

Industrial Heritage Tourism Sustainable Development A Case Study of the Anning City, Yunnan Province

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ABSTRACT

With the implementation of the supply side structural reform policy and the integration of the state-own iron and steel enterprise, residents in the Anning city, face a new round of unemployment test. And one of the effective means to solve the unemployment problem is to develop service industry, especially developing tourism. This paper starts from the research on the infrastructure, economy, population, social culture, and policies of the industrial heritage tourism development in the Anning city. The two main factors, namely the adaptive reuse and economic benefits of the project, affecting the sustainable development of industry heritage tourism, have been found. At the same time, it is found that most stakeholders applying a similar set of method to develop the industry heritage tourism, no matter what, both in domestic and abroad. Different industry heritage tourism project in different regions should take different methods to run their business, according to the local economic, social and cultural environment. So, the sustainable development of the Anning industrial heritage tourism should cooperate with the community tourism, health tourism and rural tourism, since the community culture will play an important role in heritage tourism. Also join the local "All-for-one tourism" plan is an eligible choice for local stakeholders.

Keywords: Industry heritage, Tourism, Anning, community tourism

1. INTRODUCTION

According to the TICCIH charter- "The Nizhny Tagil Charter for The Industrial Heritage, 2003" [20], industrial heritage consists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores, places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education. And the industrial heritage is also defined as modern industrial cultural relics with historical, scientific, technological, artistic and social values include material heritage and intangible heritage after 1840, by the Chinese National Culture Heritage Administration.

As for the heritage tourism, it means a host community visits by persons from outside the community motivated wholly or in part by interest in historical, artistic, scientific, lifestyle, or cultural offerings of a community, region, group, or institution

(Silberberg, 1995) [4]. There are all kinds of heritage tourism products, such as cultural heritage tours, heritage trails, purpose-built heritage theme parks, museums, galleries, and cultural centres (Salazar, 2012) [5]. It is not easy to operate the heritage tourism. There are constant conflicts with respect to heritage conservation, tourist visitation, and local resident habitation. A destination with few strategies for preservation but maximum exploiting the business value of the heritage would gradually lose the relics and its special cultural identity. On the other hand, those that take more efforts to conservation are more likely to fail in business terms. Rozemeijer (2001) [7] considers the sustainability in heritage tourism as a four-dimensional concept. Firstly, the entire operation must be economically viable, which means that the long-term gross revenue should exceed the total costs of conservation and tourism activities. Secondly, it must be ecologically and culturally sustainable: the heritage and its surrounding environment should not decrease in value over time. The third, it is institutional consolidation: a transparent institutional structure that features consensus building and shared governance should be established, so that the interests and concerns

from all stakeholders can be properly recognized and represented in the process of tourism operations. At last, the distribution of costs and benefits among all participants should be fair. The host community and local employees in particular should never be exploited. Because without active participation and involvement from local communities, it would be impossible for heritage tourism companies to establish transparent institutional structures, and to distribute costs and benefits among stakeholder groups in a fair and equitable manner. And the inter-personal relationships within a community also influence decision making: members of a community often share some common knowledge; and they are actively engaged with one another in a benign attitude (Anderson 1991) [3]. Such sentiments may be used psychologically to establish some kind of shared identity. Since heritage tourism is affected by many external factors, community involvement, partnership-building and collaboration with multiple stakeholders, has long been advocated as essential way for sustainable development (Jamal, T.B. and Getz, D,1995) [6].

There is a growing literature on the development of industrial domestic heritage tourism in China. Parts of the researches focus on the industry protection; other parts focus on the urban planning and architectural reutilization. In reality, the economy dependent upon industrial heritage appears to be limited, because new employment can never fully compensate for the loss of jobs resulting from the closure of the former industrial sites (Edwards & Lurdes, 1996) [8].

Furthermore, the shift of industrial landscapes from production centres to consumption places may involve many cultural changes in the local communities, where choosing industrial heritage tourism. Conflicts and opposition may emerge when various stake-holders pursue differing goals by using tourism as a vehicle for economic development. A comprehensive tourism planning thus becomes crucial in developing industrial heritage. There are six attributes in developing industrial heritage tourism: Potentials, Stakeholders, Adaptive reuse, Economics, Authenticity and Perceptions. Each industrial heritage project has its own complex attributes, e.g., economic, historic, social, emotional, physical, etc. Suffice it to say that as every destination is different, so is the complex history of each potential industrial heritage site, yet common themes exist. Six sets of attributes are proposed as the major factors in developing industrial heritage tourism. They are identified as important (P.F. Xie,2006) [9]. This paper attempts to examine the feasibility of the industrial heritage tourism, in particular, the case study of the Anning industry heritage tourism, by measuring some identified attributes mentioned above.

2. FACTORS IN DEVELOPING INDUSTRIAL HERITAGE TOURISM IN ANNING CITY

The KISC (Short for Kunming Iron and Steel Co. Ltd.), where the location of industry heritage, is also named the Jin Fang community, located in the southeast of the Anning City, next to the Taiping Street in the East, the Xishan District in the south, the Xianjie Street in the West and the Lianran Street in the north, with a total area of 76.9 square kilometres. In 2019, Anning City government issued the scheme of “The regulatory planning and urban design of the headquarters of the KISC”, in which reposition the urban development direction and industry layout. The new KISC (namely the Jin Fang community) is defined as a 10.47 square kilometres (about 1047.5235 hectares) area bounded by the Tanglangchuan river and the Shahe River in the north, the Tungang road (Planning Road) in the southwest and the Wanghai road-Anhai road in the East, by the Anning government. There are 917.1917 hectares of planned construction lands, with 138,000 planned permanent residents in the whole Jin Fang community.

2.1. Conditions for industrial heritage tourism development

2.1. The ecological environment and transportation condition

Excellent ecological environment and transportation are the necessary conditions for developing tourism. The Anning city is located in the western suburb of Kunming, 28 kilometres away from the urban area of Kunming. The longitude is between 102 ° 8 'to 102 ° 37' e and latitude is between 24 ° 31 'to 25 ° 6' n, with 66.5 kilometres long from north to South and 46.4 kilometres wide from east to west, the total area of 1301.81 square kilometres. It borders the Xishan District in the East and northeast, the Lufeng City in the West and northwest, connect to the Jinning District in the South and Southeast, and next to the Yimen County in the southwest. The average temperature of Anning is about 14.9°C, the extreme maximum temperature is 31.5 °C, and the extreme minimum temperature is - 7.8 °C, with small seasonal temperature difference and distinct dry humidity. The rivers flow through Anning belong to two major water systems, namely Jinsha River system and red river system. The total drainage area of Jinsha River system is 1206 square kilometres, and that of the Honghe River system is 115 square kilometres. The Jinsha River system contains nine rivers, all of them eventually flow into the Tanglang river, and flow through Anning municipal district.

In terms of transportation infrastructure, the Anning city is 32km away from Kunming. It is an important path from Kunming to 8 counties in western Yunnan. There are three main roads cross the Anning City, the

320 national road leads directly to Myanmar, the Kunming-Anning expressway, the Anning-Chuxiong expressway, and one railway, Chengdu-Kunming railway and asphalt road leads directly to each administrative village. In recent years, the ecological environment of Anning City has been continuously improved. The water environment of the Mingyi River, the Tanglang River, the Qinglong gorge and the Chemuhe reservoir has been improved. Total twelve provincial atmospheric emission reduction projects were implemented. And thirty-four phosphate rock storage yards have been rectified and reformed. More than 73.37 hectares of mine has been ecologically restored. The urban sewage treatment rate is up to 96.7%. The harmless treatment rate of urban waste reached 100%. The urban green coverage rate reached 42.02%, and the per person green area reached 14.11 square meters.

2.1.1. The economic conditions

Benefit from the “Belt and Road” initiative and policies of “Targeted poverty alleviation”, Yunnan province starts a period of rapid growth on economy. Especially for the Anning, as a satellite city of Kunming. The gross domestic production is continuously growing from 2016 to 2019, as shown in the table 1. Although suffered from the Covid-19 in 2020, the GDP was less than that in 2019, about 57.236 billion Yuan [21]. Government of Anning still persist in developing tourism, eco-friendly agriculture and industry.

Table 1. Economy growth and Population (2016-2020)

Year	GDP (Unit: Billion Yuan)	Resident Population (Unit: Ten thousand)	Disposable income (Unit: Yuan/person)
2016	35.365	37.23	36798
2017	41.355	37.76	39815
2018	51.859	38.1	42944
2019	57.514	38.9	46227
2020	57.236	48.37	48021

For tourism, from 2016 to 2019, the tourism income and the tourists has also experienced a gradually increasing as shown in the figure 1. The tourist number namely was 4.9236, 7.1439, 9.8622 and 1.8 million people. And the tourism income was namely, 2.4, 4.4, 5.469, 7.096 billion Yuan. In 2020, after influenced by the Covid-19, the tourism industry in the Anning city, still received 4.9236 million tourists and earned about 2.715 billion Yuan tourism income [21]. Affected by the epidemic, most tourists are locals, and mainly choose the weekend family tours and health tours. And the hot spring and relatively abundant forest resources in the Anning city, is an important reason for attracting tourists nearby.

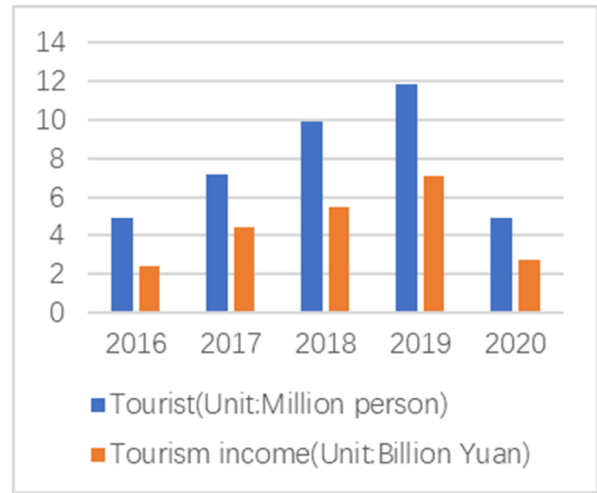


Figure 1 Tourism revenue and Tourists

2.1.2. Population and cultural environment

According to the census data, up to Nov.1st 2020, the permanent residents of the Anning city was 483,753. Among the permanent residents, the aged 0-14 was 60,580, about 12.52% of total; the aged 15-59 was 356,915, about 73.78% of total; the aged 60 and over was 66,258, about 13.7% of total. Besides the illiteracy, which was 42611, the population with university (college or above) degree was 138,752, about 28.64% of total; with high school (including technical secondary school) degree was 71,617, about 14.8% of total; with junior high school degree was 128,837, about 26.1% of total; with primary school degree was 101,936, about 21.7% of total [21].

As for the education, at the end of 2020, there were 103 teaching institutions in Anning city, both private and public, total 170,320 students, including 62 kindergartens and nurseries, with 12,996 students; 15 primary schools, with 23,632 students; 13 middle schools, with 18,889 students and 13 vocational colleges, with 114,803 students. It indicated that there was about 35.2% of the total population in Anning, that aged 0 to 23, available to spend more time on leisure, since they may have no need to work. But in reality, due to all sorts of study assignment at their school days, students aged 7 to 18 are hardly traveling regularly. On the contrary, given the legal retirement age is about 60, elders aged above 60 and students aged 19 to 23, are more likely to engage in a trip at their spare time. Plus, yearly legal holidays, people aged 24 to 60, normally employed, are also available to make a trip, the potential local tourists are increased, which probably become a stable source of tourists. This is really important for the sustainable development of tourism, especially in industry heritage tourism. Because the industrial tourism market has obvious geographical features. The population of neighbouring provinces and cities, along with the teenagers, young and middle-aged people are

potential tourist sources for local industrial heritage tourism, and most of them choose the family trip. Therefore, we should focus on developing educational tourism products that meet the preferences of children, teenager and young people (HE Yunmeng, XU Feifei and LA Liqing, 2021) [18].

With respect to the cultural environment, the KISC is a multi-ethnic state-owned enterprise, which has made contributions to the economy and society of Chinese southwestern region over 80 years. From the perspective of the composition of employees, covers 53 ethnic minorities, including 15 unique ethnic groups in the Yunnan province. Since the establishment of the KISC, leaders from Laos, Myanmar, Thailand, Vietnam and Africa have visited the corporation many times, in order to learn advanced industrial technology and seek for international cooperation (Yichen. Shen, Jie. Zhang, 2019) [11]. The successful transformation of industrial heritage requires the efforts of various forces of the government, enterprises, design enterprise and social resources. Qualified employees are an important factor to promote the transformation of the KISC and promoting the integration of industry and city. The transformation of the KISC industrial heritage should keep old employees and attract new talents and promote the cooperation between the corporate and colleges, cultivate new industries (Jian. Wang, 2019) [13]. The fundamental solution to the transformation of the existing iron and steel plant is the regeneration of social spatial structure. On the one hand, introduce new industries such as cultural industries into the original industrial area, hopefully the migration of the talents, will form the middle class, whose lifestyle more likely to bring new business and consumption patterns. On the other hand, government should carry out industrial heritage art exhibitions, cultural activities and academic exchanges, with some positive measures, so as to enrich the community cultural life. In addition, pave a way for local residents to fully express their ideas for protecting and reutilizing of industrial heritage, encourage them to participate in the adaptive reuse process of industrial heritage (Chongyuan. Wang, 2020) [12].

2.1.3. Policy and finance

Both in policies and funds raising, government of the Anning city provides all kinds of support for the KISC plant area relocation and the original production area reusing. Firstly, the local business environment has been continuously improved in recent year. There are 491 E-government service items, provide 24hours self-service terminals; 1233 E-government service items available to use on the government service website, which shorten the registration time of a new enterprises to a half working day. And the local government has made great efforts to reduce taxes and fees for enterprises and individuals, with total more than 6

billion yuan. The simplified government procedures, such as the full implementation of "multiple certificates in one" and "all through one window", and the reducing policy of taxes and administrative charges, has obvious increase the efficiency of the government, which brought out more merchants start their business in the Anning city. For instance, there are over 30 high and new tech-enterprises and over 60 small and medium-sized technology enterprises opening for business, plus 45 elderly care service institutions start providing services.

As for the financial, the Anning government raises funds for developing heritage tourism from multiple channels. Up until early 2021, the cumulative amount of domestic and foreign investment in position is about 109.9 billion yuan. Moreover, from 2017, the China Merchants Shekou Industrial Zone Holdings corporation planned to invest the KISC about 100 billion yuan for cooperative development. Both sides agreed to use the 667 hectares land in the KISC headquarters, along with the adjacent area, to develop industry heritage tourism, cultural tourism, wellness tourism, real estate and smart city, and so forth. Within those year, the local government pays more attention on improving the community living environment, paving the way to develop heritage tourism. Such as, repair roads, dredge waterways, build Pocket Park and lighting facilities etc., especially in the Jin Fang community. Near the Jin Fang community, the main line of the Shilin-Anning highway (Anning section), was completed and opened to traffic. And the sightseeing trail (the Wenquan section) of the Tangchuan East Road has been completed and put into operation. Since the implementation of all these reconstruction programs, the accessibility of surrounding tourists and the living environment of the Jin Fang community have been significantly promoted.

2.2. Adaptive reuse

2.2.1. Development Plans

"The Detailed plans for reutilization and urban design of the headquarters of KISC in the Anning City" is issued by the local government in 2019. It mentions that the land of the KISC headquarter will be used to establish an industrial park for developing industry tourism, culture creativity industry, health industry and achieving new urbanization, with 1047.52 hectares planned land and 138,000 planned population. There will be sufficient land supply for regional revival, and most of them is used for residential, cultural, medical treatment, educational, commercial, greening purposes.

The KISC industry heritage covers a huge area, and different plant areas installed different types of equipment and designed different building space accordingly. The transformation process of the old plant should make full use of the spatial form of industrial

heritage in different production zones and be divided into different functions. For example, the stockyard area can be built into a pension community for its smoothing land. The blast furnace area is full of equipment relics, where all kinds of recreational and tourism facilities can be built, for instance, the amusement park, cultural and creative industrial park, music square and industry museum, for reusing the aesthetics value of the large equipment. (Yichen. Shen, Jie. Zhang, 2019) [11]. And by collecting community history and memories to create a unique community cultural environment to support the iron and steel industry heritage museum, which will be built to play an educational and publicized role for the younger generation and tourists whoever is interested to the KISC history and spirit.

2.2.2. Community-based tourism

The Community-Based Tourism (CBT) has been widely identified for its ability to improve local economies, and it has been introduced in many countries (Jamal, T.B. and Getz, D., 1995) [6]. The development of CBT increases the number of facilities, roads, parks, and recreational and cultural attractions. (Lee T H, Jan F H, 2018) [10]. The process of industry heritage tourism development is also can be seemed as the development process of local community-based tourism. Because residents who live in the community for a long time, normally share similar life experiences, common sense and lifestyle (Rozemeijer N, 2001) [7], especially in the community of the State-own enterprise. The Jin Fang community, also known as the KISC headquarter is an exact example of it. Residents who live in the KISC (the Jin Fang community) for a long time, share corporate history and culture together. Over the past 80 years, every brick, tile, plant and tree of KISC has been integrated into residents' work and life, the development of the KISC affecting the fate and expectations of tens of thousands of employees' families. The sustainable development of the KISC industry heritage tourism is also vital to local residents and employees. The integration tendency of the steel industry and the gradually stable real-estate market demand, will cut more excessive and invalid supply, which probably causes a new round of unemployment in the short term. The development of industry heritage tourism and community tourism can partly absorb the local unemployed. Coordinate and cooperate with health service , cultural industry , commercial service and so forth, under the “Holistic tourism destination (or all-for-one tourism)” government policies, all of those actions and efforts are very likely to create more jobs. So, in this year, the Anning government plans to increase government purchases to partly alleviate unemployment pressure and improve residents' living environment, such as building and repairing 29 parks. Among them, 28 are pocket parks with investment of 89.6342 million yuan and one community Park (namely

the Baoxing Park) with investment of 34.253 million yuan. Pocket Park is a small plot of land in the community for greening and planting and equipped with convenient service facilities, such as smart lighting facilities, public fitness facilities, safe and sound walking trail, sturdy park chair and clean lavatory facility. The site selection of the park is very broad and flexible. At present, pocket parks in the Jin Fang community are next to the land of industrial heritage, many of which are at the door of citizens' homes. It not only solves the parks shortage problems of high-density population area and improve the residents' living environment, but also expands the geographic range of industry heritage tourism.

2.3. Economics

Industry heritage tourism has become an important economic measure to minimize the losses associated with the changes in one country's economy from de-industrialization (Crump, 1999) [5]. A destination with few strategies for preservation but maximum business goals of exploiting its heritage would gradually lose its core relics and cultural identity. On the other hand, those that shift maximum efforts toward conservation are more likely to fail in business terms (Yulong Li, Caroline Hunter, 2015) [2]. The economic contribution of industrial heritage can be divided into four aspects: job creation, increasing family income, small enterprise development and urban regeneration. And while creating new jobs, the local government should keep the authenticity of an industry heritage and guarantee the quality of the scenic spot as well. The value of industrial heritage comes from "real buildings, real people, real history and a real place", which also emphasizes the participation of tourists (Feifan. Xie, 2015) [14]. Calculated by the Anning government, if the industry heritage tourism and the natural spring resource is successfully developed and revived, the comprehensive tourism revenue will reach 10 billion yuan in 2025. Local government plans to optimize the structure of real estate products and regulate the supply and demand of real estate market, in order to promote the healthy development of the local housing market. At the same time, support the integration of various industries, so as to achieve regional economic growth, through the development of the “All-for-one tourism”.

3. SUGGESTIONS ON SUSTAINABLE DEVELOPMENT OF INDUSTRIAL HERITAGE TOURISM

Each industry heritage development faces its unique social and cultural environment. It is part of the local cultural heritage. So, there is no need to take it as a separate entity to study. The process of adaptive reconstruction and protection is also the process of community revive. According to the regional economy

development plans of the local government, residents could get more job opportunities from building the “Holistic tourism destinations”, in which the industry heritage tourism development is an important part. Since most of the local unemployment are likely comes from the upgrade and integration of the state-owned iron and steel enterprise.

3.1. Join the “Holistic tourism destinations” development plan

The “Holistic tourism destinations” development plan, or the “All-for-one tourism” plan means integrates tourism related industries and natural resources in specific regions, so as to promote the regional economy development (Junchao. Chu, 2021) [17]. It is an economic development idea that brought out by national government in 2015. The Anning government made its own “All-for-one tourism” plan accordingly. First of all, considering there are all sorts of tourism services could be provided in the region, including the hot spring, health, rural, forest and culture tourism, totally 147 tourism resources. It is a good thing for the KISC heritage tourism to engage into the existing tourism program. To make it become one of the sightseeing and recreational places, is very crucial to a sustainable development of local industry heritage tourism. Secondly, from the perspective of tourism projects, health tourism and rural tourism are the most popular projects in the local. And most tourists come from nearby areas in the weekend. If all the tourism service facilities and infrastructure is connected to each other and convenient for tourist traveling from one sightseeing spot to another spot, there will be more tourist in the weekend. Make most the sightseeing spot attractive to tourists and make sure the tourists visit as regularly as possible, by provide competence tourism service. Then the distance and time limitation will not be the main obstacles to prevent tourist getting to more sightseeing spot in the area. For instance, there are two main rural tourism destinations and a health project near the KISC industrial heritage project. After repairing and widened the township roads in the near future, the traffic time among the three spots will be shortened. There may be more tourists traveling in this area. Therefore, the integrated development of rural tourism, health tourism and industrial heritage tourism, is very useful for building the “Holistic tourism destinations”. It will give full play to local advantageous resources in adjacent areas and achieve the complementary advantages. Participating into the regional economic development process is an essential way of developing sustainable industry heritage tourism.

3.2. Choose the proper development methods

At present, the ways of industrial heritage reutilization mainly through: building a public

recreational park, a museum, a creative industry park or introduce vocational college program and real-estate program. Every method has its advantages and disadvantages (Xiaodong. Huang, Haoze. Liu, 2021) [15]. So, in the development of industrial heritage tourism in different cities, not all the methods are welcomed by the local stakeholders. Some methods have been proved to be not as effective as it should be in theory. Since different cities with different history, economic, cultural and population background, decide the different result from the same method. The local economic and social development determine whether choose adaptive development or authenticity protection for developing industry heritage tourism. In some circumstance, the two choices are contradictory. Heritage means history, not all the consumers interested in history tourism all the time, especially the younger tourist who can easily attracted by new things. In this case, local stakeholders may choose the adaptive development over authenticity protection. Otherwise, the opposite situation may occur.

Furthermore, not all the industry heritage relics are suitable to develop tourism. Therefore, the industrial heritage can be divided into different types, according to the enterprise nature, heritage attribute, development stage, development conditions and other factors. And the value evaluation and development mode selection can be carried out based on the above factors (Xiaodong. Huang, Haoze. Liu, 2021) [15]. The normal approach is to act according to the local conditions, protect the authenticity of industrial heritage as much as possible, along with the adaptive developing. And seek a way to reach an integrated development of industrial heritage tourism. And the integration breaks the stereotype of the development and operation of traditional industrial heritage tourism. In the process of development, focus on the industrial heritage, construct iron and steel industrial tourism service centre, based on industrial plants and parks. Reconstructing the original mechanical equipment and architectural space, and making full use of the industrial heritage spatial value is an effective way to meet the needs of tourists. Cooperate with other service industries, like catering, accommodation, sightseeing, shopping and entertainment (Ruijie. Chen, 2020) [16].

At present, the development suggestions of the KISC industry heritage tourism, focus on coordinating and balancing between the adaptive reuse and the authenticity protection. For example, Wang Jian (2019) [13] suggested that the stockyard in the KISC, can be used for retirement community; build amusement park and music square in the No.6 blast furnace relics area.

3.3. Marketing with streaming media tools

In the era of streaming media, consumers of all age, more and more depend on the internet and mobile

communication equipment. On one side, the relatively expensive mass media advertisements encounter a competition from all kinds of streaming media tools, such as the short video, Video Webcast, the “vlog” and so forth. On the other side, the modes of industry heritage development, such as culture industry park, museum and educational centre of industrial culture etc., determine the young and middle-aged tourists are the main consumption group of industry heritage tourism. (Chongyuan. Wang, 2020) [12]. In addition, in recent years, affected by the epidemic, transnational, inter provincial and intercity tourism have been affected, which lead to tourists mainly come from local areas. Therefore, scenic spots and unique tourism projects that were not valued by local tourists in the past have also begun to receive tourists' attention. Normally, there is no accurate information in the traditional tourism marketing channels about these scenic spots. By using the social media, this kind of problem is easily solved, for most people love to share their everyday life on line, including the tourism information and the related reviews. Tourists whoever want to search for the local tourism information can conveniently get what they need on the social media platform, like “Tik-Tok”, “Instagram”, “WeChat”. “Weibo” and so forth. As long as there is an effective marketing strategy for the stakeholders to propagate the KISC heritage tourism project, by proper using the social stream media tools, combine all the good features in all the tools, more tourists will be attracted. Further, through online comments, collect tourists' attitudes, opinions, experiences, and emotions about the industrial heritage tourism project, get all those feedback in time, then adjust marketing strategies, and hopefully to achieve a precision marketing in the future.

4. CONCLUSIONS

Many of these post-industrial sites have gradually become integrated into the larger urban fabric and have ended up being centrally located in cities (Grete Swensen, Rikke Stenbro, 2013) [1]. With the economic development and the urbanization, the old plant area of Kunming Iron and Steel Co., Ltd. is gradually close to the centre of the Anning city, result in large amount of industrial pollution and urban pollution. Since the plant covers a large area, shut down the highly polluted plants, relocate and upgrade them to less polluted plants, and applying for industrial heritage protection and reuse is an effective measure to solve the problems of urban pollution problem and local land shortage. Besides, after the epidemic has been controlled, some changes have taken place in the tourism industry around the country: cultural tourism, peripheral tourism and self-driving tour have become the main choice for tourists. And the local tourists have become more and more important to tourism projects and all the tourism related industries. Therefore, in the context of "All-for-one tourism"

(Wang, J., Wei, J., & Zhong Jun WU,2018) [19] development, develop industrial heritage tourism projects that attract local tourists. Put industrial heritage project into urban development planning, and carry out the adaptive reuse, while ensure the authenticity of the heritage. And adopt streaming media tools to marketing for publicity. All of the above measures are useful ways for the sustainable development of industrial heritage tourism.

AUTHORS' CONTRIBUTIONS

Keyi. Zhao designed research, performed research, analysed data, and wrote the paper.

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