

Exploring the Development of Cultural Tourism in Shenyang from the Perspective of Industrial Transformation -

With Reference to Essen

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Abstract: With the development of science and technology after the 1940s, industries and certain kinds of related fields all over the world are facing rapid transformation. As one of the significant and far-reaching industrial centers of China, Shenyang is also confronted with the problem of industrial transformation. However, due to the macro-level policy orientation of the government and objective factors such as the geographical location of Shenyang, the transformation path of industrialization in Shenyang is not obviously smooth and efficient in relative terms. Most of the current research on the old industrial bases in Northeast China mainly focuses on the interpretation and analysis of relatively macro policies, but few in-depth types of research based on a certain field provide more in-depth and professional suggestions. Therefore, this study is mainly from the perspective of cultural tourism planning, aiming to provide a new idea for the development of the old industrial base in Shenyang by comparing the experience and cases of industrial culture development in Essen in the Ruhr area of Germany.

Keywords: industrial transformation, cultural tourism, Shenyang, Essen

1. Introduction

Since the third scientific and technological revolution that began in the 1940s and 1950s, the whole world is facing industrial restructuring, and various industrial lands have formed a large number of industrial areas and estate under the transformation and development of cities [1]. As an old industrial zone in Northeast China, Shenyang is also facing the relatively urgent problem of industrial restructuring and upgrading. Throughout the world, Europe, as the birthplace of the industrial revolution, had an early industrial origin and relatively complete development. Therefore, there are many places worthy of reference and learning in the aspect of industrial structure adjustment. Therefore, this article will take Germany, a major industrial country in Europe, as an analysis reference case, and analyze the case of industrial transformation in Essen, which is located in the Ruhr area, from the Ruhr area, a famous industrial area in Germany, as an entry point. Meanwhile, based on Shenyang's industrial development status and industrial heritage, it is the research focus of this article to explore the direction of Shenyang's industrial transformation.

Besides, when the traditional industry gradually declines, the industrial age transforms into the post-industrial era, and the old industrial facilities and industrial wastelands are transformed and rebuilt. The industrial landscape appears as a new landscape form in the post-industrial era, allowing urban memory to be preserved. The industrial landscape is an industrial relic with historical value, social significance, and cultural value, and it is the embodiment of industrial cultural value [2]. Therefore, transforming the industrial heritage to embody the urban industrial civilization is one of the essential and efficient directions for the industrial structure adjustment of the industrial zone. At present, domestic research on the old industrial bases in Northeast China mainly focuses on the interpretation and analysis of relatively macro policies, but few in-depth types of research based on a certain field provide more in-depth and professional suggestions. Therefore, this study is mainly from the perspective of cultural tourism planning and provides a new idea for the development of the old industrial base in Shenyang by comparing the experience and cases of industrial culture development in Essen in the Ruhr area of Germany.

2. Essen- A City in Ruhr Region, Germany

The Ruhr Area is located in western Germany in North Rhine-Westphalia. It covers an area of about 4,434 square kilometers, which is the largest concentration center in Europe. The coal reserves in the Ruhr area are large and also of good quality. The coal reserves are not only about 3/4 of the country's total reserves, but the economically recoverable reserves of about 90% of the country's total [3]. Essen is one of the most famous industrial cities in the Ruhr area, which has a long industrial history. However, in the late 1950s, with the coal crisis, the economic recession and urban decay were becoming increasingly serious in Essen. Due to the sharp decline of the related industrial means of production, Essen started the road of urban transformation [4]. In order to get rid of the predicament and revitalize the economy, the Ruhr area of Germany took advantage of industrial heritage and famous steel companies in Essen, purchased and protected them again [4], and realized the cultural and tourism transformation of industrial cities. The Government in Essen fully learns the transformation routes of other countries worldwide and combines these ideas with the local industrial heritage. By building Essen into a city integrating industry and culture by continuously holding some cultural events and relative cultural activities, it embarks on a unique road of industrial cultural heritage tourism [4]. The reasons for the successful industrial transformation of Essen can be summarized as follows.

2.1. The Overall Planning of Cultural Programs

Essen makes full use of industrial heritage resources, concentrates resources on scientific planning of large-scale cultural activities, and conducts reasonable planning and arrangements from the application, bidding, and preparation to holding, so that the events can be held smoothly and Essen will be built into a creative district. For example, the IBA project aims to use Germany's long tradition of international architectural exhibitions as a comprehensive tool for urban regeneration to improve the overall appearance and cohesive construction of the Ruhr area. It has laid a good foundation for the subsequent development of industrial culture in Essen [4, 5].

Meanwhile, through reorganization, merger and transformation, the well-known Krupp company in Essen, finally formed a zone that integrates industrial and cultural leisure functions, named Krupp Ring Area. Furthermore, with the support of various creative ideas and programs, Essen applied for the European Capital of Culture in 2010 and successfully held various cultural activities, creating a uniquely creative and cultural community [4]. Through the planning and holding of these cultural projects, Essen has gradually transformed from a backward industrial area into a capital of creative culture.

2.2. Abundant Industrial Cultural Tourism Products

Essen makes full use of old industrial abandoned buildings, excavates the utilization potential of old industrial buildings, and makes various service facilities and artistic attractions transformed from abandoned industrial buildings into a major landscape of the area [4]. The IBA project is constantly updated and has become a cultural and creative park integrating work, life, leisure and entertainment, making it a world-renowned successful product of industrial transformation. In addition, the holding of the European Capital of Culture project in 2010 is also one of the most important events in the transformation and development of Essen's industrial heritage. About 5,500 cultural activities and projects have been carried out in this project, including dance, drama, music and other cultural activities [4]. These colorful cultural activities provide a variety of choices for tourists who come to Essen, and also provide more possibilities for developing Essen's industrial tourism.

2.3. Flexible Construction Method

The IBA Emscher Park Program covers a large area, which includes 17 towns and 2 administrative districts, with a population of 2.5 million [6]. The German political system is characterized by decentralization, and all levels of government are endowed with considerable administrative power, which gives them greater autonomy and flexibility in project decision-making. Therefore, faced with a fragmented political environment, the Emscher Park Program did not formulate a clear regional overall plan, but adopted a more collaborative policy framework and a project-oriented, flexible policy framework to promote regional regeneration and decision-making system. Therefore, it is essential for this program to fully mobilize the enthusiasm of various departments, especially the private companies to promote regional regeneration in a long-term and sustainable manner [7]. Although Germany's social environment and political system differ from those in China, the ideas and successful cases of flexible development of industrial tourism can be valuable references.

2.4. Deep Understanding of Industrial Tourism

Enterprises in the Essen deeply understand and participate in industrial tourism. The IBA Emscher Park provides a venue for cultural exchange among local community residents, attracting unofficial artists and companies, making it a creative area [4]. In addition, the well-known Krupp Ring area in Germany was developed on the basis of industrial transformation by ThyssenKrupp. The company is one of the most successful local enterprises in Essen. After the merger in 1993, it became the fifth-largest industrial company in Germany and one of the largest steel producers in the world. And the functions of this company have been further expanded, including design, research and development, training and other functions. Then, with ThyssenKrupp AG as the center, office areas, residential areas, leisure and entertainment areas, and other places with multiple functions are gathered near it, forming the Krupp Ring Belt, which integrates work and life, culture and industry [4]. These solutions make full use of the industrial resources of the enterprise, add cultural elements to it, as well as improve the image of Essen.

2.5. Active Social Participation for Local Citizens

Essen attaches great importance to the relationship with local communities and residents in the process of cultural tourism transformation, whether it is the impact of cultural projects on residents' social cognition or residents' participation in cultural projects. The IBA Emscher Park project combines landscape, public art, cultural facilities, and other design schemes to design the internal space of the area comprehensively. Apart from that, the long-term goal of the "European Capital of

Culture" is not just to develop its own art and culture but to use these cultural programs or events as a unified and cohesive power to achieve broader social and economic goals. In the process of urban transformation, indigenous people can feel relevant changes, both economically and spiritually. And pay attention to the endogenous potential of urban regions, and pay attention to socially vulnerable groups [7], so as to enhance social identity and alleviate the pressure of regional development.

In general, under the reasonable concept of transformation and with the mobilization of the government, enterprises and individuals, the development of cultural tourism has been realized. It has also brought positive impacts on the development of the local economy. The European Culture Capital program in 2010 focused on the promotion of the entire Ruhr and its marketing campaign for cultural projects for visitors and tourists. Meanwhile, tourism in Essen has grown substantially. The number of tourists increased by 13.4% year-on-year, of which 6.5 million overnight stays generated a total revenue of approximately EUR 90 million [4]. This shows the success of Essen's industrial transformation and that Essen still has the potential to transform cultural direction. This also provides a reference for the direction of cultural development of old industrial areas in China.

3. The Industrial District in Shenyang

Compared with Essen in Ruhr area, Shenyang is also a region rich in industrial heritage. As a substantial industrial base, Shenyang is a famous historical and cultural city in China. Shenyang has a huge amount of industrial heritage and ranks third in the country in the industrial tourism resources and potential competition index list. Industrial culture is an important part of Shenyang's urban characteristics. As the second batch of national historical and cultural cities recognized and announced by the State Council, Shenyang has three core cultural systems: Qing culture, Republic of China culture, and industrial culture. Nowadays, the government of Shenyang plans to protect the existing industrial heritage resources with a strategic plan. The government plans to make full use of the industrial heritage in Shenyang, and explore the potential of the industrial tourism, as well as promote the development of old industrial bases in Shenyang [2]. In recent years, some industrial cultural tourism resources in Shenyang have been developed and utilized more standardize. According to the different functions, these resources can be divided into industrial cultural heritage tourism, modern industrial cultural tourism, and living community tourism [8]. Therefore, Shenyang has an excellent physical and cultural foundation for the development of industrial tourism, and its development potential is enormous.

However, compared with the Krupp Ring in Essen, Shenyang's industrial tourism resources are mainly concentrated in the Dadong District and Tiexi District. However, the distribution of resources in each district is relatively scattered, and the overall development of the industrial structure has not been formed. This makes the integrated development of cultural and creative industries and industrial tourism lack of agglomeration in space, and it is impossible for tourists to have an overall feeling for the integrated industries. Moreover, there is a lack of organizations for the development of cultural and creative industrial tourism, and it is impossible to carry out overall planning at a macro level. As a result, various cultural and creative industrial tourism projects do not take advantage of each other, cannot produce substantial linkage reactions, and the overall competitiveness is insufficient [9].

Compared with other advanced industrial tourism parks in the world, although considerable practical experience has been gained in the transformation of old industrial buildings and reuse through tourism development in Shenyang, the following problems still exist.

3.1. Lack of Strategic Planning for Industrial Tourism

In order to build a new image of a cultural and creative city, Essen takes the opportunity of large-scale cultural events to vigorously promote Essen's industrial and cultural events and fully utilize media resources to build the image of the cultural and creative capital in Essen [4]. In contrast, although, in recent years, with the gradual progress of "rejuvenating the Northeast" and municipal construction, the city appearance of Shenyang has undergone tremendous changes. However, many people from other cities in China still consider that Shenyang has heavily polluted old industries with black industrial smoke [2]. From the perspective of the promotion from the government, although the government announced policies to manage to develop cultural and creative industries, the strength and methods of promotion are limited, and have not received satisfactory results yet [9].

Compared with Essen's strategy for developing and utilizing industrial heritage, and the reasonable planning for the process and resources of holding industrial cultural projects [4], industrial tourism in Shenyang still has a lot of space for development. The positioning of enterprises in Shenyang in the development of industrial tourism is not accurate, the impact of industrial tourism is not predicted, and the prospect of industrial tourism scale is vague [2]. Apart from that, due to the inadequacy of the concept of industrial tourism, as well as the lack of related tourism facilities industrial tourism enterprises and travel agencies have not yet established a strategic development alliance, and travel agencies have not included industrial tourism in the design of tourism routes, which are lack of the initiative of product market development [8]. Therefore, Shenyang Municipal Government still has much space for improvement in the integrated development and overall deployment of industrial heritage.

3.2. Insufficient Understanding of Enterprises on Industrial Tourism

Compared with the enterprises in Essen in Ruhr area, which have a deep understanding and actively participate in the development of industrial tourism, most enterprises in Shenyang do not understand the significance of industrial tourism to the development of enterprises, which makes the development of industrial tourism in Shenyang face many difficulties [2]. According to the research of Meng, Peng, Yin, Sun, Wang, Wei and Liu in 2022, enterprises do not pay attention to branding and promotion. And the survey shows that most tourists do not know that many enterprises in Shenyang are carrying out production line tours or enterprise visiting tours, and most of the tourists who join these tourism projects are student groups organized by schools or technical communication groups. It shows that these companies do not regard industrial cultural tourism as one of the important strategies of corporate public relations management [9]. Therefore, improving local enterprises in Shenyang's understanding of industrial tourism and making full use of their industrial heritage has become one of the critical strategies for enterprise development and transformation.

3.3. Insufficient Participation of Local Residents in the Industrial Tourism

Compared with the participation of the residents of Essen in industrial tourism, the local residents in Shenyang have insufficient understanding and participation in industrial tourism relevance events. According to the research in 2022, during the Shenyang industrial tourism survey, many people did not fully understand industrial tourism industries, and the promotion of this industry was insufficient [9]. Meanwhile, the government has not given full play to its huge advantages as a city rich in industrial tourism resources, and the participation of modern industrial enterprises and the general public is not high [9]. Therefore, it is difficult for Shenyang's industrial culture industry to absorb the creativity and ideas from the community like Essen, undertake activities from the people, as well as inject fresh blood from the public into the development of industrial tourism.

3.4. The Content of Industrial Cultural Tourism Product Is Less Attractive

Compared with Essen's diversified industrial and cultural tourism products, Shenyang's industrial tourism process mainly stays on the basis of simple visits, and the stay time is relatively short. After the visiting process, tourists only have a superficial understanding of the production process and development process of the enterprise. However, the tourists have few participation and interaction links, and the process is boring [2]. At present, most of Shenyang's industrial and cultural tourism is still limited to sightseeing, the form is relatively monotonous, and tourists lack a sense of participation [9]. Therefore, enriching the content of Shenyang's industrial tourism products to attract tourists' interest is one of the directions of Shenyang's industrial tourism optimization.

Essen's complete tourism facilities and rich industrial tourism-related service support, contrast that with Shenyang, Shenyang's industrial tourism-related support services are not enough. At present, there are very few companies in Shenyang that provide "industrial tourism" products, tourism services are relatively simple, and there are few related basic supporting facilities around tourist attractions, and there are even no tour guide services [2]. In addition, the supporting industries, culture and tourism resources in Shenyang are obviously not enough, which restricts the time for tourists to stay and visit. For example, the necessary tourism elements around tourist attractions are the construction of special restaurants, coffee shops and other supporting facilities for catering, leisure and entertainment, so that tourists can stay longer after visiting [8].

Apart from that, for media promotion, the local media are not strong enough in promoting industrial cultural tourism products. There is still a lack of integration of industrial and cultural tourism promotion into overall tourism marketing, as well as shaping marketing channels. All these issues will limit the understanding of Shenyang's industrial tourism for tourists under the new media environment.

4. Solutions and Further Study

4.1. Overall Plan from the Government Level of Industrial Cultural Tourism

The integrated development of industrial tourism and cultural industries does need to have government guidance and policy support. For example, set up a leading group for the integrated development of industrial tourism and cultural industries to provide policy support and guidance for industrial enterprises to develop cultural and creative industrial tourism products and improve infrastructure. Learn from the advanced experience of the creative industry park in Essen, by making full use of industrial heritage and creatively creating it, relying on the production base of large-scale industrial enterprises, a multi-functional cultural and creative industrial park or creative industrial base integrating handicraft exhibition, shopping, leisure and catering will be built [4, 9].

Second, in order to prevent enterprises from blindly developing projects, they should be supervised, and focus on the development of distinctive cultural industrial tourism resources. Referring to Essen's strategy for the development of industrial tourism, the government should concentrate its efforts on large-scale cultural activities and actively strive for the right to host large-scale cultural events [4]. Through the reasonable planning of large-scale cultural events, and by taking advantage of the opportunity of large-scale cultural events, so as to better develop industrial cultural tourism. In addition, based on the study from Ziakas and Costa, event portfolio approach has the ability to speed up the production of events by integrating local resources and volunteer pools, as well as raising money from numerous events to increase their impacts [10]. Compared with the industrial tourism in Essen, Shenyang should learn from the introduction of cultural tourism programs in Essen, give full play to the power of the government, and carry out macro planning for cultural projects, so as to concentrate resources to create an event portfolio that belongs

to Shenyang. Thereby prolonging the overall time period for tourists to visit, breaking through the restrictions of low and peak seasons, and building the brand image of Shenyang cultural tourism.

Finally, in order to build a new image of Shenyang, it is important to create a unified Shenyang industrial tourism brand image and enhance the branding influence [11]. Through the design of cultural and creative works of art that match the image of Shenyang's industrial tourism, so that people can more directly associate with Shenyang's industrial tourism through cultural and creative products, and extend the memory of tourism, industrial culture-themed park integrates production, education, cultural creativity and shopping, providing more diversified choices for the development of enterprises; using industrial heritage resources, provides venues for filming, the dramas or variety shows will increase the discussion on the venue of the scene, so as to achieve the effect of promotion. Therefore, the new media platform is used to conduct full-platform marketing and promotion, in order to reverse the current negative perception of the old industrial zone in Shenyang on the Internet.

4.2. Utilize Integrating Media Promotion Tool

The cultural and creative industrial tourism products incorporate a number of creative elements and utilize modern technology to increase the visitors' experience. The form also increases the interactive experience, using modern display technology to increase the experience of tourists, which is deeply loved by the public [9]. Therefore, other enterprises in Shenyang should learn from this new exhibition mode which is combined with modern technology. Apart from that, the tourism destinations in Shenyang should continue to improve the infrastructure construction of new media. In order to achieve the target of WIFI coverage in the entire area of tourism destinations, and set up QR codes in scenic spots and on the official website, so that tourists can log in to the tourist information service platform anytime and anywhere, so as to facilitate in-depth interaction with tourist destinations [10].

Gaining public attention is one of the key factors for the success of promotion in this era. The integrated development of industrial tourism and cultural industries in Shenyang should rely on new media platform and network resources. For example, merchants can post news in the Wechat moments, and invite friends to participate the interaction and to attract everyone's attention, in order to achieve the effect of promotion. In addition, the cooperation between enterprises and travel agencies can be strengthened to explore potential markets. Therefore, during the integration and development of industrial tourism and cultural industries, travel agencies can promote relevant projects to target customers, and explore potential markets [9].

4.3. Improve the Sense of Participation of the Industrial Community

By fully absorbing opinions from the people and fully mobilizing the enthusiasm of enterprises and communities, Essen has provided the industrial cultural park with ideas from the public. In addition, the enterprises in Essen have a deep understanding and participation in industrial tourism. While creating a themed industrial park, which provides a place for cultural exchanges for local community residents, attracting artists and companies from society, making it a creative area for public cultural exchange [4].

Therefore, the creation of Shenyang's industrial-themed cultural park should not only meet the commercial needs of industrial exhibitions but also use the artistic value and ornamental value of industrial culture to establish a public cultural space to provide leisure and entertainment space for citizens. The parks of industrial sites allow citizens to understand the industrial culture, increase their sense of cultural atmosphere [9], and sense of identity with industrial cultural communities.

In addition, fully utilize public power in the protection of industrial heritage, and pay real-time attention to heritage protection issues from the public. For example, holding lectures on industrial heritage protection in 1905 Creative Industrial Park in Tiexi District, in order to promote protection ideas, expand the influence of industrial heritage protection, and offer suggestions for industrial heritage protection [12].

5. Conclusion

In conclusion, this study provides a new direction for Shenyang's industrial adjustment by comparing the case of industrial culture development and transformation in Essen in the Ruhr area, Germany. By summarizing the characteristics of the development and transformation of the industrial culture of the Essen municipal government, and comparing the current situation of Shenyang's industrial development, it provides information on the development of Shenyang's industrial industry to industrial culture from municipal and publicity planning, enterprise development, community and individual participation, and cultural events. Drawings and references from planning and other perspectives.

However, the current research is mainly based on the overview and summary of the previous research, but the research and discussion on the specific measures for the development of Shenyang's industrial culture transformation are not deep enough. Therefore, in future research, it is necessary to conduct in-depth research on the specific measures for the development of Shenyang's industrial culture or to conduct research on the impact of the development of Shenyang's industrial culture. By combining the feasibility conclusions of this study and the relevant suggestions of other studies, the specific methods suitable for Shenyang's industrialization transformation are determined.

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