

The Optimization Strategy of Tourism Space

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Abstract. With the expansion of the scale of cultural heritage tourism, the contradiction between cultural heritage space and tourism activities is becoming more and more prominent, and the integrity and authenticity of cultural heritage are facing threats. This study took Gulangyu Island as the research object. From the perspective of marketing, combined with the theories of architecture, urban and rural planning, and other disciplines, this paper analyzed the current situation of tourism space on Gulangyu Island and put forward tourism space optimization strategies. The research pointed out the current problems of Gulangyu Island in terms of product type, product design, and product quality through the method of literature research. In view of the current problems of Gulangyu tourism space, the optimization strategy of Gulangyu tourism space was put forward: first, optimize the allocation of resources and build a tourist scenic spot with cultural heritage resources as the main body; second, establish a multi-subject cooperative governance model, using the historical and cultural heritage of Gulangyu Island to improve the optimization strategy of tourism space; third, build a linkage tourism product system, improve transportation infrastructure, and ease the flow of people in hot areas.

Keywords: Gulangyu Island; Tourism space; Cultural heritage; Optimization strategy.

1. Introduction

1.1. Research Background

Prior to the start of the epidemic, the national tourism industry had been experiencing rapid expansion. Tourism is regarded as a vital pillar of the national economy. Tourist attractions, hotels, catering, and other connected companies thrive and grow, becoming a powerful force to drive demand and create jobs. Domestic tourism is thriving, while outbound travel is expanding. Since the beginning of the virus at the end of 2019, the worldwide tourism industry has suffered greatly [1]. According to UN World Tourism Organization (UNWTO) research, the number of foreign tourists will be 72% lower in 2020, with 1.1 billion fewer international tourists globally, putting the number of tourists back to the level of 30 years ago [2]. The COVID-19 epidemic has also had a significant impact on the growth of China's tourism industry. According to the Ministry of Culture and Tourism of China, the number of domestic tourists will reach 2.879 billion in 2020, a 52.1% decrease from the same period last year, and domestic tourism income will reach 2.23 trillion yuan, a 61.1% decrease [3].

After the outbreak of the epidemic, many places across the country implemented measures such as sealing cities, blocking traffic, and closing tourist attractions, which seriously hit the tourism industry. Many vacation plans have been canceled, and tourist demand has plunged. Tourist attractions, hotels, and travel agencies are among the industries facing closures and challenges. Domestic tourism is stagnating, while outbound travel is severely limited. The domestic tourism market has progressively recovered its vigor as the epidemic has been brought under control. The government has actively encouraged tourism recovery, and several municipalities have implemented preferential policies and marketing campaigns to entice tourists to visit and participate. Following the epidemic, online travel and self-driving travel have become hotspots of tourism consumption, and demand for tourism in natural beauty locations and isolated areas has gradually increased. However, after the epidemic, tourism customers have higher expectations for safety and health, and tourism companies must increase epidemic prevention methods in order to recover passenger flow and market confidence.

Gulangyu faces numerous challenges in tourism, business, and other areas that must be addressed immediately following the conclusion of the present pandemic. Many scholars have previously investigated pertinent problems, such as Zu et al., who acted as research subjects, viewing Gulangyu Island's Longtou Road through the eyes of a consumer [4]. Using cluster analysis, they discovered the typical patterns that customers take when visiting different sections of the island [4]. Ouyang's research object was the historical urban settlement of Gulangyu. From an interdisciplinary standpoint, he conducted a study on the historical urban community under the influence of tourism commercialization using a case study, questionnaire survey, in-depth interview, and other research methodologies [5]. Wang Tianxi conducted research and analysis on Gulangyu Island from the perspective of architecture, combined with theories of tourism, urban and rural planning, and other disciplines, analyzed the current situation of Gulangyu Island's tourism space, and proposed optimization strategies for the tourism space [6].

1.2. Research gaps

Despite the fact that there have been numerous studies on Gulangyu, people have been able to resume offline tourism since the epidemic was fully opened two years ago, however, Gulangyu has suffered varying degrees of heavy damage during the epidemic period, such as economic losses: shutdowns of residential accommodation, high rents, and business closures. Gulangyu tourism has suffered in terms of management due to restrictions on the number of tourists. Gulangyu needs to reestablish its economy and alter its management after the epidemic's recovery, due to an increase in the flow of people.

Furthermore, the 14th Five-Year Plan emphasizes tourism industry quality assurance, proposes to accelerate the integration of online and offline tourism products and services, strengthen independent innovation, collect superior resources, combine epidemic prevention and control needs, accelerate the promotion of smart tourism characterized by digitalization, networking, and intelligence, deepen the "Internet + tourism," and expand the application of new technologies. The development of high-quality tourist products and services is a critical component of China's economic and social development. Tourism operations are dependent on the tourism space. The tourism space is the material entity with the highest contact rate and visitor impression, and it is tied to all elements of tourist activity. Improving the quality of the tourism space is a key factor in fostering the growth of high-quality cultural heritage tourism.

The current problems on Gulangyu Island are as follows: The tourism mode is more traditional and not closely related to smart tourism. In addition, according to previous studies, tourists generally believe that Gulangyu's overly commercial marketing model is disappointing, so that although Gulangyu has no shortage of tourists, it will always lack repeat customers, which is the current research gap in Gulangyu. In order to make up for this research gap, the research question of this paper is put forward: how to build Gulangyu to restore tourism vitality and intelligent tourist attraction after the full opening of the epidemic and attract more repeat tourists?

Through the study of Gulangyu Island from the perspective of tourists, such as their willingness to play and action, this paper explores the possible factors that affect tourism, explores the influence of historical and cultural heritage scenic spots on tourists' behavior, and puts forward suggestions on the renovation and upgrading of scenic spots.

Taking Gulangyu scenic spot tourism as an example, through the transformation and upgrading of Gulangyu tourism, other similar scenic spots can be better transformed after the epidemic, driving the national tourism economy, which is also a positive response to the national 14th Five-Year Plan policy.

Since the promulgation of the Venice Charter in 1964, international conservation organizations have attached great importance to the education, publicity, interpretation and display of heritage, and tourism utilization is an important way of dialogue and communication between cultural heritage and the public from generation to generation. As a big country of cultural heritage tourism, cultural heritage tourism has become one of the most important tourist attractions in China [7]. However, in

the process of cultural heritage tourism development, many problems such as over-exploitation and lack of protection have emerged, posing a threat to the sustainable development of China's heritage tourism [8]. As a world cultural heritage site, Gulangyu Island, like many cultural heritage sites, has been triggered by tourism development. Changes in resident structure, shrinking community functions, damage to historical heritage, lack of cultural atmosphere, excessive business atmosphere, chaotic neighborhood environment, mass tourism overload, North-South development imbalance and many other problems [9].

1.3. Research structure

In order to solve the above problems, this paper takes Gulangyu Island as the research object, obtains relevant data and information through a literature investigation, refers to relevant research cases, and carries out a detailed analysis based on the requirements of the 14th Five-Year Plan policy. What are the causes of the current problems, and according to the reasons, reasonable opinions on the tourism transformation of Gulangyu Island are given to make it develop better.

2. Case description

Gulangyu Island, formerly known as "Yuanshazhou", alias "Yuanzhouzi", was named "Wulong Yu Island" in the Southern Song Dynasty [10]. There is a sea erosion cave in the southwest of the island, which is affected by the waves and sounds like a drum [10]. Since the Ming Dynasty, it has been named "Gulangyu Island" [10]. It is located in the street of Gulangyu Island, Siming District, and Xiamen City, Fujian Province. It faces the Xiamen Shimao Strait Building and Xiamen University on Xiamen Island across the sea. Gulangyu Island has been officially approved as a national 5A tourist attraction by the National Tourism Administration since May 8, 2007.

Before the epidemic, Gulangyu Island, as one of the tourist attractions in Xiamen, Fujian Province, attracted a large number of domestic and foreign tourists. Its unique natural scenery, long history and culture, and unique architectural style have become the focus of tourists' attention. Tourists can enjoy beautiful beaches, beautiful gardens, old buildings, and so on. Every year during the spring festival and summer vacation, Gulangyu will also usher in a peak tourist flow.

However, with the outbreak of COVID-19, the tourism industry has taken a huge hit. During the epidemic, the Gulangyu tourist attraction was temporarily closed, and tourists could not go there. This has led to the stagnation of tourism and the loss of income. Many tourism workers face unemployment and economic hardship.

3. Analysis on The Problems

3.1. Reasons for Product Design

According to the data obtained by Wang Tianxi, the evaluation and feedback of tourists after their visit were obtained through a questionnaire survey and the introduction of text big data analysis [6]. The top problem is that tourists on Gulangyu Island are too crowded. The spatial distribution of tourism resources is not uniform, and the spatial attraction of the southern tourist area is obviously stronger than that of the northern one.

In addition, the natural scenic spots of Gulangyu Island are much more popular than the cultural ones, and the Sunlight Rock and the Sunlight Garden have a much higher number of visitors than other scenic spots. Tourists often list these two scenic spots as their first choice when they arrive at Gulangyu Island, especially when they visit Gulangyu Island for the first time. These iconic natural landscapes have been widely disseminated through news media, literary works, and other channels to gain high visibility.

Tourists frequently choose to visit in person to get a true sense of the place. As a result, the natural landscape of Gulangyu is far more popular than the cultural landscape. To some extent, the popularity reflects tourists' awareness of Gulangyu, demonstrating that the Gulangyu scenic spot's identity has

been deeply ingrained in people's hearts. Gulangyu Island has been designated as a global cultural heritage site, and its exceptional universal worth is reflected in the historical and cultural heritage that spans the entire island. For a long time, this type of scenic place picture has resulted in tourists' shallow understanding of the value of heritage, and this development mode is not conducive to the public transmission of historical value.

3.2. Reasons for Product Type

Gulangyu has a strong business atmosphere. There are too many low-end homogenized commercial forms in Gulangyu. The tourism business on Gulangyu Island already has a large scale, and the business forms are highly concentrated in the surrounding areas of Longtou Road and Neicuo Road, and this spatial layout mode is very uneconomic. Due to the lack of misplaced competition among business forms, the market positioning of business forms in several regions of Gulangyu is the same, and the product categories of business forms tend to be consistent, which leads to the prominent homogenization of tourism businesses in Gulangyu. At the same time, high rents force businesses to adopt expansion and destruction development to obtain operating space. In addition, residential functions are the main types of buildings in Gulangyu, which are constructed to meet the residential needs of residents. Most of their facade and internal space are not suitable for catering, retail, or other business activities. In order to seek the largest business area and the most spacious store, there are business behaviors such as breaking the wall to open a shop, door opening, and so on that destroy historic buildings. These business modes affect the overall style of Gulangyu Block and even cause irreversible damage to the historical buildings in the street.

In addition, the product system of Gulangyu is relatively simple, has long been dominated by educational sightseeing tours such as beaches, mountains, and historical sites, and lacks various tourism products. This situation will lead to tourists' fleeting tourism but also lead to a lack of scenic features; tourists stay on the island shorter and shorter. According to Wang Tianxi's research, business modes such as courtyard operation, wall operation, gate operation, and wall-breaking shop will affect tourists' purchase and play psychology and reduce tourists' interest in sightseeing [6].

3.3. Reasons for Product Quality

The development of Gulangyu tourism products is generally in its early stages. Using humanistic scenic locations as an example, cultural scenic spots in Gulangyu are primarily pavilions built in the picturesque spot to display cultural heritage, history, and culture. These pavilions feature a variety of themes; most of them are based on Gulangyu's ancient buildings, however, the exhibits are singular. Different theme pavilions present in comparable ways, such as panel layout, physical display, and vocal interpretation. Similar ideas have been used in architectural pavilions such as the Gulangyu Museum of Foreign Cultural Relics in the Forbidden City, the Zheng Chenggong Memorial Hall, and the old Hutchison Company warehouse site. Because of this one style of display, many people subjectively believe that the major pavilions are much the same and are no longer eager to expend additional energy to visit the next pavilion of the same type, resulting in some pavilions being cold and a waste of resources. At the same time, despite the fact that Gulangyu has several exhibition rooms and diverse cultural themes are described, the different themed cultures are confined to fixed locations, are not firmly connected with one another, and lack a joint exhibition system. Tourists frequently do not choose to visit other picturesque locations after seeing one scenic spot, making it difficult to effectively express to tourists the multicultural worth of the heritage.

In addition, there are also major problems in the current tourism route organization. In terms of cultural experience, the official theme routes can well meet the needs of a small number of tourists eager to experience a specific culture. Nevertheless, they are insufficient for most tourists with diversified tourism needs. The diversified tourism needs of tourists include tourism consumption, scenic spots to take photos, dining and rest, etc., and the demand for community cultural experiences and natural landscape tours is also very strong. Therefore, the current tourism routes that rely on a single theme cannot cover the actual tourism needs of tourists.

4. Suggestions

4.1. Suggestions on Product Design

Optimize resource allocation and construct tourism attractions with cultural heritage resources as the major body. The development of scenic tourism on Gulangyu Island is now stalled. Over-reliance on natural tourism resources results in a lack of growth momentum in tourism development, and picturesque spot development is stalled. The great universal worth of Gulangyu's history pervades the island's historical and cultural heritage. Gulangyu must rely on these heritage resources to establish a tourist attraction with cultural heritage tourism resources as the main body, actively utilize historical buildings and other resources to develop tourism attractions, and combine history and culture to enable Gulangyu tourism so that the charm of the world heritage can be demonstrated. Make more individuals aware of and committed to the cultural significance of the world's heritage. Simultaneously, it is vital to arrange the practical positioning of historical structures from the standpoint of "full time and space" in order to avoid the repetitive construction of scenic sites. The cultural value of heritage can only be reflected in its transmission and perpetuation. The current development method of traditional wind, landscape, and light tourism contradicts the requirements of the cultural value interpretation system [9].

Secondly, the single tourism mode of Gulangyu can be changed to create a diversified community. First of all, Gulangyu's beautiful natural environment and rich historical building resources can provide the necessary space for leisure, vacation, conferences, and training. Secondly, the core value of the Gulangyu community is reflected in the cultural diversity, such as music culture, piano culture, celebrity culture, and so on. Therefore, it is possible to rely on the Xiamen Institute of Arts and Crafts and Xiamen Music School to carry out art education and training, which can improve the artistic atmosphere of the Gulangyu community and display the core value of its culture. On the other hand, it can attract high-quality students and their families to live there and improve the population structure of the community.

4.2. Suggestions on Product Types

Enhance the quality of tourist forms and implement a multi-subject cooperative governance model. Gulangyu tourism business arrangements and utilization levels are low; there are issues with low-end homogenization. On the one hand, it is suggested that the government actively attract investment, starting with public property buildings, providing appropriate preferential policies, introducing a number of high-end and high-quality business formats into the island, and forming a catfish effect from the point and surface to promote the upgrading of the island's business formats. On the other side, in order to remedy the disorderly operation behavior of the tourism business, the government must enhance control. Furthermore, it has been emphasized that the cultural and experiential nature of cultural tourist products and diversify the tourism offerings. On the one hand, Gulangyu Island is a world cultural heritage site featuring both scenic and non-scenic areas. On the other hand, its spatial development pattern of both city and landscape, which not only has perfect scenic facilities but also keeps comprehensive urban functions, is rarely seen in China. Gulangyu tourism offerings are currently mostly sightseeing and instructional, with a single product system. It is suggested that the distinctive culture of Gulangyu Island be combined in order to diversify the tourism product system, enhance tourism forms, and boost tourism attraction.

Gulangyu tourism offerings are currently mostly sightseeing and instructional, with a single product system. It is suggested that the distinctive culture of Gulangyu Island be combined in order to diversify the tourism product system, enhance tourism forms, and boost tourism attraction. The first is to improve sightseeing and educational tourism, phase out natural tourist products that rely too heavily on natural resources, and develop tourism products centered on world cultural heritage and humanistic tourism. The second goal is to strengthen leisure and entertainment vacation tourism on the basis of present single vacation tourism, develop more holiday modes like beach vacation and mountain vacation, and actively grow leisure and entertainment tourist activities like theme parks.

The third objective is to enhance corporate tourism by focusing on high-end formats as a source of tourism attraction and to expand exhibition tourism by focusing on unique events as a source of tourism attraction. The fourth goal is to create a variety of special interest tourism goods, such as music tourism, educational tourism, and ecological tourism.

4.3. Suggestions on Product Quality

Improve the quality of tourism products and create a tourism product connection system. At the moment, the tourism goods developed on Gulangyu Island face a single type of challenge. Despite its abundant cultural resources, they are concentrated in a significant number of stiff and frozen exhibition halls in the form of physical objects, exhibition panels, explanations, and so on, with a lack of diverse display forms and a depth-oriented display system.

The first suggestion is to delve deeply into heritage culture, create a multi-theme cultural display place with characteristics, and combine modern display technology to create immersive experience culture and tourism consumption content in order to increase tourists' experience and participation. Second, in accordance with the heritage site's development, construct a correlation display system among the pavilions so that culture can permeate the tourists' journey. The third step is to create a linkage marketing system in which popular attractions drive unpopular attractions, mass culture drives minority culture, tourism peak-season products drive tourism off-season products, and scenic spots form a mutual complement situation, collaborate to reduce marketing costs, and promote the formation of a new global tourism situation.

In addition, it can improve the traffic infrastructure and relieve the flow of people in the hot area. In view of the hot spots on the tourism main road, it is suggested to organize the walking system and public transportation system within the island reasonably, and it is appropriate to increase the number of public transportation vehicles, add stations along the line, and reduce ticket prices to attract tourists, so as to provide tourists with a diversified transportation system of "fast travel and slow travel", so as to enhance the vitality of tourists in the cold spot area and relieve the pressure of tourists in the hot spot area.

5. Conclusion

Starting from the background of architecture, this study combined the theories of urban and rural planning and marketing in the study of the tourism space to explore the current situation of Gulangyu Island after the epidemic, including crowded tourists, a too strong business atmosphere, too many homogenized low-level products, etc.

The primary objective of this study was to analyze and evaluate the tourism phenomena on Gulangyu Island through the use of multidisciplinary theory. Subsequent investigations have the potential to enhance the depth of this study methodology and provide valuable insights for informing future spatial planning and design strategies in the realm of cultural heritage tourism.

Simultaneously, the domain of tourism encompasses an intricate framework comprising numerous components and entailing the concerns of various stakeholders. This study addresses the existing challenges in the tourism development of Gulangyu Island and presents a set of optimization strategies that are both practical and illustrative. However, it is important to note that these strategies may lack a systematic and comprehensive approach, and potential issues may arise in terms of effectively coordinating the interests of various stakeholders during the implementation process. In order to present a more comprehensive and detailed optimization plan, additional demonstrations will be required in the future.

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