Construction and Exploration of Suzhou Night-time Cultural Tourism Consumption Agglomeration Area

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Abstract

The sustained healthy and stable development of Suzhou's night-time economy should further stimulate the vitality of the cultural and tourism consumption market. The construction of cultural and tourism consumption agglomerations is an important driving force for economic growth, and the construction of a number of cultural and tourism consumption agglomerations with unique local characteristics will become an important initiative and effective path to boost the prosperity of the cultural and tourism industry.

Keywords

Cultural tourism integration; Cultural tourism consumption; Agglomeration area; Night-time economy

Introduction

In 2020, Suzhou was successfully selected as one of the first pilot cities to demonstrate the upgrading of historical, cultural and leisure tourism consumption. The total revenue of the city's cultural tourism industry reached 260.7 billion yuan year-on-year, and the main development indicators of the tourism industry continued to remain at the top of the national ranking of key cities; the city achieved a total retail sales of 770.2 billion yuan in the city's social life consumer goods market, ranking seventh in the national key cities last year. Liu Lianxiang (2020) pointed out that stimulating cultural and tourism consumption is an important step to restore the economy and boost the rebound of the cultural and tourism industry. In order to continue to promote the release of Suzhou's cultural tourism consumption potential, on March 27, 2021, Suzhou held the "Gusu 8:30" night economy promotion and spring tourism season conference. In early July, the Ministry of Culture and Tourism issued the Notice on the Construction of the First Batch of National Nighttime Culture and Tourism Consumption Clusters, specifying that more than 200 national nighttime culture and tourism consumption clusters will be selected and constructed in batches. As one of the central cities of Jiangnan culture, Suzhou has a rich cultural heritage and a high degree of cultural IP recognition. In the process of developing the night-time economy, Suzhou has to build national cultural and tourism consumption agglomerations with unique local cultural characteristics, which is important for building new cultural and tourism consumption modes, new models and new systems, accelerating the formation of new dynamics of cultural

and tourism consumption, and increasing the new increment of cultural and tourism consumption.

The Concept and Connotation of Night-time Cultural Tourism Consumption Agglomeration Area

Concept of Night-time Cultural Tourism Consumption Agglomeration Area

In 2020, Jiangsu Province issued the "Jiangsu Provincial Nighttime Cultural and Tourism Consumption Cluster Construction Guidelines (Trial)", which proposed that night-time cultural and tourism consumption agglomeration area refers to a development model that integrates tourism, shopping, dining, entertainment, cultural creation, film and television, performing arts and other types of consumption with a leisure shopping street as the spatial carrier, regional characteristic culture and living atmosphere as the core attraction, and satisfies the multiple consumption needs of tourists and local residents at night at the same time. The development mode of integrated development of culture, business and tourism relies on the gathering of people and various forms of consumption. The construction of a unique cultural tourism consumption agglomeration area, on the one hand, focuses on the local cultural characteristics and tourism products, on the other hand, gathers the economic industry to meet the diversified needs of consumers, which is one of the important measures to develop the night-time economy.

Connotation of Night-time Cultural Tourism Consumption Agglomeration Area

First of all, "night tour, night performance, night banquet, night shopping, night entertainment, night accommodation" constitutes the night economy of the six major industries. Only with systematic thinking to build the night economy, covering the whole industry chain of the night economy, can we truly promote the development of new cultural tourism consumption mode and enhance the internal cycle of consumption upgrade. The distinctive regional culture has shaped the city's appearance and economic industry. The deep and long history and culture is the brightest business card of Suzhou. In the form of night economy tends to be hot, Suzhou night economy should be with cultural characteristics, and its industry includes but not limited to night shopping, catering, tourism, entertainment, learning, leisure, etc. Secondly, in the construction of cultural and tourism consumption clusters, we should fully adhere to the guiding policy of the four-in-one night-time economy system of "urban areas, neighborhoods, scenic spots and business districts". Thirdly, the construction of the agglomeration area should highlight the cultural and tourism characteristics, promote the concentration of multiple industries, and enrich the supply of products and services, so as to boost the number of consumption trips and increase the scale of consumption. Fourthly, the construction of consumption agglomerations should be open in an orderly manner, pay close attention to online, and help enterprises to further promote cultural and tourism consumption (Du, 2020).

The Importance of Constructing Cultural Tourism Consumption Agglomeration Area with Unique Local Characteristics

Greatly Meet People's Demand for Night Consumption

The night-time economy has a concentration of service industries, which itself has extremely strong service consumption attributes. Analysis of data from the Ministry of Commerce shows that about 60 % of China's annual consumption takes place at night, and consumer demand for night-time service consumption is increasing. The night-time economy has a higher "gold content" compared to the daytime, while the development of the nighttime economy has a greater multiplier effect on the promotion of cultural tourism consumption. The State has also vigorously deployed to promote the important task of "building more than 200 national night-time cultural and tourism consumption clusters by 2022".

Effective Mitigation of Structural Contradictions in Supply and Demand in Socio-Economic Development

According to the 2019 Meituan platform big data, the supply of nighttime consumption forms in small and medium-sized cities is relatively single, concentrated in traditional categories such as restaurants, KTV and bars. The contradiction between having leisure and a high willingness to consume, and the relatively single supply structure, restricts the further improvement of the quality of night consumption in small and medium-sized cities. Suzhou has created a unique cultural and tourism consumption gathering area mainly around nighttime consumption activities such as "special snacks, B&B (Bed & Breakfast), travel, sightseeing, shopping and entertainment". The night life of Gusu, which used to be as calm as water, has become lively. In order to prosper the nighttime economy and promote night-time cultural tourism consumption, the government has not only established a sound policy system for night-time economic development, launched special nighttime consumption products, but also implemented strong consumption incentives, empowered the 2,500 years of history and culture in the consumption experience, and created a reassuring and comfortable nighttime consumption environment.

Providing a New Development Platform for the Cultural Tourism Industry

In the first half of 2020, while carrying out COVID-19 prevention and control work, Suzhou Culture, Radio, Film and Tourism Bureau piloted the building of "Gusu 8:30" brand, organized cultural tourism consumption resources such as intangible cultural heritage projects, ancient street gardens, celebrity articles and cultural creation, promoted the planning and construction of transforming cultural resources into tourism elements, and launched various types of night consumption activities. This has not only stimulated the vitality of traditional cultural and tourism resources, but also given rise to a number of new tourism highlights and cultural and creative products. At the same time, it has increased the value of the use of non-traditional cultural and tourism resources in the old city, helping to improve the time utilization rate of tourists and also enhancing their sense of tourism experience.

Promoting the Development of Cultural Tourism Talent Team

By the end of 2020, Suzhou has 9 national cultural industry parks, 20 provincial parks and more than 1,050 cultural enterprises above the scale; it has held 9 consecutive China Suzhou Creative Expo, resulting in a total transaction amount of nearly 40 billion yuan, attracting more than 1.3 million creative design professionals, cultural industry practitioners and citizens to actively participate and dock, and bringing together a

large number of cultural tourism professionals. It has brought together a large number of cultural tourism professionals. The opening up of new positions for cultural tourism consumption is more conducive to talents in cultural content creation to shine in the construction of cultural tourism consumption clusters, thus promoting the construction of cultural tourism talents in Suzhou.

Exploring the Path of Creating a Night-time Cultural Tourism Consumption Agglomeration Area with Unique Local Characteristics

Creating a Night Landscape with Regional Cultural Characteristics

To create a night-time cultural tourism consumption cluster with "regional characteristics + cultural elements" as the direction, based on its own culture, history, humanistic style and other characteristic resources, injecting unique regional cultural elements, night-time cultural tourism consumption scene design and theme creation, strengthen the sensory experience and create an immersive experience atmosphere. Night tour landscape space can be a combination of illusion and reality, with great plasticity and extensibility. The traditional spatial restrictions are broken and integrated into the existing landscape environment to enhance visitor participation and satisfaction. The ancient city is the largest cultural carrier of Suzhou, and the horizontal and vertical water system inside and outside the ancient city is a unique urban landscape and one of the important elements of Suzhou culture and tourism. For example, Suzhou Industrial Park launched the "Night Tour of Jinji Lake", a night tour that combines viewing, interaction, experience and parade, presenting a cultural feast in the unique way of watching a boat, making visitors both appreciators and experiencers. At the same time, we can also use the platform of Jinji Lake to speed up the development of digital cultural tourism industry and hold some large-scale water performance activities on a regular basis to get close to visitors and show them an amazing night touring experience. At the same time, Suzhou should also build night tour projects based on its own Wu culture theme characteristics, so that the night landscape becomes another carrier to enhance the charm of Suzhou's cultural city, to play the "city tourism card" of Suzhou.

Launching Industry Products with In-depth Integration of Culture, Business and Tourism

In the process of creating nighttime cultural tourism products, building a system of functional compounding, product diversification and industry complementation can not only enrich the content and quality of nighttime life, but also drive the surrounding commercial consumption through the gathering effect of the products, thus forming a closed loop of deep integration of culture, business and tourism, and promoting traditional tourism to "tourism +" innovation (Xu, 2020). In China, after the primary stage of "beer + barbecue" night market, to bars, KTV and other localized leisure and entertainment business, with the accelerated urbanization and the continuous improvement of residents' consumption level, the night economy has gradually developed into a comprehensive experience business. After the promotion of the "Gusu 8:30" brand, night tours, night shows, night banquets, night performances, night entertainment, night shopping and night accommodation have taken shape. According to Zou Jiayun (2020), "immersive" performance experiences are a popular form of service for audiences. Through the immersive performance, non-heritage interactive projects and cultural and creative products, 3D light shows, street art performances and other daily, high-quality, special night cultural

and tourism consumption experience products, increased the time consumers stay outside, extending the business chain of promoting consumption through cultural tourism. Light shows, night tours and other cultural tourism projects have sufficient attraction for foreign tourists, while the interest of local young people is relatively erratic. Local young people are more focused on lifestyle-related cultural tourism projects to meet their needs on a spiritual level. According to Meituan data, in 2019, night-time spending users in the 20-29 age group contributed 52.7% of the night-time spending amount with a headcount share of 48.0% of all night-time spending users. Jiaqi Li (2021) suggests that the urban consumer group base is large and overall young. Therefore, the planning of night tourism products is not only from the perspective of tourists, but also needs to serve local residents, especially local young people, who are also the backbone of the night-time economic growth. Suzhou can pilot the creation of night museums, night movies and plays, bookstores that don't close, 24-hour gyms, etc., as well as "dining + performance", "shopping + entertainment", "social + health" and other innovations. The innovative combination of different business formats such as "dining + performance", "shopping + entertainment" and "social + health" will enrich the content of products that can be consumed at night.

Creating a Night Culture IP with Wide Impact

While developing a diversified nighttime complex business system, it is inevitable that places will also face the dilemma of homogenization. There is a need to shape their own brand image through city marketing theory to distinguish themselves sharply from other cities (Zheng, 2015). In addition to deep integration with local cultural characteristics, creating night culture IP is also a breakthrough. At a time when travelers' needs have transformed from basic functional to high-end experiential, the lack of unique cultural genes has become the fundamental cause of many projects on the verge of bankruptcy. At present, there are mainly three driving modes: self-built IP driving mode, film and animation IP crowning mode, and traditional resource IP innovation and upgrading mode. Huayi Brothers Movie World can join the film and animation IP pry mode on the basis of the self-built IP mode, and cooperate with the cultural tourism integrated service management company, using the existing IP to invest, develop and operate, so as to drive a scenic spot, a region or a special tourism line. According to the experience of developed countries in Europe and the United States, the demand for cultural tourism consumption experience of the middle class began to appear stratified, non-traditional, content-driven personalized cultural tourism lines began to be hot. This is also the reason why film, television, animation and other themed trips are starting to break the circle. A more representative example is the TV drama "Word of Honor" concert in 2021. On the opening day, the tickets were sold out in 14 seconds, while Suzhou search fever jumped 620% year-on-year (on the Flying Pig platform), Suzhou hotel bookings grew 160% year-on-year, with prices soaring nearly five times, and May Day car rental tour bookings rose over 200%. In the era of cultural tourism 2.0 integration, the traditional humanities and natural resources IP second creation upgrade drive model, is also a common way to revitalize cultural tourism resources. Suzhou's traditional tourist attractions can also use their own natural and humanistic resources to start cooperating with some national brands to create national trendy IP, for example, silk sculpture lipstick, green wall green tile shadow plate, garden series ice-cream ... these seemingly full of fast-consumerism culture IP, in fact, brings traffic and for those attractions above the altar. These night culture IP with night economy as the core, after building a complete product matrix, then open the online and offline marketing links, through the Internet marketing will IP spread, proliferation, fission, and then the online gathering of fan traffic into, offline linkage node field interactive experience, the formation of modular, product-based borderless operation of the night

consumption scene and agglomeration area, and ultimately enhance the consumption capacity, to achieve the value of realizing the purpose.

Building a Fully Functional and Supported Public Service System

The gradual expansion of the economic and social landscape at night requires cities to provide more targeted public support services. There is a big difference between nighttime and daytime economic operations, including lighting effects, traffic and travel, security management, food safety, logistics and distribution, and emergency management, all of which test the level of local management and the degree of humanization of public services. To prosper the nighttime economy, it is also necessary to speed up the analysis and adjustment of the existing management system. While planning the spatial layout of the nighttime economy, it is also necessary to deeply analyze the operation mechanism of the urban public service system to create a good environment for the development of the nighttime economy, show the humanistic care of Gusu and improve the reputation of Suzhou city. The government needs to work with all relevant departments to do a good job of logistics, so that the policies to promote the development of the night-time economy are put into practice, improve the corresponding public service system, such as infrastructure facilities, public service industry in place with the joint promotion of traffic, fire, public security, as well as cultural tourism, business administration, market supervision and other departments. This will better achieve the purpose of improving the nighttime economy to increase the utilization rate of facilities, stimulate cultural innovation, increase employment, increase the length of stay of tourists, enhance consumption levels and stimulate regional development.

Adopting the Logic of "Legend" to Tell Suzhou Story

On the one hand, it draws on the excellent "representative" case of Changsha to tell Suzhou's own legendary story. Launch a short video contest to showcase Suzhou's city charm and encourage people to speak for the city's image as the protagonists of its reform and development. On the other hand, we can adopt the logic of legend to tell the story of Suzhou. The so-called "legendary" logic means that the three aspects of Suzhou, namely the "old city, the old people and the old techniques", are perfectly combined. The first is the old city. I think every tourist who comes to Suzhou wants to experience what it is like to "walk through" the old city. How can we create the atmosphere of the old city with its history and culture in a comprehensive way? We can imagine, in the old city of Suzhou, if there are many women in cheongsam and Chinese costumes, it will add a beautiful scenery to the old city, and will let tourists have a "through" type of experience. Visitors can also enjoy traditional dishes with traditional tableware; in the teahouse, they can enjoy the gentle and melodious Suzhou folk music; on the boat, they can recreate the life of the people of the canal at that time, which will be a very good tour experience. Secondly, there are the "old people". Suzhou is home to many master craftsmen who are the inheritors of the city's intangible culture. For example, Wang Fang, the master of Kunqu, Xue Fuxin, the inheritor of the traditional building construction techniques of the Xiangshan Sect, Wang Jinshan, the inheritor of woof silk, and Fang Zhida, the inheritor of woodblock prints in Taohuawu. We can produce excellent documentaries about the masters' deeds, increase the publicity of the old skills, attract more people to experience and learn, become the "disciples" of the masters, inherit and promote the excellent folk culture of Suzhou, and enhance the reputation of Suzhou city. Lastly, the "old techniques". We can apply Suzhou's traditional skills to all aspects of life, closely combining traditional crafts with modern life to create a

legendary industry. Promoting the quality and upgrading of cultural tourism consumption not only meets the people's needs for a better life, but is also a pragmatic move to stimulate consumption, expand employment and boost the economy (Zheng, 2020).

The bright moon, the colorful lights, the smoky bridges and rainy alleys, from the visual satisfaction to the spiritual enjoyment, Gusu at night is more mysterious. As a new consumption growth point, behind the lively night tour, the vitality of new business is being stimulated. The night-time economy is more likely to enhance the vitality of the city and prompt the formation of a strong domestic market. The night-time cultural and tourism consumption cluster is also becoming an important driving force to radiate the speed and quality of the regional nighttime economy with its rich experience form, deep cultural integration, strong aggregation attraction and comprehensive consumption of culture, business and tourism.

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