Research on the Construction of Cultural Parks in the Jing-Jin-Ji Region Based on Foreign Models: A Study on the Development of Ice and Snow Tourism Routes

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Abstracts: National cultural park is an innovative initiative for the protection and development of natural and cultural heritage resources in the new era, reflecting the core strategy of cultural heritage protection and development of representative cultural resources. It is not only an important carrier for the protection of natural and cultural heritage, but also a new model for promoting the development of cultural industry. Based on their own national conditions and experiences, countries have developed distinctive national park management models, including the native recreation value orientation of the United States, the sustainable club economy of Europe, the public supremacy of private ownership of land in the United Kingdom, and the synergistic community-neighborhood development of developing countries in Asia and Africa. In view of the heritage resources brought by the Beijing Winter Olympics, this study explores the idea of ice and snow tourism routes centered on Beijing, Yanqing and Zhangjiakou, and proposes the principles of sustainable development, mutual benefit and symbiosis, and public supremacy, which is committed to constructing a development model integrating culture, tourism and ecology.

1. Introduction

In the context of the 21st century, national cultural parks have become one of the programs emphasized and promoted worldwide. Each country has its own unique national park management model, which not only protects natural and cultural resources, but also promotes social development and tourism prosperity. This paper will explore different national cultural park management modes including the United States, Europe, the United Kingdom, as well as Asia and Africa, etc. By comprehensively analyzing the park management practices in foreign countries, it explores the feasibility of constructing a snow and ice tourism route with Beijing, Yanqing and Zhangjiakou as the core.

2. Research Background

As an innovative initiative for the protection and development of natural and cultural heritage resources in the new era, the national cultural park is not only an important carrier for the protection of natural and cultural heritage, but also a new type of cultural industry development model. In recent years, the government of China has attached great importance to the construction of national cultural parks. In July 2019, the consideration and adoption of the Program for the Construction of National Cultural Parks of the Great Wall, the Long March, and the Grand Canal marked the entry of the construction of national cultural parks into a substantial stage [1]. These policies not only clarify the management mechanism and spatial layout of the national cultural parks, but also emphasize the key tasks in the areas of protection and inheritance, research and excavation, improvement of environmental support services and facilities, as well as cultural and tourism integration. In foreign countries, it is also common to pay attention to cultural heritage and park construction, and these successful cases provide valuable experience for the construction of national cultural parks in China.

3. Second, the typical characteristics of foreign national park management mode

3.1 Native recreation value orientation: the American wilderness idea guides the top-down management model

The U.S. national park model is based on the idea of "saving natural resources from being damaged by human activities for the sake of national interests", so the U.S. national parks adopt the wilderness path, i.e., the segregation of nature and society. Its large tracts of pristine wilderness have unique recreational potential, which
makes the U.S. take the original ecological recreation as the value orientation. In order to protect the wilderness landscape, the U.S. has established the form of national parks, which are managed from the top down and isolate nature from society to provide recreational opportunities for the public[2].

For example, the Yellowstone National Park in the United States has a full-time Resource Operations Coordinator for resource operations, as well as employees, volunteers, partners, and foundations who serve as "guardians" to ensure the smooth operation of the park. The U.S. National Park Service has embodied the recreational and educational value of its wilderness through the management of the largest area of wilderness, while ensuring that the wilderness is accessible to visitors.

3.2 Economic Sustainability: The Tourism Economic Model of Cultural and Political Integration in Europe

In the construction of European national parks, the model of cultural and political integration has successfully combined natural protection with cultural heritage protection, providing tourists with rich cultural experiences while also protecting the natural ecological environment inside the park. Secondly, in the process of cultural park construction, emphasis is placed on the organic combination of culture and natural environment. Drawing on the experience of European cultural park construction, China can strengthen multi-party cooperation in park management structure. Similar to Europe, the construction of domestic cultural parks also requires the joint participation of the government, local communities, businesses, and stakeholders. This multi-party management model can effectively formulate policies that are conducive to the sustainable development of cultural parks and provide technical support for park ecological protection.

Most of the national parks in Europe tend to learn from the American model, and implement more strict protection. In the construction of national parks in Europe, the park management structure has taken a series of measures to protect the natural environment and cultural heritage in the parks, and at the same time, local communities, enterprises and stakeholders are also involved in the management. Multi-party management not only formulates good policies for national cultural parks, but also provides technical support for their ecological protection.

The French National Park of the Cévennes is a typical example, where the park's management organization works closely with local communities to develop cultural activities and protect cultural heritage. Thus, most national parks in Europe develop models of cultural and political integration that successfully combine nature conservation with sustainable development[1].

In terms of economic sustainability, the construction of domestic cultural parks can learn from the European model and actively develop the cultural tourism industry. In the construction of European national parks, cultural activities and the protection of cultural heritage have promoted the development of local tourism, bringing considerable economic benefits to the local economy. Therefore, in the construction of cultural parks, China can focus on the development of cultural tourism resources, promote the development of related industries, improve the level of local economic development, and achieve the economic sustainability of cultural parks.

3.3 Private land ownership and public primacy: a conservation model for rural residential landscape ecology in the UK

The construction model of national cultural parks in the UK emphasizes the importance of the entertainment dimension in cultural and tourism development. Compared to other European countries, most of the national parks in the UK are located in the suburbs of cities, corresponding to the fifth category protected areas of the International Union for Conservation of Nature (IUCN). This layout makes it easier for the park to approach densely populated areas, making it convenient for tourists to visit and explore. In the development goals of parks, entertainment factors are given top priority, emphasizing the provision of rich and colorful tourist experiences, attracting tourists, and promoting the development of local tourism industry. The construction model of national cultural parks in the UK emphasizes private ownership of land and ecological protection. Almost all national parks in the UK are privately owned, including numerous farms and villages. Nevertheless, under the principle of private ownership of land in the UK, ecological protection remains the primary task of national park construction. This model requires close cooperation between park management agencies and private landowners to protect the natural environment and biodiversity within the park, ensuring its sustainable development.

The UK has implemented a model different from that of other European countries, in which the recreational dimension is placed at the top of the development objectives of the national parks. Therefore, the national parks correspond to IUCN category V protected areas and are mostly located in the suburbs of cities. Almost all the land in the UK national parks is privately owned, including a large number of farms and villages. Under the principle of public ownership of private land in the UK, ecological conservation is the first priority for national parks[4].

The Loch Lomond National Park Authority management model emphasizes cooperation and communication with local communities, stakeholders and visitors. The United Kingdom has adopted a unique model in the development of national cultural parks, emphasizing the principles of private land ownership and public supremacy. In addition, the management model of the Lomond Lake National Park Authority emphasizes cooperation and communication with local communities, stakeholders, and tourists. This cooperation model not only involves the management process of the park, but also includes the planning and development of the park. By collaborating with local communities and stakeholders, park management agencies can better understand local cultural traditions and development needs, and formulate
development strategies that are more in line with the actual situation. Through the establishment and management of the national park system, the UK has successfully balanced economic development and ecological protection and realized the goal of sustainable development.

The unique model adopted in the construction of national cultural parks in the UK has played an important role in cultural and tourism development, providing a balance between economic development and ecological protection in the UK. This model places the entertainment dimension in the first place of the park's development goals, while emphasizing the principles of private ownership of land and public supremacy. Through cooperation and communication with local communities, stakeholders and tourists, the benign interaction between economic development and ecological protection has been achieved.

3.4 Community Neighborhood Synergistic Development: System-oriented Models in Developing Countries in Asia and Africa

Developing countries in Asia and Africa have explored different management models according to their own national conditions when establishing national park systems. For example, Vietnam's national park management model has gone through three stages: provincial administrative management, state-owned enterprise management, and parastatal enterprise management. With the obvious trend of decentralized management, Vietnam has created a public-private coexistence management model for national parks, which is characterized by the following features: the government owns the land; national parks' sources of income include admission fees, franchise licenses, and taxes related to tourism income; and the government, private enterprises, and consortiums are the main management bodies.

Third, the foreign model of China's national cultural park construction inspiration and suggestions

The construction and management of national cultural parks and national parks involves a variety of organizations and strategies. National parks should not only maintain the ecological environment and natural landscape, but also take into account regional cultural heritage, education, recreation and economic development. China can learn from the United States to protect the wilderness as the core, through the maintenance of natural ecology at the same time, strengthen the excavation and inheritance of local culture, so that the cultural tourism experience and cultural education organic combination. In the construction of parks, we can learn from the European model of cultural and political integration, and incorporate the community, private enterprises and joint ventures and other stakeholders into the park management system to form a win-win cooperation pattern. With reference to the British principle of private land and public supremacy to enhance public participation, the maintenance of recreational rights, while actively encouraging the public to give feedback and suggestions on the construction of national cultural parks, to enhance the sense of participation and satisfaction of the public.

4. Beijing-Hebei Ice and Snow Cultural Tourism Route Research Envisioning and Planning

The Beijing Hebei region has abundant ice and snow resources and profound cultural heritage, with enormous potential in the ice and snow tourism market. By planning ice and snow cultural tourism routes, regional tourism resources can be further explored and integrated, promoting the deep integration of ice and snow tourism with cultural, sports and other industries, forming ice and snow cultural tourism routes with regional characteristics. Tourists can provide richer and more colorful tourism experiences, promote the coordinated development of tourism in the Beijing Hebei region, and enhance regional tourism competitiveness.

The planning and implementation of ice and snow cultural and tourism routes aims to create distinctive ice and snow tourism brands, attract more tourists to experience, promote the prosperity of the tourism market, and help promote the coordinated development of the tourism industry in the Beijing Tianjin Hebei region. The ice and snow cultural tourism route will integrate the historical, folk, and cultural elements of the two regions, providing tourists with an opportunity to deeply understand the culture of the Beijing Hebei region, which is of great significance for promoting cultural prosperity and social progress in the Beijing Tianjin Hebei region. In addition, the development of ice and snow cultural tourism routes can enhance the competitiveness of tourism in the Beijing Hebei region. Create unique ice and snow tourism products to attract more tourists to experience and increase the market share of tourism.

The comprehensive path for the construction of Beijing-Hebei Ice and Snow Culture and Tourism Route should be a "culture-tourism-ecology" trinity development model. A systematic management and operation mechanism should be formed through top-level design, legal protection, management innovation, win-win cooperation and public participation. Combining the special culture of Beijing and Zhang, we will empower ice and snow tourism from the perspectives of culture, economy, fashion, etc., to achieve sustainable development of the Winter Olympic legacy, utilize natural resources, stimulate the development of the surrounding economy, promote the synergistic development of the city and the region, and the progress of social civilization, as well as to provide tourists with richer and higher-quality tourism services.

5. Conclusion

Whether in the United States, Europe, Asia or Africa, each country has its own unique model and experience in cultural and natural heritage protection and ecological residential landscape construction, which can provide inspiration for the construction of national cultural parks in China. For example, the United States established
national parks with a top-down management model; Britain has a profound historical and cultural heritage and has accumulated rich experience in the protection of cultural heritage and the restoration of historic buildings. The National Cultural Park of China can learn from its practice, dig deep and inherit the regional history and culture, and enhance the cultural value of the park; Many European countries pay attention to community participation in the protection and inheritance of cultural heritage, and encourage local residents to actively participate in the organization and promotion of cultural activities. China's national cultural park can also learn from its practice in the construction process, strengthen community participation, inherit and carry forward regional culture. Some African countries have rich experience in ecotourism development, which focuses on protecting the natural ecology and local culture, while promoting the development of tourism. In the process of construction, China's national cultural park can learn from its experience, develop ecological tourism, and realize the positive interaction between cultural heritage protection and tourism development.

With the concept and practice of national cultural parks, national cultural parks not only play a crucial role in maintaining national cultural confidence and promoting traditional culture, but also become an important platform for promoting local development and stimulating cultural innovation. Based on the reference and thinking of the series of planning of the National Culture Park, through the comprehensive integration of cultural heritage, tourism resources and ice and snow sports facilities in the region, they are connected with each other to create a comprehensive experience area integrating the Winter Olympic culture, regional characteristics and the spirit of ice and snow sports, and then promote the comprehensive upgrading of the regional tourism economy.

The "culture-tourism-ecology" trinity development model provides us with a structural idea. Under this model, the snow and ice tourism in Beijing and Hebei will be integrated into the cultural park system, forming a snow and ice industry chain with outstanding characteristics and optimized structure, taking the Olympic heritage as the core, and promoting the in-depth integration of snow and ice tourism and cultural tourism through high-standard planning, so as to provide strong support for the harmonious development of culture and nature conservation, the overall revitalization of the local economy, and the popularization of the national snow and ice sports.

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**Reference**