufficient revitalization of Dongyi culture, this study constructs a "dual-core drive" model to promote the deep integration of culture and tourism. By decoding the oceanic genes of Dongyi culture, a synergistic framework of "cultural nucleus - tourism nucleus" is proposed: the cultural nucleus transforms Dongyi cultural symbols into tourism IPs through the three-phase transformation of decoding - translation - empowerment; the tourism nucleus promotes the transformation of marine tourism from sightseeing to immersive experience through the reconstruction of scenarios, digital technology and ecological integration. The proposed cultural eco-park co-construction, marine festival revitalization and non-heritage experience base construction provides an operable program for Rizhao City to build a "Dongyi culture + marine tourism" feature system, which has demonstrative value for similar cities to realize the protection of cultural heritage and upgrading of the tourism industry, and injects new kinetic energy into the enhancement of the core competitiveness of the regional culture and tourism.**

## Keywords

**Dongyi culture, marine tourism, dual-core drive, culture and tourism integration.**

## 1. Introduction

In the context of the national culture and tourism integration strategy to promote in-depth, how to activate the regional cultural genes, crack the tourism homogenization predicament, become the core proposition of high-quality development of coastal cities. Rizhao City, as a typical coastal city, relying on 168.5 kilometers of golden coastline, although it has Wanpingkou and other high-quality scenic spots, but the structural contradiction of its tourism industry is prominent. As the core area of Dongyi culture, Rizhao has two town sites, Yao Wangcheng ruins and other archaeological resources, its unique sun worship, ocean rituals and other cultural genes have not yet been effectively transformed into tourism competitiveness, the revitalization of cultural resources and tourism product innovation presents the phenomenon of "two skins".

This study focuses on the in-depth integration of "Dongyi culture + marine tourism", and proposes a "dual-core drive" model, taking the synergistic development of the cultural core and tourism core as the engine to build a differentiated culture and tourism system. At the theoretical level, it breaks through the limitation of "heavy resource docking and light gene mining" in the traditional research of culture and tourism integration, and systematically analyzes the oceanic genetic characteristics of Dongyi culture and its modern transformation path; at the practical level, it establishes a dynamic mutual feeding mechanism between cultural decoding and industrial empowerment through scene reconstruction, technology empowerment and ecological integration, and promotes the transformation of cultural symbols

into an experience economy. At the practical level, through scene reconstruction, technological empowerment and ecological integration, we will establish a dynamic mutual feeding mechanism between cultural decoding and industrial empowerment, promote the transformation of cultural symbols into experience economy, and provide systematic solutions to the industry's pain point of "lack of soul for resources and lack of specialties for products", and provide a new way of thinking to solve the development dilemma of "one side of a city".

## **2. Overview of Dongyi Cultural Connotation and Marine Tourism Resources**

### **2.1. Historical origins and core features of Dongyi culture**

Dongyi culture is an important part of the diversified and integrated pattern of Chinese civilization, originating in the late Neolithic period of the Dawenkou and Longshan cultures, about 4,000-6,000 years ago<sup>[1]</sup>. As a cultural community on the eastern coast of the Huanghuaihai Basin, the two towns, Yao Wangcheng and other sites found in Rizhao City, its core distribution area, reveal that the region had already formed a highly developed cultural center in the Neolithic period<sup>[2]</sup>.

### **2.2. Rizhao marine tourism resource endowment analysis**

Rizhao City, relying on 168.5 kilometers of coastline, forming a "natural - humanities" complex resource system.

In terms of natural resources, there are high-quality sandy beaches such as Wanpingkou and Seaside National Forest Park (AAAA grade), which have laid the foundation for coastal recreation with fine sand and small waves. Coastal geomorphology is characterized by alternating reefs and sandy shores, and differentiated landscapes are formed by the Lighthouse Scenic Area and Taigong Island Oyster Park.

At the level of human resources, fishermen's culture constitutes the core feature. Renjiatai, Wujiatai and other traditional fishing villages retain fishing production customs and seafood diet culture, fishermen's music and Liujiawan Sea Catching Park and other carriers, intertidal fishing into a deep experience program. At present, it is necessary to solve the problems of insufficient integration of resources and superficial excavation of cultural connotations<sup>[3]</sup>, and to promote the organic integration of natural landscapes and human genes.

### **2.3. Theoretical Logic and Value Connection of Dual Core Drive**

The "Dual Core Drive" model is a model that takes the unique regional culture (Dongyi culture) and advantageous natural resources (marine tourism) as the two core engines, and jointly promotes the high-quality development of the regional culture and tourism industry through organic integration and synergistic development. Its theoretical logic is rooted in the theoretical frameworks of cultural and tourism integration and cultural heritage revitalization<sup>[4]</sup>.

## **3. Rizhao City, "Dongyi Culture + Marine Tourism" Development Status and Difficulties**

### **3.1. Current situation of cultural resources development and industrial layout**

Rizhao City, relying on the cultural resources of Dongyi, has initially built a cultural tourism cluster represented by Dongyi Town and Dongyi Black Pottery Museum. Among them, Dongyi Town has become a regional cultural tourism landmark by receiving ten million tourists annually through antique buildings, cultural performances and specialty restaurants. The museum cluster presents the history of Dongyi culture in the form of static exhibition and assumes the function of cultural education. However, there are significant problems in the

current development. (1) Outstanding homogenization competition. Dongyi Town is highly similar to similar antique neighborhoods in China, with catering and retail accounting for more than 70%, insufficient excavation of the spiritual core of the Dongyi culture (e.g., sun worship, ocean faith), and a lack of emotional scene design<sup>[5]</sup>. (2) Traditional display methods. The museum relies on cultural relics display and graphic illustrations, the application rate of digital technology is less than 20%, and the lack of interactivity leads to a weak attraction to young customers<sup>[6]</sup>. (3) Cultural transformation. The use of cultural symbols stays in the architectural skin and replication of artifacts, without in-depth excavation of their core genes, spiritual connotations and values, resulting in the lack of cultural soul and inner tension of the products, and the failure to form cultural IPs with market recognizability<sup>[7]</sup>. This shallow development mode limits the efficiency of the transformation of the value of the cultural resources of the Dongyi and the healthy development of the industry.

### **3.2. Exploration of Marine Tourism Industry Innovation Practices**

In order to break through the traditional sightseeing mode, Rizhao City has launched new business forms such as catching the sea experience, upgrading the fisherman's paradise, and marine studies. Liujiawan catching the sea park through participatory activities to achieve an average annual growth of 15% of tourists, Renjiatai fishermen's paradise to the cultural experience of the transformation of the customer unit price increased by 30%. Marine studies rely on science and technology museums and sea ranch to develop popular science products, marine sports programs have covered a variety of types of sailing, diving and so on. But industry innovation is still subject to multiple constraints. (1) Seasonal dependence is significant. 70% of tourists are concentrated in the summer, although wedding photography, music festivals, etc. to ease the pressure of the off-season, but has not formed a balanced development of the industry model of the whole season<sup>[8]</sup>. (2) Insufficient industry chain integration. The emerging industry shows fragmented distribution, the experience of catching the sea is disconnected from ecological protection, the upgrading of fishermen's paradise focuses on hardware renovation, the development of cultural added-value is insufficient, the deep excavation and integration of fishermen's culture and marine culture are insufficient, and the experience of catching the sea lacks the combination of local culture and knowledge of ecological protection. (3) Technological empowerment is lagging behind: the application rate of VR, AR and other technologies in marine tourism scenes is less than 5%, and the coverage rate of intelligent management platform is only 40%<sup>[9]</sup>, which restricts the experience upgrading.

## **4. Dual-core Drive Model Construction**

### **4.1. Cultural nucleus revitalization path**

#### **4.1.1. Decoding**

In-depth study of the historical origins, core features, values and high-frequency cultural symbols of the Dongyi culture. This includes an in-depth interpretation of the archaeological results of the Two Towns and Yao Wang City sites, analyzing their unique genes in terms of social structure<sup>[10]</sup>, belief system, material culture, etc.; combing through the legends and customs of the Eastern Barbarians in the literature; and studying the existing Eastern Barbarians' cultural relics and non-heritage items (e.g., black pottery, fishermen's trumpets, etc.). The key lies in identifying the "genes" that best represent the uniqueness of the Dongyi culture, such as the sun totem, the bird totem, the black pottery decoration, the primitive sacrificial rituals, the unique view of the sea, and the wisdom of survival.

#### **4.1.2. Translation**

The decoded cultural genes are transformed into forms of expression suitable for tourism and modern communication. For example, the abstract sun totems and black pottery ornaments are

modernized and designed to extract a visual symbol system with recognizable and aesthetic value, which can be applied to tourism brands, cultural and creative products, and guide systems. Ancient rituals, myths and legends are transformed into attractive story scripts, performing arts content, and immersive experience dramas.

#### **4.1.3. Empowerment**

Integrate the translated cultural genes into specific tourism products, services, environments and experiences, giving them unique cultural connotations and added values.

### **4.2. Tourism Nuclear Innovation Path**

The core of tourism nuclear innovation lies in the construction and enhancement of the marine tourism product system with the characteristics of Dongyi culture.

#### **4.2.1. Scene Reconstruction**

Integrate the genes of Dongyi culture into the tourism space and create a tourism scene with a strong cultural atmosphere and a sense of immersion. Through spatial design, environment creation, interactive experience and other means, tourists can experience specific historical or cultural situations. For example, the traditional "New Year's Day Sunrise Prayer Ceremony" is upgraded to "Dongyi Sunrise Prayer Ceremony". In the design of the ceremony to incorporate the elements of the Eastern Barbarians sun worship, such as ancient ritual music, dance, clothing, artifacts, invite experts and scholars to conduct the ceremony guidance, but also to design a symbolic meaning of the interactive links, will simply watch the sunrise into a sense of cultural solemnity and a sense of ceremony of the experiential activities.

#### **4.2.2. Technology Empowerment**

The use of modern technology to enhance the infectious force, interactivity and information transfer efficiency of the tourism scene. AR/VR technology can be used to virtually recreate the East Barbarians' settlement style, sacrificial scenes, allowing tourists to travel through space and time; digital twin technology can build a digital model of the heritage park for monitoring and protection, guided tours and virtual excursions; holographic projection, light shows, immersive theaters, etc., can enhance the audio-visual effect of the cultural performances. The holographic projection, light show and immersive theater can enhance the audio-visual effect of cultural performance.

#### **4.2.3. Ecology Integration**

The innovation of the tourism nucleus must coexist harmoniously with Rizhao's marine ecology and social ecology. This includes focusing on the protection of the coastline and the maintenance of marine biodiversity during the development process; integrating ecological education and environmental protection concepts into the design of the industry; and encouraging the participation of local community residents in the design and operation of cultural experience products, so as to realize the virtuous cycle of tourism development, community well-being and ecological protection. Through online platforms, digital museums and virtual experiences, the marine culture scene in physical space will be extended to virtual space and non-tourism time, realizing a "never-ending" cultural tourism experience.

### **4.3. Tourism Nuclear Innovation Path**

The core value of the "Dual Core Drive" model lies in the dynamic, synergistic and mutually reinforcing relationship between the cultural core and the tourism core. Through systematic decoding and creative transformation, the cultural core continuously provides unique, in-depth and differentiated cultural contents and value-added points for the tourism core; through product innovation, scene construction and market operation, the tourism core transforms these cultural elements into specific tourism experiences and consumption products, attracting tourists and generating economic benefits. What's more, the income and attention generated

by tourism development can feed back to the cultural nucleus and support further research, protection, inheritance and innovation activities of Dongyi culture.

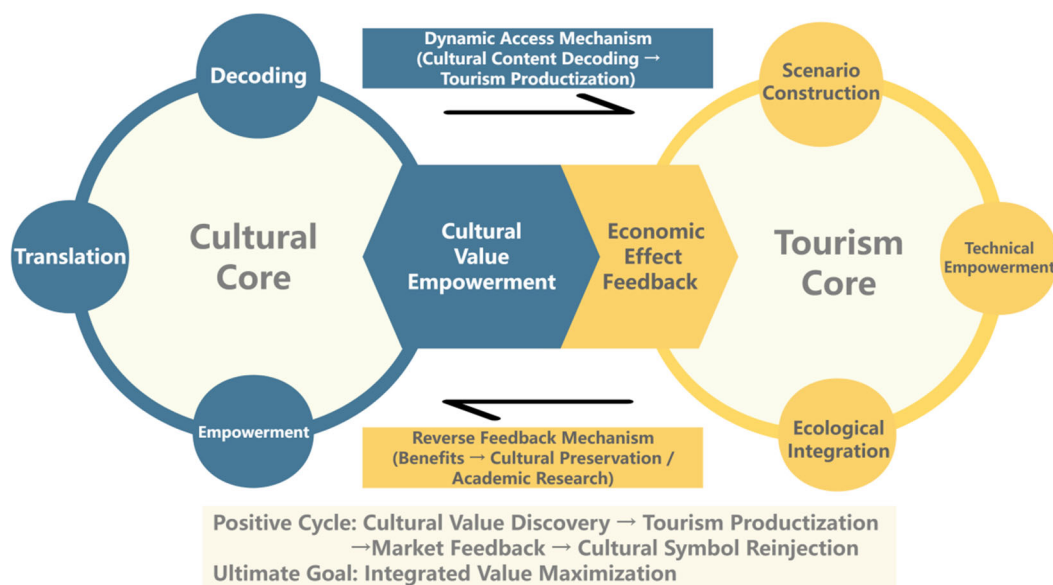


Figure 1. Dual-core drive mode

## 5. Rizhao Practice Path Study

### 5.1. Cultural eco-park co-construction model

The model aims to build a composite cultural tourism space integrating cultural site protection, archaeological research, cultural display and modern coastal leisure and vacation functions. To build a compound space of ruins park + coastal resort, taking the ruins of the two towns and the ruins of Yao Wangcheng as the core area, a high-level national archaeological ruins park is constructed, focusing on the protection and display of the ruins themselves, and at the same time, planning and constructing museums, archaeological experience centers, and cultural research and exchange centers. In the coastal area adjacent to the ruins park, high-end eco-resort hotels, cultural theme lodging, conference and exhibition facilities, characteristic commercial streets, etc. will be developed to form a well-supported coastal resort area. The design of "archaeological exploration + marine leisure" is the key: design the tourism line connecting the site area and coastal area, for example, during the day, tourists can carry out "archaeological exploration" in the site park, through guided tours, exhibitions, and even simulated archaeological experience, to understand the history of Dongyi; in the evening, the site park will be developed to provide a better understanding of the history of Dongyi; in the evening, the site park will be developed into a high-end ecological resort hotel. For example, during the day, tourists can do "archaeological exploration" in the site park, through guided tours, exhibitions, or even simulated archaeological experience, to gain a deeper understanding of the history of the Eastern Barbarians; in the evening or during leisure time, they can enjoy the beach, seawater, seafood, and experience marine recreational activities in the coastal resort. The two are organically integrated through clever transportation connections and landscape design.

## 5.2. Marine festival and ritual culture revitalization model

The model focuses on transforming the important rituals and belief themes of the Dongyi culture into attractive festivals and performing arts products. Focus on remodeling the sun worship, sea god rituals and other festivals IP, based on the natural landscape of Rizhao "sunrise first light first light", combined with the Dongyi sun worship culture, the annual New Year's Day to welcome the sunrise activities on the sea upgraded to a sense of rituals and cultural connotations of the "Dongyi welcome the sun praying for blessings Ceremony" It has become the most representative winter tourism brand activity in Rizhao. At the same time, excavate and reshape the sacrificial customs related to the sea, design the "Dongyi Sea Sacrifice Ceremony" with ornamental and participatory, and make it become an important fishery culture or summer tourism festival highlights. Designing brand activities such as the Sea Ceremony and the Dongyi Cultural Carnival: In addition to large-scale sacrificial ceremonies, we can also plan and organize the Dongyi Cultural Carnival around the Dongyi culture and marine elements, including the Black Pottery Festival, the Fishermen's Culture and Food Festival, the Ocean Games, and Dongyi Culture Theme Performances and other series of activities, so as to form an all-year-round festival and activity system. . Analyze the transformation path from cultural ceremonies to tourism products: the transformation process needs to pay attention to balancing the originality of culture and the entertainment of tourism. The ceremony itself can be used as the core viewing content, while developing related experiential activities, cultural and creative products and tourism routes, so that tourists are not only spectators, but also can gain a deeper cultural experience through participation.

## 5.3. Coastal non-heritage experience base construction mode

The model focuses on the intangible cultural heritage of Rizhao's coastal areas and transforms it into attractive tourism products through the construction of a centralized experience base. It focuses on the integration of intangible cultural heritage resources such as fishermen's trumpets and black pottery production. Rizhao has national or provincial intangible cultural heritage such as fishermen's trumpets and black pottery firing techniques, which are the modern continuation of the genes of the Dongyi culture. It is possible to plan and build coastal non-heritage experience bases in important fishing villages or cultural parks along the coast. Planning non-heritage workshops, marine culture training centers and other carriers: several non-heritage workshops can be set up in the base, and non-heritage bearers can be invited to conduct on-site demonstrations and teachings, such as the black pottery workshop to provide pottery experience, the fishermen's bugle training center to teach the basic chants, and the fishermen's net weaving workshop to learn the traditional skills. It can also set up a marine culture exhibition area and a fishermen's food experience area. To build an integrated platform for "industry-academia-research-tourism", universities and research institutes are encouraged to cooperate with the inheritors to carry out research and innovation in skills; study courses on non-legacy themes are developed; and non-legacy products are sold through tourism to promote the living inheritance of non-legacy.

## 6. Conclusions and Outlook

Based on the strategy of national culture and tourism integration and the real needs of tourism development in Rizhao City, this study systematically constructs the development model of "dual-core drive of Dongyi culture and marine tourism" in response to the core problems of insufficient excavation of cultural connotations, lagging behind of industry innovation and weak ecological synergy. Supported by the theory of cultural genes and through the path of "decoding-translating-empowering", the model digs into the core genes of sun worship, oceanic nature, sacrificial rituals and fishing and hunting civilization in the Dongyi culture, and transforms them into perceptible and experiential tourism products and scenarios, and at the

same time, with the help of the "scenario reconstruction-technology empowerment-ecological integration", the mode of development of "dual-core-driven Dongyi Culture and Marine Tourism" has been systematically constructed. Technology Enabling - Ecological Integration" strategy to realize the deep synergy between culture and tourism. The study not only puts forward the practice paths of cultural ecological park construction, marine festival revitalization, coastal non-heritage experience base, etc., but also shows that the model is expected to significantly enhance the cultural added value and differentiation level of tourism products, and promote the optimization and upgrading of industrial structure. The standardized process of the model is replicable and provides a methodological reference for other coastal cities to explore the deep integration of regional culture and marine resources.

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