

Study on Industrial Heritage Reconstruction and Tourism Development in the Post-Industrial Era--For a Case to Sichuan

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Abstract. As a significant tourism attraction, industrial heritage increasingly plays a positive role in enriching the content of cultural heritage and promoting regional economic development. This article analyzed the current situation of Sichuan's industrial heritage, and it pointed that lack of development concept, lack of new ideas in planning and design, negative management are the main obstacles of Sichuan's industrial heritage development. Based on the analysis, the paper puts forward the rational development suggestion of the market-oriented protective development, the combination development of various modes, the implementation of regional linkage cooperation mechanism and the attention to the authenticity experience.

1 Introduction

Modernization in China leads to tremendous changes in a region or a city in terms of the economic structure. As a result, multiple traditional manufacturing industries inevitably witness structural transformation or recession. Vigorous development of the tourist industry results in different tourist projects and market segmentation. No longer confined to traditional sightseeing tours, some tourists pursue profound historic and cultural "reminiscence" connotation of destinations, inducing a new project - industrial heritage tour. Consequently, some remaining production and living facilities of original state-owned factories and mines after relocation or restructuring in multiple areas and cities, such as industrial production equipment, workshops and mines are granted with new connotations, serving as industrial heritages with certain specific cultural value and witnessing industrialization, making people perceive objectively existing industrial heritages. Different from traditional tourism, industrial heritage tourism satisfies tourists' curiosity and nostalgia, forms new scenic spots through reconstruction or transformation, create local employment opportunities and even promote local social and economic development. More importantly, in this post-industrial era, these abandoned or decayed factory and mine sites and buildings have comparatively greater imagination and get rejuvenated through effective and scientific development and utilization, serving as business spaces for tourists. As an important province in the central and western China, Sichuan boasts sufficient natural and artificial tourism resources. As of September 2017, Sichuan had had 5 world heritages, ranking second in China. Sichuan had sufficient industrial and mining enterprises, such as "third-line construction" factories and mines, playing an indelible role in historical development. Scientific and rational planning and sustained protection and utilization of these industrial heritages are of strategic significance in promoting Sichuan heritage tour.

2. Industrial heritage and industrial heritage tour

The industrial heritage is also called the "nostalgic landscape." Urban old industrial areas often carry microcosms and nostalgic memories of urban industrial development^[1]. These traditional industrial enterprises provide tourists with nostalgia and novelty. In July 2003, TICCIH adopted *Nizhny Tagil Charter*, elaborating the industrial heritage, "the industrial heritage includes historic, technical, social,

architectural and industrial cultural relics of scientific value, such as sites of buildings and machinery facilities, plants, workshops, factories, mines and processing and refining facilities, warehouses, production, transfer and use facilities, transport and other infrastructure, residential, religious worshipping, educational and other industry-related social activity places." ¹ This shows the industrial heritage has profound connotation and extension in terms of time, scope and content. The Industrial Heritage Tour is a novel tour based on the awareness and familiarity with the industrial heritage. Relying on industrial heritages of traditional industrial areas, re-applying some plants, workshops and sites of specific historic and cultural value, the Industrial Heritage Tour integrates tourist functions, recalling or reflecting historic industrial development, stimulating collective nostalgia of tourists so as to achieve industrial structural restructuring and economic transformation.

3. Sichuan's industrial heritage features and development

3.1 Features

3.3.1 Multiple "third-line construction" industrial heritages

From the 1960s to the 1980s, due to the need of national defense readiness, large-scale constructions of infrastructures for national defense, science, technology, industry and transportation were carried out in 13 provinces in central and western China, historically known as the "third-line construction"^[2]. During that period, multiple large and medium-sized industrial enterprises and research institutes were distributed in the central and western China, greatly promoting development of industries there^[3]. As an important center for the "third-line construction", Sichuan newly developed multiple industrial projects in the central plains, Hanzhong and northern foot of Qinling Mountains, attracting a large industrial population. In addition to settlement of some coastal industries, it developed multiple basic industries such as Panzhihua Metallurgical Industry and supporting railways and highways. So far, with development of the market economy and modernization, most of the "third-line construction" enterprises have witnessed structural transformation, adjustment or relocation, leaving multiple industrial sites, providing the basis for development of Sichuan industrial heritage tour.

3.3.2 Concentrated spatial distribution

Most Sichuan industrial heritages are concentrated in major cities with transport facility and dense population, such as Panzhihua Iron and Steel Group near Chengdu-Kunming Railway, China No.9 Academy of Engineering Physics in Mianyang hosting Baoji-Chengdu Railway, Leshan Jiayang Coal Mine near the Minjiang River. Most Sichuan industrial heritages are relatively concentrated in the 4 developed and environment-friendly areas of Chengdu Plain, Panxi, South Sichuan and Northeast Sichuan, with Chengdu, Panzhihua, Neijiang and Guang'an as representatives.

3.3.3 Wide varieties and heavy industry

In the "third-line construction" period, the state focused on the development of heavy industry. Therefore, the modern basic industries newly developed and expanded in Sichuan include iron and steel, chemicals, machinery and electricity, defense, metallurgy, machinery, coal, electronics, building materials, natural gas, pharmaceuticals, nuclear, aviation and launching centers, with heavy industry and defense industry covering the largest proportion, such as Panzhihua Iron and Steel Group, Deyang No.2 Heavy Machinery Plant, Jiangyou Changcheng Special Steel Plant and Mianyang China Academy of Engineering Physics.

¹ In June 2003, Russia developed *Nizhny Tagil Charter* for the industrial heritage, defining its concept for the first time.

3.2 Development

For a long time, China focused on protection and utilization of ancient cultural relics represented by ancient ruins, ancient buildings and ancient villages. Some modern industrial heritages were regarded as industrial wasteland and old plants. Some urban administrators even took industrial heritages as useless items phased out from production, obstacles to development of cities and businesses, intending to dismantle them and replace them with new development projects.^[4] Until recent years, with rapid urbanization, China began to take the industrial heritage as one of the valuable assets of the city, needing rational development and recycle, rather than simply dismantlement. However, there are still many problems in the development and protection of the industrial heritage in China due to the late start, insufficient awareness of protection and development, single mode of development and utilization, and lack of scientific planning and management of relevant government organs.

Compared with earlier recognition of the value of the industrial heritage in central cities such as Beijing and Shanghai, Sichuan started development and protection of the industrial heritage quite late, but vigorously. Through policy support, planning and design, Sichuan has developed some nationwide famous industrial heritage projects, such as Chengdu Eastern Suburb Memory Music Park, Leshan Jianwei Jiayang Coal Mine, and Guang'an Third-line Construction Museum. However, despite Sichuan is advantageous in industrial heritage amount and variety, the long-term lack and backwardness in development and protection have made multiple important industrial heritages disappear or face disappearance. Even some developed industrial heritage projects lack of new ideas in development, planning and design, subsequent sustainable development and management, failing to highlight cultural value of the industrial heritage projects and the original intention.

4. Sichuan industrial heritage reconstruction and tourism development

As a special cultural heritage, the industrial heritage has its unique postmodernism paradigm enrich its content, serving as a tangible carrier of the development of cultural and creative industries^[5]. Sichuan industrial heritage reconstruction and tourism development, no matter what kind of exploitation strategies and modes, shall combine both protection and development. It is necessary to enrich the tourism product system, and more importantly, reflect benign functions of development of the industrial heritage tour for local economic development and transformation, urban renewal and harmonious social development.

4.1 Taking the market as the orientations, protection and utilization as the principles

The market is the decisive factor in development, determining the development model and scale of the industrial heritage. Any tour development aims at meeting the needs of a particular market. In developing the industrial heritage tour, Sichuan should carry out accurate market positioning based on the characteristics of local industrial heritage projects so as to conduct effective and rational development and management. At the same time, the government should strengthen its policy support to the development and protection of the industrial heritage, guiding more investment in the industrial heritage and creating a sound environment for development and protection of the industrial heritage tour. In addition, in industrial heritage development, it is necessary to adhere to the principles of protection, avoiding misunderstanding of development and recycle. Development of any heritage resources, including the industrial heritage, should adhere to the basic norms of sustainable development. Development serves protection and vice versa, free from the "all or nothing" dualism vicious circle.

4.2 Adjusting measures to local conditions, diversifying development models

Based on the industrial heritage development models of other provinces, Sichuan needs to find a development model matching the characteristics and actual conditions of its industrial heritage, correspondingly adjusting measures instead of blind imitation. For example, Guang'an "Third-line

Construction" Museum utilizes the resource advantages of the local industrial heritage, taking the theme museum development model, centering on the local conditions, achieving its resource uniqueness and market difference. Furthermore, industrial heritage development and construction in various places should focus on the provincial overall tourism development strategy so as to achieve coordinated development and avoid duplication of construction and waste of resources.

4.3 Combined development, regional linkage

The industrial heritage has its unique advantages in urban tourism resources. From the perspective of tourism products, the industrial heritage tour will become a tourism product through development and planning. From the perspective of market, a single tourism product will lead to a single tourism product structure, lacking attractiveness. Especially at the present stage of insufficient tourism maturity in China, a single industrial heritage tourism product can not constitute high attraction. It is necessary for Sichuan industrial heritage tour development and planning to take advantage of spatial concentration, adhere to combined development and regional linkage, integrating industrial heritage tourism products, other tourism products and similar tourism products in other areas, complementing each other, cooperating with each other, achieving multi-product, multi-regional linkage, forming combined tourism products with high attraction and overall strength so as to have high attraction in the market.

4.4 Focusing on authenticity experience

Authenticity is one of the most fundamental criteria for judging the value of a heritage^[6]. The industrial heritage is an extension of the cultural heritage. Therefore, authenticity is one of the important factors determining long-term vitality of the industrial heritage tour. To prevent the industrial heritage from becoming a theme park, it is necessary to uphold the principles of authenticity in development and planning, trying to rationally recycle the plants and mines losing original value as far as possible through remediation and alteration, making them continuously provide the community with overall benefits. For example, the plant space can be re-designed and transformed, rejuvenating them based on the needs of the market, rather than simple rebuilding. Once the physical forms of the industrial heritage are destroyed and rebuilt, the authenticity of the industrial heritage tour will be reduced, failing to stimulate tourists' sense of identity and nostalgia. Like other types of heritage tours, the industrial heritage tour should focus on enriching local tourism products, and its authenticity and product quality so as to ensure its favorable position in the fierce market competition. The core value of the industrial heritage tour comes from "authentic architectures, authentic people, authentic history and authentic places"^[7]. In development and planning, it is necessary to avoid "stagewise authenticity" as far as possible, making tourists appreciate enjoyment across time and space through participation and experience.

5. Conclusion

With the rise of heritage tourism and growing awareness of heritage value, development, protection and management of the industrial heritage tour are increasingly valued by the government, the public and academia. Sichuan is advantageous in developing the industrial heritage tour. It is necessary to properly protect and effectively recycle the industrial age-bearing testimonials, which is required by the times and urbanization. Therefore, it is necessary to integrate the industrial heritage and tourism development through rational and scientific planning, continuous management and positive protection so as to highlight the cultural, historic and socio-economic value of the industrial heritage, promoting regional industrial restructuring, environmental improvement, reshaping regional competitiveness and attractiveness and promoting local economic and social recovery.

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