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# Innovative Implementation Path and Typical Case Study of the Construction of Grand Canal Cultural Belt, Ecological Belt, and Tourism Belt: A Research Proposal

Li Jia<sup>1\*</sup>, Quan Huiqi<sup>2</sup>

<sup>1</sup>College of Music, Shanxi Normal University, Linfen, Shanxi 041099, [lijia@sxnu.edu.cn](mailto:lijia@sxnu.edu.cn);

<sup>2</sup>Inner Mongolia Arts University, Hohhot, Inner Mongolia 010010, China. [810972788@qq.com](mailto:810972788@qq.com)

Corresponding author: Li Jia, Email: [lijia@sxnu.edu.cn](mailto:lijia@sxnu.edu.cn)

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## ABSTRACT

At this stage, most of the studies on the Grand Canal at home and abroad are single-sided, either emphasizing environmental protection or resource development and utilization, and there are relatively few comprehensive studies on the coordinated development of tourism, culture, and ecology in provinces and cities along the Grand Canal. Taking the current situation of cultural tourism development and resource protection in the Shandong and Suzhou sections of the Grand Canal as an example, this paper profoundly analyzes the cultural tourism resources along the Grand Canal, evaluates the cultural tourism resources in the Shandong and Suzhou sections of the Grand Canal by using the expert evaluation method and the economic benefit evaluation method of cultural tourism resources, and defines the cultural tourism situation in the Shandong and Suzhou sections of the Grand Canal. This paper combs the factors restricting the development and development of cultural tourism resources, ecological resource protection and economic benefits of tourism resources in Shandong and Suzhou sections of the Grand Canal, and designs the overall development idea of the Grand Canal cultural belt, tourism belt and ecological belt on this basis. This means: Firstly, it can promote the development of tourism sustainable development theory; Secondly, it can enrich the research on the development of cultural tourism in the Grand Canal; Finally, it can promote the development of regional tourism cooperation theory.

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**Keywords:** Innovative implementation, Grand Canal cultural belt, ecological belt, tourism belt.

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## 1. Introduction

The relationship between cross-regional cultural landscapes does not currently receive enough attention in cultural landscape conservation. Cultural landscapes in China are faced with the crisis of fragmentation and islanding, which makes it necessary to strengthen the idea of integrated conservation (Wang et al., 2018).

Taking the current situation of cultural tourism development and ecological environment protection in the Shandong and Suzhou sections of the Grand Canal as objective facts, through the field investigation and discussion of the tourism practitioners in the scenic spot, this study analyzes how to avoid better damaging the ecology and better inherit the culture in the redevelopment process of the Grand Canal, This has a particular reference value for how to face and solve problems in the cultural tourism development of other provinces and cities along the Grand Canal. In addition, at present, there is no unified mechanism for the development of Grand Canal cultural tourism in different cities. This study can provide a reference for the formation of the chain effect in the next step.

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## 2. Research Objective

First, to copy the successful experience in the development of cultural tourism resources in Shandong and Suzhou. Using tourism and competitiveness related theories, this paper analyzes the tourism competitiveness of cities along the Grand Canal, analyzes the successes of the Shandong section and Suzhou section, summarizes their successful experience, and copies them to the tourism economic development of other provinces and cities along the Grand Canal, to realize the high-quality development of the regional economy.

Second, to put forward the general construction idea of the Grand Canal cultural belt, ecological belt, and cultural belt based on the analysis of the empirical results, and put forward the integrated development model of the tourism industry and cultural industry, including the development mode of cultural sector led by the tourism industry and the development model of cultural tourism industry cluster.

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## 3. Research Objectives

The research objectives of this topic are as follows:

First, enrich the research content of the coordinated development of tourism, culture, and ecology;

Second, improve the research system of tourism culture ecology coupling coordination theory;

Third, provide valuable reference opinions and countermeasures for the construction of the Grand Canal tourism belt, cultural belt, and ecological belt

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#### 4. Research Methods

- 1) Literature research method: through an extensive collection of literature within the scope of topics, study the theoretical literature on canal cultural tourism at home and abroad, analyze, summarize, summarize and sort it out to understand the research trends and research results in relevant fields ,and provide theoretical support for the writing of this paper.
- 2) Field investigation method: take on-site observation records, scene shooting, investigation of local tourism departments, analysis of local tourism practitioners, research of local tourists, and expert discussion as the primary means to classify, sort out and record the cultural tourism resources in the Shandong section and Suzhou section of the Grand Canal, to form objective materials for writing.
- 3) Expert evaluation method: according to the national standard tourism resource evaluation method, the cultural tourism resources are scored by experts (scoring experts mainly come from colleges and universities and tourism bureaus), and the cultural tourism resources are classified according to the evaluation grade and scoring index of the national standard.
- 4) Questionnaire survey method: investigate the tourism practitioners and relevant personnel in the Shandong section and Suzhou section of the Grand Canal, understand the current situation of cultural tourism resources and ecological environment protection in the Shandong section and Suzhou section of the Grand Canal, deeply understand the existing problems and deficiencies, and provide a reference for the follow-up study of the construction ideas of the Grand Canal cultural belt, ecological belt, and tourism belt.
- 5) Quantitative research method. To grasp the internal essence and internal relationship of things, correctly explain the development and changes of items and predict the future development trend of things. Based on the data from China Tourism Statistical Yearbook, China cultural relics statistical yearbook, cultural and related industries statistical yearbook, Shandong and Suzhou Bureau of statistics and relevant websites from 2009 to 2019, this paper makes a quantitative analysis on the economic benefits of cultural tourism resources in Suzhou and Shandong sections of the Grand Canal. Based on the research perspective of traditional industry integration, from the standpoint of system coupling, by establishing the integration coordination degree model, this paper studies the integrated development of cultural industry, tourism industry, and ecological, environmental protection in the Shandong section and Suzhou section of the Grand Canal.

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#### 5. Theoretical Innovation

**The main innovations of this topic are as follows:**

First, the innovation of research content and entry point. The foreign research on the Grand Canal tourism started earlier, the research scope is broad, and the theoretical application research of canal tourism is relatively mature. Academic research has important guiding significance to reality. At the same time, although the research on canal tourism in China started late, the research progress is speedy, and the research field of canal tourism is gradually expanding. However, on the whole, most of the research on the Grand Canal cultural tourism at home and abroad generally focuses on the development of the Grand Canal cultural tourism, the analysis of the products of the Grand Canal cultural tourism, and the canal cultural tourism resources. It has not yet formed a multi-disciplinary research feature. Under the theoretical framework of the Grand Canal cultural belt, ecological belt, and tourism belt, combined with the guiding ideology of "protection, inheritance, and utilization," taking the utilization of tourism resources in industrial development as the starting point, this paper discusses the problems of the watershed tourism economy and studies the theoretical system of the ecological belt, tourism belt, and tourism economic development.

Second, the innovation of research methods. In terms of research methods, at present, the research on the development of cultural tourism resources and ecological environment protection of the Grand Canal mainly adopts the case analysis method, and there is less use of quantitative research, especially the lack of SPSS statistics data, matrix, and other methods. When evaluating the economic benefits of cultural tourism resources in Shandong and Suzhou, this paper adopts the quantitative analysis method, which breaks through the limitations of qualitative analysis in the current research of industrial integration. In the past, because the degree of integration between industries was challenging, the measurement research of the degree of integration between culture and tourism industry was based on qualitative analysis methods, and empirical research was complex to make progress. From the perspective of system coupling, this paper puts forward the form of empirical research integration in the research process, which is a particular innovation for previous research and can make up for the lack of scientificity and practical operability of qualitative analysis and enhance the reasonable value of research.

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#### 6. Discussion

**The main contents of this paper include the following five parts:**

The first part belongs to the essential research part of the article. The reading, sorting, and digestion of many documents lays a sufficient theoretical foundation for the core part of this paper. Firstly, the research background of this paper is described, and the research methods and contents of this paper are determined. Secondly, it defines the core concepts such as canal culture, ecological protection, and cultural tourism. At the same time, it explains the sustainable development theory, regional cooperation theory, and tourism destination life cycle theory.

The second part interprets the resource value of the Grand Canal cultural belt, ecological belt, and tourism belt, combs the overall requirements of the Grand Canal cultural belt, the Grand Canal green ecological belt, the Grand Canal colorful tourist spots, and the development of tourism industry interprets the resource value of the Grand Canal cultural belt, ecological belt, and tourism belt by using the expert evaluation method and summarizes the Grand Canal cultural belt, ecological belt Factors affecting the development of tourism economy and industrial economy in the tourism belt.

The third part takes the development of cultural tourism resources and ecological environment protection in the Shandong section and Suzhou section of the Grand Canal as an example, and analyzes the development of cultural tourism resources in the Shandong section and Suzhou section of the Grand Canal through field investigation, questionnaire analysis, and quantitative research. This paper examines the protection of ecological resources and the economic benefits of cultural tourism resources and points out the main problems existing in its development.

The fourth part summarizes the experience of coastal tourism industry development cases in the Suzhou section and Shandong section of the Grand Canal on the basis of the previous literature reading, concept combing, and empirical analysis. Based on the idea of coordinated development of tourism, culture, and ecology, it puts forward the overall construction ideas of the Grand Canal cultural belt, ecological belt, and tourism belt, and determines the development objectives and principles. Corresponding to the previous utilization mode of tourism resources, this paper puts forward the specific development path and spatial layout mode.

The fifth part summarizes the research results of this paper, expounds on the innovation and shortcomings of this research, and looks forward to future in-depth analysis.

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## 7. Conclusion

Innovating the Grand Canal cultural belt, ecological belt, and tourism belt is of great significance to the industrial development and tourism economic development of coastal provinces and cities. Suzhou section and Shandong section are relatively successful in this regard. Other regions and cities can learn from their successful experience, including adhering to the principle of combining utilization and protection in the development of tourism resources; Adhere to the principles and characteristics in the design of canal cultural tourism routes. In addition, we should also improve the construction of supporting facilities for Tourism along the line, strengthen the structure of the tourism talent team, and actively explore an innovative model of promoting the high-quality development of the regional economy and society with cultural guidance, environmental protection, and tourism development under the requirements of "joint protection and no large-scale development."

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## REFERENCE

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