

2016 GTTP Research Conference
Nice, France

GTTP

THE GLOBAL TRAVEL & TOURISM PARTNERSHIP
A BUSINESS AND EDUCATION ALLIANCE



Theme of the Year: Heritage Tourism
Jianglangshan Mountain
- China's unique red rock landform
China Team



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November 2016



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Jianglangshan Mountain

- China's unique red rock landform

When we talk about heritage tourism, does anybody know what heritage tourism is?

I. Heritage tourism

1. Definition of Heritage tourism

Heritage tourism encompasses elements of living culture, history, and natural history of place that communities value and steward for the future. These elements are very specific to a community or region and can contribute to pride, stability, growth, and economic development. Heritage and culture are especially critical in rural settings.

Heritage tourism is a new combination of words to look at tourism planning more comprehensively. It affirms that we have identified significant elements of our places as important enough to preserve and to pass on to future generations. Heritage Tourism also denotes that we are dedicated to caring for these resources and sharing them. Heritage Tourism is an active, engaging, and ongoing process that involves

community residents, organizations, civic institutions and governments working together.

- Heritage implies action. It is a responsibility for stewardship and protection – insuring continuation into the future.

- Tourism is also purposeful. It is the commercial organization and operation of places and activities that interest and attract visitors to our communities and regions for their enjoyment and for our economic benefit.

Many tourism efforts focus on cultural or natural resources. Heritage tourism offers an umbrella covering both. Heritage tourism encompasses elements of living culture, history, natural history of place and the natural environment that communities value and steward for the future. Natural and cultural heritage elements make a community and region unique. They are keys to community character that draw residents and visitors alike.

Heritage is what we value as a people and choose to pass on to future generations. Heritage has shaped the past and present, will influence future development, and can contribute to stability, growth, and economic development.

2.Importance of Heritage Tourism

Over the past 15 years, the popularity of heritage tourism has grown with travelers and with those developing new tourism attractions. For example, between 1996 and 2002 heritage travel increased by 13 percent, more than twice the growth of U.S. travel overall (5.6 percent).

Tourism is big business. Tourism creates new jobs, new businesses, and higher property values, well-managed tourism improves the quality of life and builds pride in the community. That is particularly true for the heritage segment of the market.

3.Economic Benefits

The economic benefits of heritage tourism include creating new jobs and businesses, increasing tax revenues, and diversifying the local economy. These economic benefits are not the only reason why heritage tourism may be good for our community—it has quality-of-life benefits as well. Heritage tourism helps preserve your town's unique character, which results in greater civic pride. Residents benefit too! There are more opportunities available such as shops, activities, and entertainment offerings that the local market alone might not be able to support.

II. China' s unique red rock land form - China Danxia

Danxia landform refers to the nonuniformity of the occurrence level or flat layered iron calcic mixing cementation and red clastic rocks (mainly sand stones and conglomerates), cut by the vertical or high angle cleavage, forming the shapes of steep cliff Castle, pagoda, needle, columnar, rod, mesa or peaks like geomorphic features under the combined action of differential weathering, gravity collapse, water erosion, wind erosion.

Danxia landform is mainly distributed in the northwest and southwest of China, the western United States, Central Europe and Australia, among which China is the most widely distributed . In 1928, Jing Lan Feng found Danxia landform in Renhua county in the northern part of Guangdong Province and named the red sandy rock forming Danxia landform as Danxia layer.

China Danxia, or Danxia landform of China, is the general name of the unique type of landscapes, Danxia landform, formed from red sandstone and characterised by steep cliffs, which are caused by endogenous forces (including uplift) and exogenous forces (including weathering and erosion).

In August 2010, the six "China Danxia" of Chishui in Guizhou Province, Langshan in Hunan Province, Danxia Mountain in Guangdong Province, Taining in Fujian province, Longhu Mountain in Jiangxi Province, Jianglangshan Mountain in Zhejiang Province was jointly inscribed onto the World Heritage List.



Figure 1.Chishui in Guizhou Province



Figure 2.Langshan in Hunan Province
Province



Figure 3.Danxia Mountain in Guangdong



Figure 4.Taining in Fujian



Figure 5. Longhu Mountain in Jiangxi



Figure 6. Jianglangshan Mountain in Zhejiang

III. Case study: Jianglangshan Mountain

1. The introduction of Jianglangshan Mountain

Jianglangshan Mountain, located 25 kilometers south of the city of Shimen Town, Zhejiang Province, also has the names of Jin Chunshan Mountain, Xulangshan Mountain, and Yu Langshan Mountain. According to the record in "Bo To Evans" that there were three Jiangshi brothers ascending the summit, and then became stones, so also known as Jianglangshan Mountain. The peak is 816.8 meters above sea level, with 11.86 square kilometers of the total area. Compared with many mountains, Jianglangshan Mountain is not high, the area is not large, but it is Jiangshan's Kamiyama, holy mountain, and is even the totem of

Jiangshan in the eyes of Jiangshan residents, the embodiment of the spirit of Jiangshan, hence the name of city. Jianglelangshan Mountain has 3 gold cards, of which are the site of the world natural heritage, national scenic area, national AAAA tourist area. Jianglelangshan Mountain is world famous because of its unique red rock landform - Danxia Landform.

On August 2nd , 2010, Jianglelangshan Mountain, together with the other five China Danxia, was jointly inscribed onto the World Heritage List. Jianglelangshan Mountain becomes Zhejiang Province's first world heritage, only world natural heritage in Jiangsu province, Zhejiang province and Shanghai .

The three peaks of Jianglelangshan Mountain pull up into the sky with more than 360 meters in height like column shaped stalagmites, and look like knifed and axed. Three peaks from north to south make its recognizable "river-shaped" arrangement in Chinese character, as follows: Lang Feng Peak, Ya Feng Peak and Ling Feng Peak, which are called the "Three Pieces of Stones". Lang Feng peak, with the altitude of 816.8 meters in height, is called as "the first China Danxia peak" by Chinese and foreign tourists. On the cliff of Lang Feng Peak is the inscription of four Chinese characters of "thousands of feet cliffy mountain" by zhan Ruoshui, a philosopher in the Ming Dynasty.

Jianglelangshan Mountain not only gathers rocks, caves, cloud, waterfalls on the mountain, but also has the characteristics of odd,

dangerous, steep and high in three Peaks. Grand and peculiar, Jianglangshan Mountain has spectacular and rugged mountains, green forest, hidden cave and ponds, babbling spring and beautiful scenery. When in the mist, the haze often sets sky and mountains in one color, melts cloud and peaks in one body. The famous poet Bai Juyi in the Tang Dynasty said: "Wish I have wings to have flied and been drunken in the haze". Great geographer Xu Xiake had written about Jianglangshan Mountain in his three tours. Compared Jianglangshan Mountain with Yandangshan Mountain, Huangshan Mountain and Dinghu Peak, he strongly praised the "odd", "dangerous" and "miraculous" of Jianglangshan Mountain. The scenery of Jianglangshan Mountain attracts many foreign tourists.

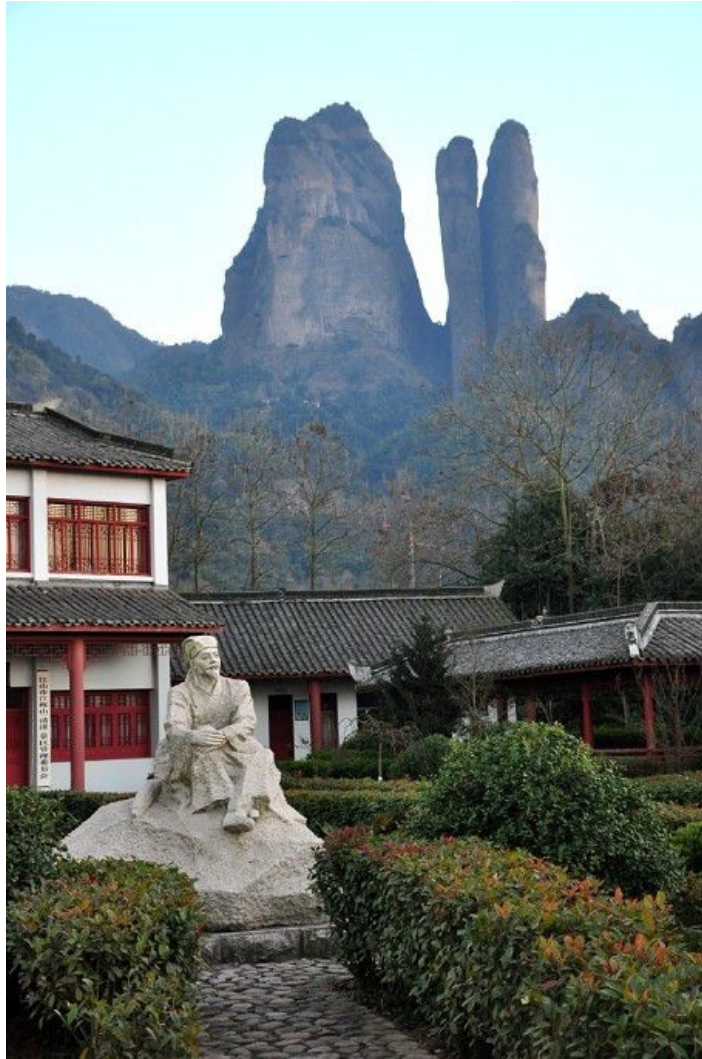


Figure 7. Xu Xike(famous geographer of ancient China) in Jianglangshan Mountain

Jianglangshan Mountain has very convenient transportation, rich products and good accommodation facilities. Jianglangshan Villa is meeting the visitors from all directions in brand-new appearance and excellent service. Today, Jianglangshan Mountain has the implementation of the "food, housing, transportation, travel, purchase, entertainment" one-stop service. Traffic is fast and convenient. The famous tourist destination attracts countless visitors to pour in, adventure, explore and enjoy the beautiful scenery of Jianglangshan Mountain.

2. One-Line-Sky and wing outfit flight

One-Line-Sky in Jianglangshan Mountain, you may have seen and been through a lot of attractions of "One-Line-Sky". Some are very long, some are very straight, and some are very narrow, but have you seen such a spectacular "One-Line-Sky"? (Figure 8) .It is 312 meters high, 298 meters long, the widest section is 4 meters, and the narrowest point is only 3.5 meters. so tall and well proportioned, equal in width from head to tail, the One-Line-Sky in jianglangshan Mountain is the only such place in China Danxia Landform Scenic area. Therefore, the "One-Line-Sky" in Jianglangshan Mountain is jointly delineated as "the most spectacular One-Line-Sky in China Danxia " by the East China 56 geological experts.



Figure 8.One-Line-Sky

The famous poet Bai Juyi in the Tang Dynasty said: "Wish I have wings to have flied and been drunken in the haze". And after thousands of

years, American youth Jeb Corliss from across the ocean turned this romance into reality.

Jeb Corliss, born in 1976, and the famous host of the well-known American TV program "discovery", is recognized worldwide as the world's top and most courageous limit parachuting athletes and is known for contemporary the most intrepid adventure sportsman by the European and American media. In the past 12 years, Jeb Corliss has jumped nearly a thousand times limit parachuting including the Golden Gate Bridge, the Eiffel Tower, Jinmao Tower, Skin Ventanas Petronas Twin Towers, the Royal Gorge Bridge and angel falls in 16 countries worldwide. But Jeb said: "I have never seen (One-Line-Sky in Jiangleangshan Mountain) such a perfect canyon. It is high and narrow, very challenging." So he's coming.

At 16:30 on September 28th , 2013, Jiangleangshan Mountain was the scene for a stunt by Jeb Corliss where he flew between two of the peaks in a wing suit, starting the jump from a helicopter, which had the height of about 1524 meters. Black wing suit was unfolded in the air, just like a black lightning. At the speed of 170 kilometers per hour, with a short period of 49 seconds, he flew from One-Line-Sky through to Danong Valley and landed safely. Jeb Corliss completed an unprecedented challenge, flew beyond himself, pursued the dream to create an unprecedented miracle in a wingsuit flying industry.



Figure 9-1. Wing outfit flight from One-Line-Sky



Figure 9-2. Wing outfit flight from One-Line-Sky



Figure 9-3. Wing outfit flight from One-Line-Sky

IV. Research Methods

Questionnaire. With the questionnaire survey, the study aims at obtaining tourists attitude and perception to the heritage tourism of Jianglangshan Mountain.

Interviews (tourism government officials, tourists, residents, scenic area staff, etc.). By depth interviews with Jiangshan tourism administrative department and community residents, we get to know the relevant content about the current development situation, tourism impact and bearing capacity of scenic areas of heritage tourism of Jianglangshan Mountain.

Field experience: visiting local government, companies for strategies of sustainable development of heritage tourism destination, Mount Jianglang.

V. The sustainable development of Jianglangshan Mountain

1. Tourism development and our interview

The wingsuit flights make Jianglangshan Mountain be the focus of the world's attention. As a heritage tourism destination, Jianglangshan Mountain is gaining popularity. In the five years after Jianglangshan

Mountain successfully inscribed onto the world heritage list, the tourists swoop by fame and the number is doubled. In 2013, the city received 7.019 million domestic tourists, the total tourism income was 3.95 billions. The number of tourists and income soared by 30.06% and 31.1% respectively compared with the previous year. In 2014 with 8.80 million tourists, the annual total tourism revenue of JS went up to 5.083 billion, increased by 25.6%, and in 2015 , 10.13 million tourists, 6.11 billion revenue, increased by 19.8%.

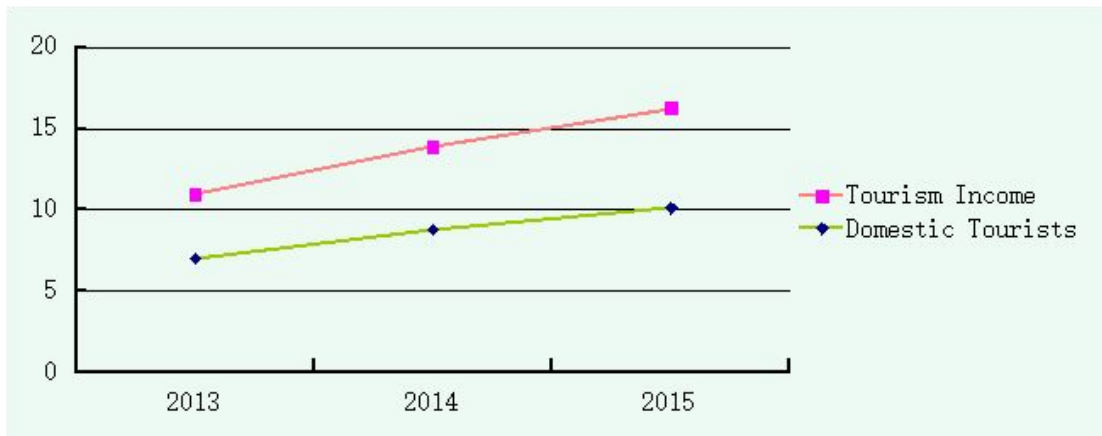


Figure 10. Tourism development of Jianglelangshan Mountain

But development is also a double edged sword. When faced with its increasing popularity, the risk of being over-developed and over-crowded with tourists also increases. How can we achieve the sustainable development of heritage tourism? How can we rectify the notions that we can make a living by fully exploiting the local resources?

Bearing those questions in the mind, we and our teachers visited the Tourism Management Administration of Jiangshan City in the afternoon and we did an interview with office director Wu and Director Zhou who is

in charge of the city's scenic area management. we have learnt a lot about their thoughts and what the institutions have done for the sustainable development of JLS. After that we distributed some questionnaires to the passers-by on the streets and hope to know what local residents' view is and whether they think it is a good thing or not with so many tourists visiting the city now, so Our results are as follows.

2.Approaches to the realization of sustainable development of heritage tourism destinations Jianglangshan Mountain

1) Highlighting the government-orient policies

Always adhering to the government-orient policies, Jiangshan City constantly strengthens the management functions and improves the level of scientific management.

At present, Jiangshan City Landscape Management Office exercises the functions of the world natural heritage Jianglangshan Mountain ' s protection, management and development, assisted in monitoring the data of the heritage by Environmental Protection Bureau, Forestry Bureau, Land and Resources Bureau, meteorological Bureau and other departments .

2)Expanding the impact

Improving protection and management mechanism at the same time, Jiangshan City has held a series of large-scale activities, and continue to promote and expand the influence of China Danxia world natural heritage. In September 2010, the Sixth China (Quzhou) East China Tourism Fair or Jiang Langshan Mountain inscription celebration meeting held in Jiangshan City, the Quzhou tourism image ambassador Zhou Xun was invited to read Jianglangshan Mountain Declaration of protection, and at the same time, the "thousand volunteers to protect the Jianglangshan Mountain" action was launched.

In July 2011, Jiangshan City set up the "Chinese Danxia Jianglangshan Mountain World Heritage day" to guide the social forces to participate in the protection and management of World Heritage.

In May 2013, Jiangshan City successfully planned and held the Second China Danxia Scenery photography contest of "Jianglangshan Mountain Cup", and Happy Jiangshan Photography Invitational Tournament which had lasted for the whole year.

3)Strengthening protection

With joint efforts of the city, all the resources of the world natural heritage of Jiang Langshan Mountain , especially geology and geomorphology are in a very good state of preservation. The boundary mark of the heritage is clear and effective. The scope of the core area and

the scenic area do not change. Both the air and water meet the national standard. The forest coverage rate reaches 95%.

3.Sustainability in Society

The Jianglelangshan mountain scenic spot has made its outstanding value of scientific research and achieved value sharing by all residents.

1)Share the achievement of its world heritage with all residents.

In July 2014, the local government compiled "the stones story of Jianglelangshan mountain",the science books which were printed 5000 copies and distributed them to students of primary and secondary schools and tourists. Moreover, it also compiled the tourist guidance manual which introduces the landform features of Jianglelangshan mountain and its historic evolution for visitors.

Jianglelangshan city adheres to the principle that the world heritage achievements will be shared by all residents , and the science facilities are open to all local primary and secondary schools for free. It also invites the volunteers from universities to carry out a variety of lectures and visiting activities. The above work being carried out has made the heritage site with the outstanding value and scientific knowledge be widely spread. Jianglelangshan Mountain- the world natural heritage site of Zhejiang province has become the important environmental protection and science base.

2)Strengthened exchanges and cooperation with the research units.

The administration department has participated in forum for "World Heritage and Sustainable Sevelopment", "the Thirteenth National Academic Seminar for Tourism Development in Danxia Landform " , forum of "Mountain Lu-a world heritage cultural landscape in East Asia", Shirley forum for "Heritage Conservation Community Prosperity"and so on, the eight academic seminars. What' s more, it also cooperated with Peking University, Zhejiang University, Nanjing University, Zhejiang, Agriculture and Forestry University and other units to carry out scientific research in the field of plant communities and geological landforms.

Since August of 2011, Jianglangshan mountain scenic site has invited Chinese Academy of Sciences experts, professor Peng Hua from Zhongshan University, the landform expert Peter Meagan from the World Natural Heritage Conservation Union and professor Zhu Cheng from Nanjing University and so on to carry out field research for Danxia landform features, the causes and protection methods. On November 25, 2014, it established a strategic partnership with Donghua University of Science and Technology and the two sides will carry out all-round, multi-level cooperation in the field of geology and geomorphology research, conversion of the scientific and technological achievements and so on.

3) Highlight the harmonious coexistence of the heritage and the surrounding areas.

According to the environmental remediation activities put forward by Zhejiang provincial government: "treatment of the five water lanes", "four parties and three achievements" and "beautiful homeland", "three changes and one demolition", the social development and regulation work of the world natural heritage-Jianglangshan mountain has been done orderly with the living environment and average income of community residents being improved obviously.

This series of activities around Jianglangshan mountain have brought the local community residents with huge interests. According to statistics by the end of 2014, the number of the surrounding aboriginal farmhouses near Jianglangshan mountain is 15, the newly developed eco-agriculture park is up to 710 acres and it provides the residents in the buffer area with more than 430 jobs. According to incomplete statistics, the disposable income of the local villagers has increased rapidly which surpasses the per capital net income of rural residents-2314 Yuan, the figure is to 16608 Yuan.

VI. Exert more effort in the following work

1. Continue to do a better job for the protection of heritage site of Jianglangshan mountain.

The first aspect is to strengthen the investigation of resources. We are required to strengthen investigation for the geological landform, ancient architecture, ancient stone carvings, historical sites, trees and other scenic resources within the Jianglangshan mountain heritage site with registration form being made. We should also gradually establish corresponding protection and management measures. The second aspect is to strengthen the prevention and control work. We are required to strengthen afforestation, forest-fire prevention, pest control, water protection and geological disaster prevention and prevention and control work of environmental pollution within the heritage site of Jianglangshan mountain. The three aspect is to strengthen the propaganda and education. We are required to continue to strengthen the propaganda and popularity of "Convention on Protection of the World and Natural Heritage" , " Regulations in scenic areas"; strengthen tourists guidance work which is conducive to further guide residents and tourists within the scenic area to protect the water, the landform, vegetation, wild animal, and other resources and facilities in the scenic spots.

2.Continue to do a good job in heritage management.

The first aspect is to strengthen capacity regulation. The personnel in the heritage site should further strengthen the daily observation and monitoring of the flowing of tourists and the ecological system in key regions:One-Line-Sky, Mountain climbing ground, pedestrain path of Lang peak and the top region of Lang peak of UNESCO World Heritage Center regularly so as to prepare for the regular assessment and monitoring of the World Heritage Centre of UNESCO. The second aspect is to strengthen safety management. According to the development characteristics of Jianglangshan mountain Danxia landform, we should concentrate on the safety work of heritage sites, the implementation of safety responsibility system, establish and improve safety emergency plan and prevent and control the occurrence of safety accidents. The Third aspect is to strengthen marketing promotion. We are required to continue to organizing International Tourism Festival in Jianglangshan mountain and expanding the influence of world natural heritage brand of Chinese Danxia Jianglangshan mountain.

3.Carry out more profound research work in the heritage site.

The first aspect is to deepen scientific study in this regard and continue to deepen scientific demonstration of geological and land forms

in Jianglangshan mountain and biological science research. By using the new visitor center and exhibition center, we are able to actively create the research base being well-known domestically internationally for studying the elderly Danxia landform with single peak. The second aspect is to deepen cooperation and information exchanges. We will jointly organize the "Third Danxia Landform International Symposium- the Fifteenth National Red-bed and Danxia Landform Symposium" with the International Association of Geomorphologists and Danxia landform research group of Geographical Society of China. The third aspect is to strengthen the monitoring and management. We are required to make full use of each sector to collect and develop monitoring data files for the natural environment, meteorology, rock, forest coverage and so on in the past five years. At the same time, the existing scenic spot monitoring information system should be used to strictly control the amount of tourists in the scenic area and carry out daily observation of resource conservation and ecological system so as to minimize the impact of tourism activities on scenic spots.

4. Make our greatest effort in the heritage preservation and usage.

The first aspect is to accelerate the foundation work. The work of establishing the 5A class tourist attractions of cultural and tourism scenic

spots in Jiānglángshān mountain with Jiānglángshān mountain world heritage as the core should be implemented. The second aspect is to accelerate the progress of the project. According to the protection requirements for world heritage, we should promote the construction of the entrance area of Jiānglángshān mountain and complete the construction of visitor center, ecological parking lot, scenic roads, landscaping, municipal water supply and sewage system and other infrastructure within this year. The three aspect is to increase the intensity of investment and the ability to attract investment. Relying on the world natural heritage Jiānglángshān mountain, we can accelerate the construction of Jiānglángshān mountain international health city, horse cultural and creative park and other investment in construction work for related blocks so as to enrich and perfect the Jiānglángshān mountain leisure and experience function in gathering area of the international cultural tourism industry.

VII. Problems and related suggestions

Firstly ,due to the difficulties in the introduction and cultivation of talents, the professional personnel in the field of land science, biology and environment in the heritage site are relatively lacking. It is recommended that the Protection Committee and the relevant experts be able to further strengthen guidance and help to organize various

professional academic seminars, so that scientific research and monitoring can be on the right track.

Secondly , about geological disaster risk. Rocks collapse phenomenon on the wall cracks of "The three peaks" of Jianglangshan Mountain have occurred from time to time, which is a severe safety hazard. To eliminate these risks and ensure the life and property safety of staff, visitors, Jiangshan City commissioned professional unit to complete the "Jianglangshan Mountain Scenic Area Rockfall Hazard Emergency Plan for Risk ", organized for excavation and reinforced on the part of the dangerous rocks, but still can not be the solution to the problem. We suggested that Protection Committee strength the professional guidance on such geological disasters.

Acknowledgments

We sincerely thank GTTP for giving us this opportunity to participate in this competition, our teachers for their consistent instructions, and all the people that supported us during the case study.

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