

On the Development of Tourist Products of Poem in Qinhuangdao

Wenjing Guo¹

¹ Qinhuangdao Branch of Northeast Petroleum University, Qinhuangdao, China

Correspondence: Wenjing Guo, Qinhuangdao Branch of Northeast Petroleum University, Qinhuangdao 066004, China. E-mail: zhouhuicomcn@sohu.com

Received: January 13, 2014 Accepted: January 31, 2014 Online Published: June 26, 2014

doi:10.5539/ach.v6n2p196

URL: <http://dx.doi.org/10.5539/ach.v6n2p196>

Abstract

Qinhuangdao is rich in natural resources as well as poetic resources. Against the city's background of the focus on tourism, the paper deals with the following aspects, namely, the collation of the ancient poems concerning the city, the significance of poem on the development of tourist products and the strategy of the development. Meanwhile, it deeply explores the way to organically combine the poetic culture and tourist resources in order to promote the development of Qinhuangdao's tourism.

Keywords: Qinhuangdao, tourist products of poem, development

1. Introduction

Poem is a unique cultural phenomenon with a long history in China and its significant cultural connotation and a large amount of information exert great influence on our thinking and behaviors. As a world-famous tourist city, Qinhuangdao boasts beautiful scenery and places of historic interest. Since ancient times, numerous emperors, ministers and men of literary have visited the place and written countless poems to eulogize the beauty and history, leaving rich cultural heritage to us. Exploring the literary treasure and combining the poetic culture with the tourist resources will promote the development of tourism in Qinhuangdao.

2. Collating of Ancient Poems in Qinhuangdao

After thoroughly collating the poems in Annotation of Historical Records in Qinhuangdao edited by Dong Yaohui (from Hongzhi the 14th in Ming Dynasty to Guangxu the 5th in Qing Dynasty, 14 volumes) and Annotation of Historical Records in Shanhaiguan Pass edited by Shi Xiaofeng, I realize that the number of ancient poems concerning Qinhuangdao amounts to 1700 with about 1500 poems in the former and nearly 500 in the latter. The time spans from Qin Dynasty to Qing Dynasty with Ming and Qing Dynasty contributing the most. The writers include kings such as Cao Cao, King Wu of Wei Kingdom in the Three Kingdoms Dynasty, Yang Guang, Emperor Yangdi and Li Shimin, Emperor Taizong. Poets such as Li Bai, Du Fu and Gaoshi, statesman Sima Guang and national hero Qi Jiguang also contribute to the poems. Local officials such as Min Gui, Chen Wan and Huang Jingkui have written poems of the city as well. Those poets account for about the half.

The themes range widely from scenery, history, wars to word-chanting. The poems demonstrate the long history and rich cultures. At the same time, they reflect the customs and scenery. Many people, events and things described in the poems become important tourist resources today and have great value in the development of tourist products.

3. The Significance of Ancient Poems to the Development of Tourist Products in Qinhuangdao

As a kind of tourist resource, poem can nurture the tourist culturally and raise the profile of scenic spots, serving as a magnificent and elegant name card of the city. Therefore, we will analyze the significance from the following aspects.

3.1 Poem Can Stimulate the Motive of Tourists

Compared with other literary works, poems focuses on the image and mood. And poems are usually short and sharp which are easy to read and spread. Many descriptions of natural and human scenery strengthen the beauty of places and highlight the charm of people, thus stimulating the tourists. When reading the beautiful poems like The Great Wall with water reaching the sky, people on the fly floor, summit the success. tourists will find it hard to resist the temptation to enjoy the splendid view of Chenghai Tower in Laolongtou.

3.2 Poem Can Improve the Taste of Tourism

Mountains are famous for living saint and water gains miraculous for residing dragons. Tourist resources are the supporter of poems and, in return, the cultural effect of poems enrich tourist resources, realize their values and improve their taste, thus bringing spiritual charm to them. Lines like The first pass in the east of Yanjing and Jizhou, Shanhaiguan Pass is bordered with mountains and sea. The mountains are rolling far away. The bright moon appears and disappears with the tide. in Shanhaiguan Pass by Min Gui, The wind in the frontier blows soldiers' armours. The tide booms while falling. in Shanhaiguan Pass by Huang Hongxian, In Jiaoshan Mountain, strategies for peace are ordered. For years, the history of the Great Wall is recalled. In Recalling the Past while Ascending the Jiaoshan Mountain by Chen Tingmo Jiaoshan Mountain are like lotus created by the heaven, and I ascend the top mountain with stalks in Ascending Jiaoshan Mountain by Li Yang. Shanhai Pass and Jiaoshan Mountain gain more spiritual charm through the poems.

3.3 Poems Can Publicize Tourism

As the treasure of Chinese culture, poetry has a long history and deep influence home and abroad. Both Chinese and foreign people who know Chinese culture can recite a couple of poems, which is far beyond the influence of advertisement. The spreading of poems is the free publicity of tourist resources, especially the beautiful poems with deep meanings and simple sentences easy to spread and memorize and could serve as the invisible brand of local tourism. Sea View by Cao Cao and Gold and Sand Beidaihe by Mao Zedong are the image of Qinhuangdao which are well-known by most Chinese and unconsciously gain reputation for the city.

3.4 Poems Can Serve as the Basis of Tourist Products' Development

The development of tourist products is based on tourist resources. On one hand, poem itself is a tourist resource and on the other hand, the scenery described in poems can serve as the basis of the development of tourist products and events. For some places of historic interest which have been forgotten, we can restore them from the point of tourism through poems, even construct new cultural scenic spots. From the point of supplying, tourist products are the sum of facilities and service to satisfy the needs of tourists. Poems deal with various aspects such as clothes, food, accommodation and means of travelling. Therefore, we could develop a series of products based on poems.

4. The Development Strategy of Tourist Products

Qinhuangdao is one of the earliest tourist cities with some popularity. But the characteristic of its tourism resources are mainly natural and the human resources are underdeveloped, which limit the attraction and development. According to the previous analysis, we realize that if we want to build up the unique brand of tourism in Qinhuangdao, we must try our best to develop the tourist products, enrich their cultures to demonstrate the cultural characteristic of the city. The following strategies could be adopted.

4.1 General Survey and Assessment of Tourist Resources in Qinhuangdao

The first step of the development is to carry out general survey and assessment of tourist resources in Qinhuangdao, which is also the foundation of the development. We need to know and classify the related information of poems before the development with focus and plan. First of all, enrich the cultural connotations and strengthen the publicity of the developed tourist resources through the development of poetic resources. Secondly, for those underdeveloped poetic resources, we could develop new tourist products. The descriptions of Chenghai Tower and Mengjiangnv Temple are abundant in ancient poems, which prove the value of the two scenic spots. In 1980th, the government of Qinhuangdao restored and developed those spots and achieved good results. Now both of them are important scenic spots in Qinhuangdao and poems bring more charm and attraction. A poem of Emperor Qianlong in Qing Dynasty is engraved on the stone tablet. I pour water to create the sea in the east. For thousands of years, there is no past and present, there is no decrease and no gain in amount. Snow in December could not be as white as the spray. Different from the sky in autumn, it is as lovely as that. As brooks make rivers, rivers run to the sea. It is an impassable obstacle while it connects the past with the future. How silly is the First Emperor of Qin! For seeking longevity, he drove the stones to the sea with a rod. Who could forget the horizon! All I wish is to wash away the dust to be as clean as you! It is appreciated by tourists all the time. The travel is more interesting by enjoying the magnificence of the view and the great mind and tolerance of the emperor at the same time.

4.2 Planning Program of the Development Based on Poems

Various tourist resources of poems lay a foundation for the development of tourist products and we should make best use of them to plan the development and find new ways.

4.2.1 Develop the Routine Tourist Products and Promote Regional Travelling

Regional travelling can make the city more competitive, therefore we could employ poems to develop regional travelling and develop the tourist products.

4.2.1.1 Employ Poets to Form Tourist Routes

The poets include borderland poets Gao Shi and Wang Changling, famous general Qi Jiguang, emperors like Cao Cao, Taizong in Tang Dynasty, Kangxi and Qianlong in Qing Dynasty. They are so famous that their life and experience can serve as a part of tourist routes. The famous general Qi Jiguang left his footprints all the way from the south to the north. He ordered to build the Great Wall for defence and wrote poems such as *Enemy in Frontier in Autumn* (following the poem of Xu Huaigu), *Zhendong Tower* and *Sea View Pavilion* to express his ambition. We can connect his experience to form tourist routes like “know more about Qi Jiguang” all the way from Penglai in Shandong Province to Zhejiang, Fujian, Shanhai Pass and Guangdong to connect Qinhuangdao with other tourist cities to stand out.

4.2.1.2 Develop Tourist Routes of Frontier and the Great Wall

Many poems of Qinhuangdao deal with the frontier and garrison. Frontier plays an important role in ancient wars. Therefore, the description of this aspect is abundant in poems. The Great Wall of Shanhaiguan Pass is called “the first pass under heaven” with the well-preserved ancient military defences. The Great Wall of The Old Leader is the only one in the world which is located in sea. The Great Wall of Jiaoshan is the first dangerous pass in the east of the Great Wall of Ming Dynasty. The Great Wall of Sandao Pass is famous for its fascinating views of upside-down walls. The site of brick kilns group is one of the best preserved. Therefore, we can develop the tourist routes of frontier and the Great Wall along the winding of the wall to enjoy the scenery and customs through landscape visualization. At the same time, we could cooperate with other cities to build a tourist belt of the Great Wall to publicize its culture.

4.2.2 Landscape Visualization

Some poems in *Annotation of Historical Records in Shanhaiguan Pass* describe the splendid views in Qinhuangdao such as the *Twenty-four Views in Yuguan Pass* and *Eight Views in Shimen* including *Peeping Sky in Suspended Hole*, *Lotuses holding the sun*, *quiet wind in Pavilion by sea*, *geese on the Jiang graveyard*. We can restore the scenic spots according our present situations. While the phantom disappears, the rosy clouds are splendid. A spectacular flower rised besides the glaze screen. The holding sun is just like the lotuses stretching ten li in West Lake. Written by Wang Yishi in *Lotuses holding the sun*, the sky is clear and the sunrise clouds are splendid. Sunshine penetrated through the clouds. A flower appears with thousands of pedals splashing from Taiye Pool. Written by Lu Kaitai in *Lotuses holding the sun* describe the view of sunrise at sea with rosy clouds around on the summit of Jiaoshan Mountain. Now, we could combine the image of the poem and the beautiful view to develop the tourist product of “Appreciating the sunrise on Jiaoshan Mountain”

Without doubt, it is impossible to restore some historic sites and events. But we could reproduce the historical scenes and customs. From ancient times, Shanhaiguan Pass is a mountain pass of great military importance. Many men of literature like Gao Shi, Luo Binwang and Wang Changling have described the wars in poems. For example, Wang Changling’s *Join the Army* says the general is about to the war, the army darkens the Yu Pass in daytime. Wearing golden armours, Chan Yu retreats without fighting in fear. In Rong Yu’s poem *Borderland Tunes*, he writes *Heavy frost and snow on armours*. War horses are already experienced. Since the settlement of Lulong frontier, the war lasts till today. The war scenes could not be restored, but we could demonstrate the conditions and customs of that time through modern technology such as views, videos and panoramas, which brings personal experience to visitors.

4.2.3 Make Unique Tourist Souvenirs

As poems are refined and elegant, which are easy to read and spread, we could develop tourist souvenirs through poems. First of all, poems could be printed on souvenirs such as T-shirts, caps, postcards and bookmarkers. Secondly, souvenirs could be made based on the tourist resources such as Chenghai Tower and Zhendong Tower which are popular in poems. Souvenir of miniature landscape is a form with different poems printed to give more choices to tourists and add their value.

4.3 *The Improve the Image of Tourist City Based on Poems*

As the local scenery and image in poems which is created by local cultures and natural conditions are beautiful and elegant, they are instructive in the development and serve as the basis of the image’s designing.

4.3.1 Stress the Characteristic of “the Imperial Culture”

The development should stress the “imperial culture” and build up the cultural image of the city. Dozens of poems written by kings ranging from Jieshimen of the first emperor of Qin Dynasty, Sea View by Cao Cao, Sighting Sea in Spring of Li Shimin and Chenghai Tower of emperors Kangxi, Yongzheng and Qianlong in Qing Dynasty could be connected with the development of the scenic spots mentioned in the poems to enrich the cultural connotations and stress the imperial characteristic.

4.3.2 Construct the Culture of the Great Wall and Focus the Image of Ancient Walls

The splendid views are mentioned in many poems such as a boundless of waves is hard to draw by the Great Wall. Safeguarding the eastern frontier of Liao is threatening the three South Korea. Strengthening the safety of Yanjing brings peace to people for generations. in Ma Wensheng’s On Shanhaiguan Pass and Sight the horizon where the sky melts into the sea, the springing mountains are as green as emerald. The sun and the moon rise and set along the sea, the Great Wall lies on the mountains like tigers. in Fangrong’ Shanhaiguan Pass in Ming Dynasty. We propose that make reference from the frontier view described in poems, stress the characteristic of its mountains, sea, pass and ancient buildings and its cultural connotations to build up the image of ancient city in the planning program of the development.

4.4 Plan Tourist Activities Based on the Poems

Tourist activities plans have importance effect on tourist development. Without being easily influenced by natural conditions like seasons, tourist activities could overcome the adverse influence of dull seasons and attract more visitors. Poems could be employed as the medium for tourist activities. Firstly, employ the description in poems to plan activities. Fair of Meng Jiangnv Temple is a good example which organized activities based on the story of Meng Jiangnv to attract visitors. In many poems of Qinhuangdao, the description of scenery is related with seasons. Take Climbing Jiaoshan Mountain in Rain on the Double Ninth Festival of She Yiyuan and Climbing Jiaoshan Mountain on the Double Ninth Festival of Chen Dan in Qing Dyansty for example, both deal with the scenery in Jiaoshan Mountain on Double Ninth Festival and the customs of climbing mountains in that day. We could take advantage of the festival to organize activities like “Climbing Jiaoshan Mountain on Double Ninth Festival” to carry on and promote our Chinese traditions, thus bringing more attraction to the place. Secondly, organize various participating activities like meetings of writers, competitions and academic meetings to invite experts and scholars. While enjoying the beautiful scenery in Qinhuangdao, they could write more literary works to promote the publicity.

5. Conclusion

The building up of poetic tourism could enrich the cultures of scenic spots which are closely related with poems. Carrying out the development of tourist products in Qinhuangdao is an exploration and protection of local cultures and at the same time we could promote the development and find a new way to the tourist market.

Acknowledgments

This paper is the initial achievement of the soft science program “Organization of poems in *Annotation of Historical Records in Shanhaiguan Pass* and research on the development of tourist products” by Science and Technology Bureau of Qinhuangdao The code of the program: 201101A422.

References

- Chen, W. (2005). On the Teaching of Tourist Poets. *Journal of Guilin College of Tourism*, 6, 88-90.
- Cheng, Z., Liu, Z., & Zhang, J. (2007). Tourist Planning Mode of Classical Poetry as a Local Context-A Case of Tourist Products Planning Mode of Classical Poetry on Water Towns in Wujiang in Jiangsu Province. *Journal of Zhejiang Normal University (social sciences)*, 5, 1-6.
- Dong, Y. (2001). *Annotations of Historical Records in Qinhuangdao*. Beijing, China Audit Press.
- Hua, J. (2007). On Tourist Effect of Classical Poetry. *Forest Region Teaching* 12, 20-21.
- Lu, L., Zhu, J., & Zhu, T. (2005). The Tourist Effect of Tourism and the Development of related products and Research on The Tourist Development of Li Bai’s Poets in Guichi in Southern Anhui Province. *Tourist Resources*, 21(6), 551-553.
- Shi, X. (1999). *Annotations of Historical Records in Shanhaiguan Pass*. Tianjin, Tianjin People’s Publishing House.
- Yin, X. (2004). On Poetry Tourism. *Journal of Guilin College of Tourism*, 2, 87-89.

Zhao, D. (2009). On the Positive Effect of Classical Tourist Poetry on the Development of Scenic Spots-A Case of Classical Poetry of Scenic Spots in Jiangsu Province. *Times Literary*, 6, 149-151.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).