Exploration on the Construction of Suzhou's Nighttime Cultural and Tourism Consumption Cluster under the New Development Pattern of Double Cycle

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Abstract

In the context of the huge impact of the epidemic on the cultural tourism industry, how to effectively promote the accelerated recovery of the cultural tourism industry to help the "double cycle" development pattern has become a top priority. Nighttime cultural tourism consumption is an innovative consumption model, which is an important part of modern city business model based on traditional consumption model with a deeper extension of time and space. Building a national nighttime cultural and tourism consumption cluster with typical demonstration and leading role is one of the important measures for Suzhou to realize the plan of multiplying cultural industries and building the cultural brand of Jiangnan.

Keywords

Double Cycle; Culture and Tourism Consumption Cluster; Nighttime Economy

In September 2020, General Secretary Xi Jinping stressed at the 15th meeting of the Central Committee for Comprehensively Deepening Reform that the formation of a new development pattern with a large domestic cycle as the main body and dual domestic and international cycles promoting each other should be accelerated. The new stage of China's economic and social development needs to be dominated by the domestic economic cycle, with better satisfying domestic consumption and development as one of the landing points. Taking the domestic cycle as the main body is the active choice to promote people's welfare. Under the situation that the domestic cultural tourism industry is hit by the epidemic, building a cultural tourism consumption cluster with unique local characteristics is of great significance to promote the accelerated recovery of the cultural tourism industry and the development of the night-time economy.

Importance and Necessity of Nighttime Economic Development under the Double-loop Pattern

Double-loop Development Pattern, the Night Economy Has Become a New Driving Force to Boost Domestic Demand

The nighttime economy is one of the modern urban business modes and one of the manifestations of local economic vitality (Zhou, 2020). The development of the nighttime economy effectively drives domestic demand potential, and the Ctrip Report on Tourism Nighttime Economy in the First Half of 2021 shows that the tickets for nighttime scenic spots and fun in the first half of the year increased by 469%, the per capita number of nighttime trips reached 1.3 times, and the per capita consumption reached 187 yuan. Currently, consumers' travel time is being fully covered from "day" to "night". Consumers' demand for nighttime services is increasing, and the nighttime economy is more "gold" than the daytime economy.

The Nighttime Economy Can Better Meet Domestic Consumption Demand under the Double-Cycle Development Pattern

The night-time cultural and tourism economy has positive significance for unlocking economic growth, boosting consumer demand, increasing social employment, expanding new time and space for cultural and tourism, and showing the charm of cities (Wang Honghong, 2020). Prosperous development of the nighttime economy is important for urban development, consumption upgrading, and industry renewal. In the context of the new pattern of economic development mainly in the domestic grand cycle, the development of the nighttime economy is an important initiative in urban development that constantly caters to the times.The Opinions on Further Stimulating the Potential of Culture and Tourism Consumption issued by the General Office of the State Council in 2019 clearly put forward that by 2022, more than 200 national nighttime cultural and tourism consumption agglomerations will be built. Facing the national development goal of 2035, the integration of culture and nighttime economy will vigorously promote the construction of a strong cultural economy.

The Construction of Nighttime Cultural Tourism Consumption Clusters Is an Important Grasp of the Development of the Nighttime Economy

In the new era, nighttime cultural tourism consumption is playing an important role in the nighttime economy, carrying the pursuit of people's aspiration to deeply perceive culture and multi-dimensional experience of life (Yang, 2020). The nighttime cultural tourism consumption agglomeration is the top priority for the development of nighttime economy, and the nighttime cultural tourism consumption agglomeration has the following four characteristics.

Reasonable Planning and Layout, Distinctive Local Characteristics

The construction of the nighttime cultural tourism consumption cluster mainly relies on the existing cultural

venues, historical and cultural neighborhoods, special scenic spots and other spaces, incorporating characteristic cultural elements and commercial elements to realize the dual linkage of cultural tourism and commerce. The agglomeration area is designed on the basis of the regional characteristics of the cultural tourism consumption places. Functional zoning, overall planning, integration of features to better meet the diversified and multi-level night cultural tourism consumption needs of tourists, effectively pull the city's economic growth.

Diversified and Enriched Industry, Functionally Complete

The culture and tourism industry is a typical consumption-driven economy, and as the consumer market enters a stage of diversified demand, people have higher requirements for the connotation and quality of cultural and tourism products (Liu, 2021). Night cultural and tourism consumption clusters should break the traditional concepts of night tours and night stalls, innovate and develop night tours, night exhibitions, night reading, night entertainment, night shows, night markets, night shopping, night lodging and other business modes based on consumer psychology and market demand, and launch regular, quality and characteristic night cultural and tourism consumption experience products such as immersive performing arts, interactive projects of non-heritage and 3D light shows of cultural and creative products, and street art performances. Create more night tourism places with cultural connotations, build a number of small theaters, and launch influential boutique performing arts projects. Through the popularity and creativity driven up by the cultural tourism industry, drive the business to move in, forming the integrated development of cultural tourism business integration.

Comprehensive Management Standard, Reasonable and Efficient Operation

The nighttime cultural tourism consumption cluster has a sound and complete management system and operation mechanism. Continuously strengthen market supervision, strict inspection of various activities, gatekeeping, cracking down on illegal and disorderly behavior, sound consumer complaint mechanism, broaden consumer feedback channels, and better protect consumer rights and interests. To the new industry, the new development of the production also implement inclusive supervision, and constantly improve the emergency rescue measures at night to improve the service degree and personal safety protection of tourists, but also effectively prevent food safety problems, environmental pollution, ecological damage accidents, so that the rights and interests of consumers and builders are protected in both directions.

High Economic Contribution and Strong Radiation Drive

The government provides a series of supportive policies and measures for the construction of nighttime cultural and tourism consumption clusters to promote the expansion of cultural and tourism consumption content and create a growth point for nighttime economic development. Organize and carry out activities such as the month of cultural tourism consumption to continuously improve and enrich the night tourism products and stimulate consumption through brand building and attraction, thus boosting local economic development.

Problems in the Construction of Cultural Tourism Consumption Clusters in Suzhou

In 2020, Jiangsu Province issued the "Jiangsu Provincial Nighttime Culture and Tourism Consumption Cluster Construction Guidelines (for Trial Implementation)", proposing that the nighttime culture and tourism consumption cluster refers to the leisure shopping street as a spatial carrier, with the regional characteristic culture and life atmosphere as the core attraction. It is oriented to meet the multi-consumption needs of tourists and local residents at night at the same time, gathering sightseeing, shopping, catering, entertainment, cultural and creative, film and television, performing arts and other types of consumer business, relying on the gathering of people and a variety of consumption forms gathered into the development mode of integrated development of culture, business and tourism. According to the national night cultural tourism consumption cluster construction target, Suzhou cultural tourism consumption cluster construction still has the following shortcomings.

Insufficient Overall Characteristics of Consumer Clusters and Insufficient Cultural Heritage

In the 2020 China Nighttime Economy Forum held in Wuxi, although Guanqian Street and Shantang Street were selected as the "Top 10 Night Markets for Tourists in 2020", the overall characteristics of the two consumer clusters are not enough, and the cultural heritage of Suzhou is not highlighted enough. Guanqian Street takes Xuanmiao Guan as the core of development and extends into six functional sub-districts, each of which has one or two core facilities as the focus of sub-district development, such as a comprehensive shopping mall as the "core", with a series of auxiliary facilities such as specialty stores as the "wings" to develop a hierarchical "point with surface" pattern, forming a "core with wings" overall layout. In August 2018, it was selected as the first batch of old-established clustering blocks in Jiangsu Province. Although Guanqian Street has been selected as a provincial old-established clustering area, the main street of Guanqian Street still does not have enough old-established brand stores with local characteristics of Suzhou. Although Shantang Street and Pingjiang Road are both historical and cultural districts with the characteristics of Suzhou's water town, with adjacent river streets and parallel water and land, the cultural heritage of the two streets is still not highlighted enough.

Lack of Landmark Cultural and Tourism Consumption Clusters

Suzhou has rich and diverse cultural tourism resources, with Jiangnan classical gardens and ancient water towns being the most well-known and desired by foreign tourists. On November 1, 2020, the first night tour of the Humble Administrator's Garden, "Humble Administrator Art" was successfully held, following the night tours of the Wangshi Garden and the Canglang Pavilion. This is a new form of garden tour developed by the Humble Administrator's Garden in response to the new trend of "Gusu 8:30" night tour, which is bound to become one of the landmark attractions of Suzhou night tour. In comparison, Suzhou's cultural tourism resources are relatively scattered due to the volume of the ancient city and the distribution of the urban pattern, and lacks cultural tourism consumption clusters such as Xi'an Datang Night City, Chongqing Hongya Cave, Beijing Sanzhanlan, Hangzhou West Lake, etc.

The Existing Cultural Tourism Consumption Agglomeration Area is not Rich Enough in Industry

"Jiangsu Provincial Nighttime Culture and Tourism Consumption Cluster Construction Guidelines (for Trial Implementation)" points out that the cultural tourism consumption cluster should include night performance, night exhibition, night reading, night entertainment, night show, night tour, night food, night shopping, night accommodation and other business forms, and launch immersive performing arts, non-heritage interactive projects and cultural and creative products, 3D light shows, street art performances and other regular, quality and characteristic nighttime cultural tourism consumption experience products, extending the cultural tourism consumption chain. The "Implementation Opinions on Accelerating the Development of Suzhou's Nighttime Economy" issued in April 2020 clearly indicates that not only should nighttime cultural consumption, nighttime tourism consumption, nighttime entertainment consumption, nighttime food and beverage consumption, but also nighttime shopping consumption, nighttime fitness consumption and nighttime accommodation consumption be developed prosperously. From the characteristics of the cultural tourism consumption clusters, only a very rich cluster can retain tourists, and only by providing a sufficient variety of tourism products can it achieve a balance between supply and demand. From the perspective of several tourism agglomerations in Suzhou, their night economy is not rich enough, and some tourist attractions are mainly open at night, lacking interaction; the business circle mainly focuses on night food and night shopping consumption, and the consumption elements are too single, the consumption mode is not alive enough, and the consumption mode is simple and not diversified enough.

Insufficient Public Management and Public Cultural Services

Since the launch of the "Gusu 8:30" series of activities in various districts and counties, good social effects and economic growth trends have been achieved, but there are still shortcomings in public management and public cultural services. In the process of research, the project team found that several major business districts, especially the food street and other areas with high traffic flow in the night business, there is a lack of environmental health, and there are scalpers selling tickets to various attractions in the Northeast Street and other areas of tourist attractions. Night exhibition, night reading is also an important part of the people's pursuit of a happy and beautiful life, "Book Suzhou" is the characteristic cultural signboard of Suzhou, but in the "Gusu 8:30" series of activities, the attention is still insufficient. As a result of the COVID-19, the Suzhou City Library and other public libraries are closed early and the 24-hour reading room is also closed. Most museums and exhibition halls close slightly earlier than the Suzhou Museum, which has a fixed time to open night exhibitions.

Exploration of the Path to Build a Nighttime Cultural and Tourism Consumption Cluster with Unique Local Characteristics in Suzhou

In July 2021, the General Office of the Ministry of Culture and Tourism issued the "Notice on the construction of the first batch of national night-time cultural and tourism consumption agglomeration areas". In August, Suzhou Jinji Lake Scenic Area, Zhouzhuang and Guanqian Street were selected as the first batch of up-

graded nighttime cultural and tourism consumption clusters in Jiangsu Province. Since the first half of 2020, domestic tourism cities have been taking the lead in the crisis, focusing on epidemic prevention and control on the one hand and cultural tourism industry recovery on the other (Wang Hu, 2020). Suzhou has achieved remarkable results since the creation of the "Gusu 8:30" night economy brand (Fu Qi, 2021). To further stimulate consumption potential and create a national nighttime cultural and tourism consumption cluster, it is necessary to deepen the supply-side structural reform in culture and tourism, focus on "top-level design, platform construction, cultural and tourism integration, and brand building", and explore the formation of a "supply-led consumption, innovation-driven development " Suzhou model of cultural tourism consumption.

(1) Taking the ancient city as the axis, forming a three-dimensional cultural tourism consumption carrier matrix to cultivate ecological and unique cultural tourism consumption clusters with Suzhou characteristics. On the one hand, focusing on Suzhou's "zui Jiangnan" cultural characteristics and Suzhou-style tourism products, and on the other hand, gathering economic sectors to meet the diversified needs of consumers, is one of the important measures to develop the cultural tourism industry.

Suzhou is rich in cultural tourism resources and has a wide range of tourist attractions, and is known as the "City of a Hundred Gardens", "City of a Hundred Museums" and "City of a Hundred Industries". It can learn from the experience of Xuhui District in Shanghai and form three core cultural tourism consumer clusters, namely "West Coast of Art", "Charming Hengfu" and "Xujiahuiyuan". The "Art Media" strategic industry cluster, with arts and performance, film and media, digital content and publishing and distribution as its core, will build multiple supply and branding elements to create a mutually integrated and empowering consumption ecosystem. Suzhou should gather ancient cities, classical gardens, museums, performing arts venues, all kinds of tourist attractions and special neighborhoods, special cultural tourism stores, "point line surface" three-dimensional cultural tourism consumption carrier matrix cultivation ecology.

(2) Build new scenes of cultural tourism consumption, and continue to create new hot spots of cultural tourism consumption.The construction of cultural tourism consumption agglomeration to promote the work of cultural tourism consumption as a key grip, consolidate the foundation of the digital transformation of cultural tourism consumption, accelerate the diversified supply of consumption carriers. Encourage the creation of new, excellent and high-quality products, improve the cultural tourism+industry chain, and continue to create cultural tourism consumption hotspots. 1. Taking the traditional festivals such as the yashenxian and the Huqiu temple fair as carriers, create iconic and multi-point distribution of new scenes of cultural and tourism consumption, "hitting the spot everywhere and being creative and new at festivals". To achieve from Taihu Lake, the ancient town to the ancient city, to achieve the sound of people, lights and smiling faces everywhere; from the prosperous park, tourist attractions to the historic district, to achieve a thriving industry, strong attraction, distinctive features; from cultural creativity, scientific and technological innovation to the creation of special brands, a new bloom. 2. Promote cross-border integration of technology and consumption through technological innovation. Cooperate with leading enterprise platforms to launch new marketing promotions, encourage businesses to try "5G+AI" technology and intelligent terminals, cultivate and promote new online marketing and new scenes of cultural tourism consumption. The first store and the first show and the characteristic neighborhood bring the popular gathering effect, take Suzhou International Design Week and other activities as the brand, give full play to the ancient city IP resources, develop new creative industry with Gusu characteristics, fully integrate online and offline, promote the new consumption to accelerate the

rise, achieve the attraction and enhance the influence. 3. Learn from Shanghai Jingan District to create Suhewan experience. The transformation of the ancient city into a cultural, tourism, fashion and other industries, the integration of urban renewal, ecological livability, high-end business and fashion experience, the ancient city will be built into a charming display area of Jiangnan culture, fashionable humanities and leisure central activity area. The historic district has hot spots in all seasons and creativity everywhere to attract and keep tourists

(3) Create a brand of cultural and tourism consumption, and enhance the quality and reputation of cultural and tourism consumption. 1. Learn from the Changsha experience. Advocating citizens to "welcome" tourists during festivals. During the May Day period, "famous Changsha" exploded "out of the circle" and became the national tourism "top stream", the city received 3,623,800 tourists and achieved a total tourism revenue of 3,538,000,000 yuan, showing strong momentum. The city received 3,623,800 visitors and achieved a total tourism revenue of 3,538,000,000 yuan, showing strong momentum. On the eve of the "May Day" holiday, Changsha issued the "civilized May Day Net Red Changsha Initiative", calling on local citizens to play the spirit of ownership, "let foreign friends travel first", try to avoid the city's popular scenic spots, for foreign tourists to give up parking spaces, travel routes. This reflects the hotness of Changsha tourism and the civilization of Changsha city management. 2. Create local special cultural hitting points to enhance the communication power evaluation. Yuelu Mountain, Juzizhoutou, Provincial Museum, Pozi Street, Taiping Street and other scenic spots and neighborhoods with distinctive local cultural characteristics have become a must-see when visiting Changsha. Drinking Modern China Tea Shop, traveling Wenheyou, become an important content of young people spread on social media. Suzhou should actively promote the old restaurant to accelerate product innovation and upgrading, with food, beauty, beauty to create hot points, not only to have the cultural characteristics of the deep heritage of Jiangnan, but also to have "city smoke and fire". It can also learn from Changsha's successful experience of building Phoenix Street based on the "2020 Changsha First Yuelu Mountain Youth Theatre Festival" and hold a series of cultural activities to create "Jiangnan Little Theatre" and "Jiangnan Little Bookstore", which are loved by young people, the main consumer force. To increase the depth of cooperation with Douyin, Xiaohongshu, watermelon, Bilibili and other social media, to launch more reflect the flavor of Jiangnan, in line with the taste of the audience's masterpieces. 3. Accelerate the launch of the "Suzhou cultural tourism consumption card" product.Covering all-round tourism elements such as food, accommodation, transportation, travel, shopping and entertainment, and stimulating consumption potential with convenient digital services and new marketing methods. 4. Brighten the garden business card, and strengthen the garden night tour project. Increase the promotion and financial support for the night tour and night performance products such as the Humble Administrator's Garden, the Wangshi Garden Night Tour and the Canglang Pavilion "Fushengliuji".

(4) Increase public cultural services. 1. Grow the Jiangnan small theater brand, cultural benefits to the people. By the government into Jiangnan small theater, cultural arts center to buy public services, to ensure that each self-run performances are set to benefit the people's ticket prices; art education popular performances, such as a series of performances the highest ticket price of no more than one hundred yuan; public service performances to develop ultra-low ticket prices, or targeted free tickets, with government subsidies means to reduce ticket prices. Do basic cultural consumption is guaranteed, diversified cultural tourism consumption can meet, high-end cultural tourism consumption has a supply (Wang Shengqiang, 2021). 2. Strengthen the brand of Jiangnan Little Culture Theatre, and produce more high-quality masterpieces and classic masterpieces. Attract

the audience with masterpieces and retain the audience with fine works. It is suggested to unite the various research structures and cultural scholars in Suzhou universities and cultural federations to form a steering group to dig up classic masterpieces and adapt creative plays on the basis of respecting the original works. 3. Increase the construction of Suzhou's smart city platform "Su Zhoudao", so that it includes the city's various public service functions. Expand the online teaching platform of "Pinsu" art catechism, and increase the quantity and length of "catechism" of non-heritage items; on the basis of "10-minute cultural life circle", make the "Suzhou Zui Jiangnan, Cultural Benefits People" more effective. On the one hand, it is necessary to enhance the digital level, broaden the path of public cultural services, and on the other hand, it is also necessary to pay attention to the traditional media of information dissemination to facilitate the elderly to enjoy cultural services, increase the awareness rate and participation rate of the elderly, so that "The elderly have a sense of fun, learning and love".

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