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Cultural Tourism Products: A Case Study in the Xi'an City

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### Abstract

Nowadays, culture has been a major driver of tourism. Cultural tourism is another form of tourism by involving cultural elements. Some people traveled specifically to gain a deeper understanding of the culture or heritage of a destination. In order to satisfy tourists' cultural needs and wants, cultural tourism products typically attracts consumers by the cultural attributes. A cultural asset is not a cultural tourism product unless it transforms itself into products that could be consumed by tourists. The market value of cultural tourism can be realized by cultural tourism products. This paper is to explore the development and evaluation of cultural tourism products. By studying a case of Xi'an in China, the paper explores how cultural tourism products work in a real world. The evaluation system examines the quality of cultural tourism products provided by the Xi'an city. The experience of developing such products can be learned through the case study.

*Keywords:* Cultural tourism, Cultural tourism products, Tourism in Xi'an

## **Part One**

### **Introduction**

Within a modern tourism format, the 'culture' element, which is inherent or representative of tourism destinations, plays an important role in attracting tourists or enhancing the value of heritage constructions. Cultural tourism began to be recognized as a distinct product category in the late 1970s when tourism marketers and tourism researchers realized that some people traveled specifically to gain a deeper understanding of the culture or heritage of a destination (Tighe, 1986). Those tourists, who are usually better educated and affluent, have a strong desire to pursue something relative to the destination's culture. In order to satisfy tourists' cultural needs and wants, cultural tourism products typically attracts consumers by the cultural attributes.

In order to well discuss the significance of developing such products, the paper picks Xi'an, the famous historic city in China, as the subject of the case study. It examines how the city provides well-developed cultural tourism products by using its abundant cultural resources. Also, the quality of such products can be judged by the evaluation system. The tourism managers or marketers can understand and learn the experience of developing cultural tourism products through the case study of the Xi'an city.

### **Purpose of Objectives**

The purpose of this paper is to explore the development and evaluation of cultural tourism products provided by cultural attractions. By studying the case in which the

historic city has well developed such products, destination managers can get experience in producing them to meet tourists' cultural needs and wants.

### **Justification**

This study explores a new way to develop the tourism industry and increase its market value by utilizing the tourism resources fully. A unique asset, culture, or building is not a tourist attraction unless its tourism potential is actualized by enabling its consumption (Mckercher & du Cros, 2002). Cultural tourism products represent the result of this transformation. They can enhance the market value of the cultural assets by actualizing its tourism potential and make those assets attractive to tourists by satisfying their cultural needs.

### **Constraints**

The main constraint is that the paper can't establish a precise quantitative analysis system to evaluate the quality of cultural tourism products. Since this evaluation system is first mentioned in this paper, there is no available statistic information that can be used in the quantitative analysis. Additionally, taking surveys among tourists through the quantitative method requires a lot of time and human resource to finish. Because of the time limit, the paper uses the qualitative methods to analyze the evaluation system.

## **Part Two**

### **Literature Review**

#### **Introduction**

In order to develop an understanding of what cultural tourism products are, we will begin by exploring its basic definition. Cultural tourism is another form of tourism by involving cultural elements. By reviewing studies on culture and tourism, we can better understand and define the term 'cultural tourism'. Cultural tourism's definition fell into three broad categories because of the diversity of its constitution.

After understanding how cultural tourism works, we will look at the general concept of products and examine the process of becoming cultural tourism products. We categorized cultural tourism products by different characteristics and also illustrate their common features. According to the related theories and studies on the transformation process of cultural tourism products, we can construct an evaluation system to evaluate their quality. The system contains four levels and each level has its own measurements. By using the system, the providers can control and improve the quality of cultural tourism products.

#### **The Dimensions of Cultural Tourism**

##### **The concept of culture**

In a board sense, culture is referred as the totality of physical and intellectual products that human beings make while in a narrow sense, it refers to the appreciation of

language, literature, art and etc. From Cris's viewpoint (2006), the concept of 'culture' can be categorized through a four-fold typology:

1. Culture as a cerebral, or certainly a cognitive category: culture becomes intelligible as a general state of mind. The use of Culture could be seen as a method to cultivate the group or individual to achieve the goal of socialization. From the view of hierarchical level, education is a way to cultivate the mind while colonization is to cultivate the natives. Thus the idea of 'cultured person' or 'high culture' is emerged.
2. Culture as a more embodied and collective category: culture invokes a state of intellectual and/or moral development in society. This links to the idea of civilization which could be measured by the progress in human society.
3. Culture as a descriptive and concrete category: culture viewed as the collective body of arts and intellectual work within any one society. It involves in the human creative achievement and reaches to the level of excellence in fine art, literature and individual personal perfection.
4. Culture as a social category: culture regarded as the whole way of life of a people. Culture could be employed to build the value systems of society or the patterns of belief of person in life. It affects the people's life and society in every corner.

Culture, in its widest sense, provides a set of material and symbolic resources that are abundant in supply and highly mobile ( Rojek & Urry, 1997; Smith & Robinson,

2006). The resource of culture is contributed to international tourism and its development process is interacted with various kinds of societies.

### **The concept of tourism**

Tourism is arguably the largest of multinational activities (Robison, 1999). It is one of the world's most important activities, involving millions of people, vast sums of money and generating employment in developing and industrialized countries (Sinclair, 1997). Tourism provides multiple services and products associated with a series of collaborated suppliers for tourists. A more explicit way of describing tourism is to consider it as '...representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by foreign visitors or by domestic tourists' ( Ritchie & Goeldner, 1994 ; Sigala & Leslie, 2005) From the Valene Smith's view, there are five categories of tourism. First, there is 'ethnic tourism', with its concern for the 'quaint customs of indigenous and often exotic peoples'. Second, 'cultural tourism' is characterized by the tourists' generalized desire for local colour, festivals and costumes. The third category is 'historical tourism', for the education-oriented visitor who wishes to see objects-buildings, architecture and museum collections- rather than people and to hear about and imagine the past. Historical tourism also carries the objects' historical value from the past and builds a bridge between tradition and modernity. The fourth one is 'environmental tourism' which is often ancillary to ethnic tourism. It is also called nature tourism which includes unique and remarkable environments around the world, such as natural areas, natural beauty and wonder. Such type of tourism can protect the environment from having bad impact caused by increased visitors. The last one is 'recreational tourism', which is preoccupied



with sun, sand and sea. In modern society, people have to take the pressure of daily life so they seek to find a way to refresh themselves and then return to the society with full of battery. They always take travelling as a good way to get away from the intensive life shortly. Such tourism serves as the pressure-value for modern man. In the functionalist view, recreational tourism is chiefly caused by the 'push' of the tourists' own society, not by the particular 'pull' of any place beyond its boundaries (Roberson, 2001). What's more, tourism can bring the economic and social benefits for local areas by making a trade between environmental and cultural capital. Environmental capital, in terms of natural resources and the more intangible and aesthetic constructs of landscape and built heritage, is clearly recognized as platform for tourism development (Robinson, 1999).

### **Defining cultural tourism**

#### *Tourism-Derived definitions*

Cultural tourism is categorized among one of the five types of tourism. Cultural tourism is recognized as a form of special interest tourism, where culture forms the basis of either attracting tourists or motivation people to travel (Mckercher & du Cros, 2002). One of the best known conceptual definitions of cultural tourism has been provided by Richards (1997), who stated that cultural tourism is 'the movement of persons to cultural attractions away from new information and experiences to satisfy their cultural needs' (Richards, 1997; Sigala & Leslie, 2005). Cultural tourism has also been conceptualized from a business perspective as involving the development and marketing of various sites or attractions for foreign as well as domestic tourists (Goodrich, 1997; Mckercher & du Cros, 2002).

### *Motivational definition*

While there are many variables in explaining tourist behavior, motivation is a critical one among those variables in tourism theory. Motivation in tourism is to find out the internal or external forces to satisfy tourists' wants and needs. These forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes (Uysal & Hagan, 1993). The element, 'Culture', which is embedded in the context of cultural tourism, could be considered as such motivation that could drive tourists to travel. The World Tourism Organization defines cultural tourism as "movements of persons essentially for cultural motivation such as study tours, performing arts and cultural tours, travel to festivals and other events, visit to sites and monuments, travel to study nature, folklore or art and pilgrimages" (Mckercher & du Cros, 2002). According to Silberberg (1995), cultural tourism is defined as 'visits by persons from outside the host community motivated wholly or in part by interest in the historical artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution'.

### *Experiential definition*

Cultural tourism also includes the experiential element by which means tourists want to get educated by experiencing culture in their journey. As a minimum, cultural tourism involves experiencing or having contact of differing intensity with the unique social fabric, heritage, and special character of places (Mckercher & du Cros, 2002). By taking cultural tourism, the tourist will not only have a chance to learn about the significance of the place and heritage but also can get better understanding about the local

tradition and culture. The cultural tourism can endow the tourist with a new thoughts and viewpoint by looking back the cultural past.

### **The Dimensions of Cultural Tourism Products**

#### **Cultural tourism resource**

A tourism resource is that component of the environment (physical or social) which either attracts the tourist and/or provides the infrastructure necessary for the tourist experience (Hall & Lew, 2009). A cultural resource can be defined as any cultural feature, tangible (material) or intangible (non-material), available within a country, region or area, which makes a positive contribution to cultural tourism (Lvanovic, 2008). In other words, cultural tourism resource includes any cultural or natural factors that could give tourists an incentive to take cultural tourism activities.

Culture tourism has its own characteristics.

1. Cultural tourism resource varies by the uniqueness of a cultural destination. According to Lvanovic (2008), cultural resources available within defined geographic areas form a board cultural base for tourism development. Since different destinations provide different products of cultural processes, cultural resources as a cultural base exemplify the sense of a place. The uniqueness of a cultural destination is the attribute that distinguishes it from other destination.
2. Cultural tourism resource is created by human being rather than a nature born. It involves the process of the development of history, science, life style, arts and other human creative achievement.

3. Cultural tourism resource has the feature of mobility. Culture is a kind of a phenomenon that will be changed by the time while cultural tourism resource will be mobile as the tourist's incentive and demand moved. Different dynasties, countries or nations have different productivity, moral or culture which will have a great impact on the buildings, architectures, or parks created by that time. So the heritage and sites will reflect the development level of technology and culture at that time.

### **The definition of products**

By marketing theory, the term 'product' is defined as "anything that can be offered to a market for attention, acquisition, use of consumption that might satisfy a need or want" (Kotler & Turner, 1989). The definition puts emphasis on the new sense of "Satisfying Customer Needs". Wants are derived from the human needs which are affected by culture and individual. Customer want and needs could be satisfied by marketing offerings such as products, services, and experience. People do not buy products for the sake of the product itself; they buy them for the benefits they provide or the problems they solve (Lewis, 1984). Some sellers may suffer failure if they pay more attention to the specific products they provide rather than to the benefits produced by these products. Accordingly, products can be described simply as solution providers for real or latent problems; these solutions are packaged into something tangible that the person consumes (Mckercher & Cros, 2002).

According to Mckercher & Cros (2002), products exist conceptually at three levels: 1) Core, 2) tangible, 3) augmented. For the core concept, marketers need to think

about whether the customer's need is really fulfilled by the benefits their products provide. Actually, consumers favor those products which solve the core problem and satisfy their deeper needs and wants as expected. For the tangible concept, it represents the physical manifestation of the core product that facilitates the need satisfaction. In other words, tangible goods include products or services that customers pay money to buy. But the physical product is not the core experience offered but the core need can be satisfied. Last, augmented products provide additional features above and beyond the tangible product that add value and facilitate easier satisfaction of the core need. Something like a tour map provided by the tourism agency or a free drink offered from the tourism destination.

### **Cultural tourism products**

Cultural tourism encompasses the unique features of a place which reflect its culture, history, or environment, and by their experiential nature, promote the rich tapestry of cultural traditions, ethnic backgrounds and landscapes (Copley & Robson, 1996). A cultural asset is not a cultural tourism product unless it transforms itself into products that could be consumed by tourists. But cultural tourism product must involve the cultural values through the transformation process.

In other words, cultural tourism product can be defined as "by using the cultural tourism resource as basis, anything that can be offered to tourists for participating in cultural tourism to satisfy their cultural needs and wants." According to Richards & Munsters (2010), on the basis of the elementary definition of the tourism product as an

addition of attractions plus accommodations plus transportation, the cultural tourism product can be defined as a composition of:

1. The core product, being the cultural tourism supply (monuments, cultural events, local culture and etc.) and the related specific cultural tourist services, such as information and education.
2. The additional product, being the general tourism product elements and the related tourist services (general tourist facilities and services and transportation infrastructure).

Cultural tourism product is developed as tourism demand generators. Tourists have needs and wants to learn other culture and get unique tourism experience from cultural tourism and those products can be shaped to satisfy the needs and wants of consumer. Products involving knowledge, religion, art, custom, living habit, history, ledge and other cultural things can include in cultural tourism products.

In order to attract more tourist, cultural tourism providers always position their products uniquely by focusing on their core cultural element. The attractive elements include cultural tourism destination, cultural environment or cultural events which involve the special cultural themes and unique characteristics.

### **The categories of cultural tourism products**

Cultural tourism products can be categorized as follows:

Category	Examples
Historic cultural tourism product	Including cultural heritage and relics
Artistic cultural tourism product	Including folk art, folk music, performance art and architecture art.
Regional cultural tourism product	Including local traditional culture, local cuisine culture, local festival and ancient architecture.
Religious cultural tourism product	Including religious sites and events.
Recreational cultural tourism product	Including amusement park, theme park, botanic garden and zoo.
Scientific cultural tourism product	Including museum, industrial tourism, agricultural tourism, military tourism, adventure tourism and scientific expedition.

### **The features of cultural tourism product**

The development of cultural tourism product needs to provide the new or innovative products to meet the demand of the tourism market by analyzing the market well. There are two aspects including in the product development. First, redesign the current cultural tourism products. By analyzing the function of current products, the tourism marketers need to eliminate the excess value which can't meet the customer's needs and add the core value on the products. The process of redesigning could maximize the product value by providing additional features. Second, create new cultural tourism products. In order to meet the change of customer's needs, tourism marketers

need to create new cultural tourism products that facilitate the need satisfaction.

Mckercher & du Cros (2002) proposed some common features to create such products.

1. Tell a story: cultural and heritage tourism places have been described as destinations with a story, with cultural tourism described as the process of telling the story (Cass & Jahirig, 1998). Telling a story can help tourists to better understand local history and culture and create tourist interest in hearing that story by making the story relevant to life. It can also instill the destination with new meaning and signalize tourists how to interpret the cultural tourism products.
2. Make the asset come alive: that means the products should involve creative and exciting message which could make tourists have an enjoyable experience. Tourists will be more willing to consume such products at a deeper level if they have satisfied experience and spend more time at the destination.
3. Make it a participatory experience: tourism by its very nature is an active, participatory experiential activity (Mckercher & du Cros, 2002). Most cultural tourism products, such as cultural events, festival, and etc., could provide opportunities for encouraging tourists' participation. Thus it could enhance the enjoyable experience and satisfaction of tourists.
4. Make it relevant to the tourist: The cultural tourism products are expected to meet tourists' needs and wants so they should be made relevant to the tourists' knowledge and frame of reference. In other words, the message the product wants to deliver need to be in accordance with the message the



tourist receives. So the cultural tourism products should be presented in a way that could appeal to the desired type of tourists.

5. Focus on quality and authenticity: Since the tourists who will consume the cultural tourism products are most likely well-educated and sophisticated, they are far more culturally aware. So they will select the best value option with good quality and reasonable price from the intensive competition in the tourism market. The quality and authenticity on the cultural tourism products will be a determined factor to attract and satisfy them.

### **The Evaluation System of Cultural Tourism Products**

After reviewing related theories and understanding the transformation process of cultural tourism products, we can design an evaluation system to assess the quality of such products. The quality of cultural tourism products can be evaluated by four key levels:

#### **The culture carries**

It carries cultural themes of cultural tourism products on the material level. For example, Buddhist cultural tourism products can present the Buddhism culture by having different art form like religious murals, the architecture of temple and etc. In the evaluation system, it can be measured by novelty, appreciation and participation. Novelty measures the degree of the innovation when using the cultural element to develop cultural tourism products. Appreciation is how the products deliver the sensual

effects to tourists and make their visit enjoyable. Participation examines the degree of how the cultural tourism products allow tourists to participate in the forming process.

### **The culture content**

It means the main cultural theme which is carried by different kinds of culture carries. For example, the Great Wall, one of the historic cultural tourism products in Beijing, China, reflects the history of ancient fortification architecture development. The degree of the excellence on the culture content is dependent on authenticity, positive significance and popularity. The authenticity means the products should be 'imbued with a message from the past, the historic monuments of generation of people remain to the present day as living witnesses to their age-old tradition (ICOMOS in Petzet, 1995). Positive significance is whether the culture content can deliver positive information to tourists. Popularity tests how tourists like the brand and image of the cultural tourism product and whether the products can satisfy their needs.

### **The culture spirit**

It is the spiritual realm and value delivered by the culture content and it is also the soul of cultural tourism products. For example, Buddhist cultural tourism products express Buddhist pursuit for spirit transcendence and relief all living creatures from suffering. Integrity, Positiveness and Satisfaction measure the degree of the cultural spirit involving in the cultural tourism products. Integrity examines whether the products deliver the moral and ethical value to tourists. Positiveness tests whether the products can exert a positive impact on tourists' perspective on life and world and also cultivate

their mind. Satisfaction requires the cultural tourism products to capture the core content of the era spirit and satisfy tourists' spiritual needs and wants.

### **The culture value**

It means the significance of the cultural heritage and also the market value brought by cultural tourism products. It highlights the cultural treasure that the products contribute to the human world. There are three aspects, Cultural Heritage, Civilization and The Value of Resource, to measure the cultural value of the products. Cultural Heritage includes two aspects, cultural continuity and development, by which mean cultural tourism products need to emphasis succession as well as development in traditional or national culture. The measurement, Civilization, examines the degree of how the products can help people to establish the right values. The Values of Resource tests how the cultural tourism product uses the cultural resource to maximize its economic and market value.

### **Conclusion**

In the literature reviews, we can understand what cultural tourism is and how it works. Although there are many ways to define this term, they are focused on the role of 'culture' plays in the tourism industry. The market value of cultural tourism can be realized by cultural tourism products.

As discussed above, we could establish an evaluation system to measure the quality of cultural tourism products by using those measurements. The four levels are not independent but complement each other. The cultural tourism products provide the good

quality by combining the beauty of tourism with the spirit of culture; otherwise, they will only stay on the material level.

## **Part Three**

### **Case Study**

#### **Introduction**

In the part of literature review, we reviewed the basic concept of cultural tourism and the related theories and studies about cultural tourism products. In this part, we will study a case to examine how cultural tourism products work in a real world. First, the cultural tourism products provided by the Xi'an city are illustrated. Second, the part will analyze the characteristics of tourists who travel to Xi'an. By doing this, we can study the environment of the cultural tourism market in Xi'an and examine whether the city's products can satisfy its tourists' needs and wants. Last, the evaluation system illustrated in the literature review part will be used to test the quality of such products provided by Xi'an city. The experience of developing such products can be learned through this case study.

#### **Background**

Xi'an, located in the heartland of China, is one of the birthplaces of the Chinese ancient civilization. Xi'an has a long history and a rich culture. It is one of most famous ancient cities in China. During its 3100 years development, Xi'an served as a capital for five dynasties, such as Western Zhou (11<sup>th</sup> century BC – 771 BC), Qin (221 BC – 206BC), Western Han (206BC – 24 AD), Sui (518 AD – 618 AD) and Tang (618 AD – 907 AD). It was also the starting point and the oriental cultural center of the Silk Road which is an international channel to exchange of the eastern and western civilization.

The cultural and historical significance of the area, as well as the abundant relics and sites, help Xi'an enjoy the laudatory title of 'Natural History Museum'. It is said that "Xi'an is the place for one to learn the five thousand years history of China".

With the objective of its tourism development plan, Xi'an city puts an effort on marketing itself as the world's most ancient tourism destination. The slogan of the tourism image for domestic tourists is, "Xi'an: The Spirit of The Orient," while for international tourists is, "Xi'an: The Hometown of Qin Terra-cotta Warriors and Horses." Since cultural tourism places an important part in the tourism development plan, Xi'an has developed the cultural tourism products embedded with the cultural elements of dynasties and also innovated a cultural product system.

## **Xi'an's Cultural Tourism Products**

### **Historic cultural tourism products**

#### **Qin cultural tourism products**

Lingdong, Xi'an is the birthplace of Qin Culture. The eighth wonder of the world, the Mausoleum of the First Qin Emperor, is placed there. Based on the abundant relics and heritage resources about Qin Culture in Lingdong, Xi'an has explored a series of famous Qin cultural tourism products successfully. For example, Xi'an established the Museum of Qin Terra-cotta Warriors and Horses and also set up the international tourism square with the Terra-cotta Warriors theme in 2007. Further, in order to attract more tourists' eyes during their travels, Xi'an has involved the application of the multi-media technology to show the process of establishing the Mausoleum of Qin First Emperor. Tourists could enjoy such cultural tourism products and find them interesting and

entertaining. The Qin culture tourism destination also sells the souvenirs of Qin Terra-cotta warriors and provides a service for tourists to experience the making process of such Terra-cotta.

### **Han cultural tourism products**

The relics and sites with Han culture include the Epang Palace Site, the Da-ming Palace Site and the Han-yang Emperor Mausoleum, all of which reflect the deeply rooted Han culture. Xi'an attempts to cultivate the tourism products of travelling the route around those sites and relics. Now Xi'an has established the museum of Han-yang Emperor Mausoleum, including the Archaeological Exhibition Hall, Site of Sacrifice Construction, Protection Hall of South -gate Tower, and Protection Hall of Burial Pits, and these sites are open to the public. Since Han style clothes penetrates deeply into the variety of Chinese culture, Xi'an takes advantage of the culture about Chinese national costumes to develop a new cultural tourism product line, such as establishing the Han Clothing Expo and exploring the potential business market for Han style clothes.

### **Tang cultural tourism products**

The Tang dynasty (618 AD – 907 AD) is one of the most important dynasties in Chinese ancient history and is characterized by such strength and brilliance that it is unprecedented by any other dynasties. During its 289 years of ruling, Tang dynasty placed its capital in Xi'an. There are numerous relics and sites around Tang Culture, such as the Da-ming Palace, the Hua-qing Hot Spring and the Big Wild Goose Pagoda. Tourists can not only visit those famous sites while following the travel routes designed by the destination but also can enjoy the Chinese traditional shows provided by excellent

performers. These shows are the Shadow Play in which the figures are made of cardboard with translucent paper for the eyes and mouth, and the Shanxi opera which is a form of Chinese opera originated in the Tang Dynasty. Tourists can also participate in performing the Shadow Play or learning how to make the traditional clays from those artists. All of the services are included in the Tang cultural tourism products developed by Xi'an tourism program.

### **The historical city**

With a long history, Xi'an city possesses the characteristics of ancient capital, such as its long city walls and old towers. The Xi'an city walls were built tall and wide and were well fortified. Since the capital was changed by each dynasty, Xi'an has established a park to display the capital models in Zhou, Qin, Han and Tang dynasties separately to reflect the history of the capital changes in each dynasty. Tourists can also watch the capital moving through the animation made by the park. During the travel in the park, tourists can learn the history about the city.

### **Religious cultural tourism products**

Religion is the most precious spiritual treasure of mankind. Xi'an is a multi-religious area and four major religions, Buddhism, Taoism, Islamism and Christianity, have been developing quickly in this area. Xi'an uses the abundant religious resources to create its relative cultural tourism products. In order to target the different religious groups, Xi'an has designed the religious cultural tourism products with different themes. For example, they have developed many travelling routes with the titles of "The Road to Explore Taoism with Chinese Culture," "The Road to Explore Buddhism with Chinese



Culture,” or “The Road to Explore Islamism in China.” Also, Xi’an has held many religious events to attract tourists, such as Buddhism ceremonies. In 2007, Xi’an held a ceremony to commemorate Hsuan Tsang who was a famous Buddhist monk in the Tang Dynasty.

### **Regional cultural tourism products**

The folk culture in Xi’an is characterized as the treasure of oriental culture. Its unique folk music, folk customs, festivals, and especially folk handicraft represent the culture of local tradition and living habits. Xi’an has developed regional cultural tourism products by two categories, one is the folk art, such as Shadow Play and folk handicraft, the other is the local cuisine.

For the folk art part, Xi’an has the first folk culture garden which combines the populace, folk customs, folk art and local popular architecture. When tourists visit the folk theme garden, they can appreciate the different kinds of works of art, such as Chinese traditional paper cuts, clay sculpture and the folk fine arts. They can also participate in the preparation for those folk handicrafts. They can buy any piece of work with their personal designs. After the visit, they will full understanding of local customs and tradition and enjoy the local culture.

For the local cuisine part, Xi’an has many local restaurants which provide a lot of very famous traditional food, such as Pita Bread Soaked in Lamb Soup, Dumpling feast, Crystal Shrimp-cake and so on. There are some interesting stories or history behind each dish. Based on those tales, Xi’an has explored a food journey in which tourist can not only enjoy the delicious food but also can learn the food culture. Also, the dining

environment is decorated with some Chinese traditional elements, like dragon, peony or the color of Chinese red.

### **Calligraphic Cultural Tourism Products**

Calligraphic relics in Xi'an consist mainly of the stele forest and stone cuts. Xi'an possesses calligraphic products which reflect the great achievement of the development of Chinese culture. Xi'an has built the museum of Steles Forest which plays an increasingly important role as the cultural heritage of Xi'an as well as the first modern museum to illustrate the history of the Calligraphic development. The main features of this museum are collection, exhibition, education and appreciation of the calligraphic art. By developing calligraphic products, Xi'an holds many calligraphy exhibits which show some famous calligraphy works of art and also holds the calligraphy competition that attracts more people to participate in. Those events could not only promote the brand of calligraphic cultural tourism products, but also spread traditional Chinese culture around the world.

### **The Characteristics of Tourists in Xi'an**

The number of tourists who visit Xi'an is growing very fast. In the international market, the tourism department of Xi'an has received almost 1,000,000 guests in 2005 and the market tends to be increased year by year. For analyzing the characteristics of tourists in Xi'an, we use the result of the sample survey of the international market which was taken by the Nature Science Foundation of China in 2005. The tourists' age, occupation, travel purpose and travel mode were examined. All the data shown in the

following tables were provided by the Nature Science Foundation of China and those surveys were conducted in 2005.

Table 1

## Age

Age	Number	Percentage
Under 20	89	8.6
21-30	285	27.4
31-50	397	38.2
Above 51	268	25.8

Table 2

## Occupation

Occupation	Number	Percentage
Officer	46	4.4
Businessman	129	12.4
Scientist	98	9.4
Teacher	191	18.4
Doctor	58	5.6
Lawyer	45	4.3
House Wife	53	5.1
Retiree	117	11.3
Student	199	19.2
Other	103	9.8

Table 3

## Travel Purpose

Purpose	Number	Percentage
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Conference	43	4.1
Sightseeing	460	14.3
Vacation	182	17.5
Business	71	6.8
Visiting Friends	26	2.5
Lecture	38	3.7
Religion	9	0.9
Other	210	20.4

Table 4

## Travel Mode

Travel Mode	Number	Percentage
Individual	343	33
Group	561	54
Family	135	13

Table 5

## Tourists toward the image of Xi'an city

City Logo	Percentage
Terra-cotta Warriors and Horses	40.4
Ancient City Wall	24.2
Bell Tower	19.1
Big wild Goose Pagoda	15.2
Other	1.1

City Center	Percentage
Bell Tower	79.3
Big wild Goose Pagoda	13
Forest of Steles	3.1
Small Wild Goose Pagoda	2.6
Other	1

City	Percentage
Ancient City	42.9
Ancient Capital	39.7
Booming City	8.5
Economic City	3.7
Other	1.6

For the gender proportion, 64 % of tourists are male while 36 % female. On the age structure, the people who are in the 31-through 50-year-old age group accounts for 38.2%, compared to the smallest percentage of the teenage group in the under 20-year-old group. Next, the groups in the science and education field have a big proportion on the occupation structure. Scientists, teachers and students together account for 47% and Businessman for 12.4%. Third, most people are travelling for sightseeing and vocation and account for 62%. Last, the mode of group travel is selected by more than half of tourists who take a trip to Xi'an.

In the international market, most of the tourists in Xi'an are around middle-aged. Generally speaking, people in this age group tend to have a stable income and family life. Their perspective toward life and world are already formed and they can arrange their vocation time well. Also, almost half of them work in the science and education field which require a higher level of knowledge so those well-educated tourists may have unique cultural taste. Since most of them travel to Xi'an during their short vocation, they always prefer world-famous tourism destinations to visit, such as the Hua-qing Hot Spring and the Shangxi province history museum. They are most likely to consume cultural tourism products with high historic value. Additionally, the group travel which most people select, allows tourists more participation in events or festivals.

Because of Xi'an's long history and rich ancient civilization, more than half of tourists consider Xi'an as an ancient city or an ancient capital. Most of them think, Qin Terra-cotta Warriors and Horses, one of historic cultural tourism products, as the city logo. That means historic resource becomes the most attractive factor to tourists and historic cultural tourism products are much more popular and famous than other cultural tourism products in Xi'an.

### **The Evaluation System of Xi'an**

In order to examine the quality of cultural tourism products provided by the Xi'an city, we use the evaluation system to measure them from four aspects.

#### **The culture carrier**

Xi'an's cultural tourism products use historical ruins, sites or cultural relics as cultural carriers to reflect ancient civilization in Xi'an. There are three aspects to evaluate the quality of cultural carriers.

**Novelty:** Xi'an has adopted advanced technology to display Terracotta Army, one of Qin cultural tourism products. It uses multimedia devices to make the figures of Terracotta Warriors and Horses come alive and show the process of establishing the Mausoleum of Qin First Emperor. Visitors are interested and entertained.

**Appreciation:** The Big Wild Goose Pagoda, located in the Cien Temple, is closely associated with Buddhist relics. There are beautiful gardens and stunning architecture around the temple complex. The many gardens hidden amongst the temple's many courtyards are very lovely and a wonderful place for visitors to take a break and soak in the beauty that surrounds them.

Participation: Tourists are encouraged to participate in many activities, such as performing Shadow Play or claying figurines. The learning process increases tourists' interest in the local traditional culture.

### **The culture content**

All the products carry rich history and a vivid culture of China. They reflect the change of dynasties and possess early wisdom of the entire human civilization and the development of light.

Authenticity: All the relics and sites, such as Terracotta Army and Ancient City Wall, are ancient monuments that Chinese great ancestors leave to the world. Those precious treasures are real and authentic. A lot of ancient books recorded the history of the building or formation of these monuments.

Positive significance: Tourists can not only enjoy a great depth of pleasure but also get an understanding of local culture and history by visiting Xi'an. Learning from rich Chinese history, tourists can possess a far superior sense of life and society and increase the knowledge of the development of civilization.

Popularity: Nowadays, more and more local and international tourists visit this historical city. A lot of famous cultural tourism products in Xi'an attract tourists' eyes. For example, Terracotta Army, known as the 8<sup>th</sup> wonder of the world, is a world-famous tourism destination and is very popular in the international tourism market.

### **The culture spirit**

Cultural Spirit examines the spirit realm or values of the cultural tourism products. Xi'an's cultural tourism products show the continuation and illumination of the spirit of Chinese culture.

**Integrity:** Xi'an's religious cultural tourism products, such as a Buddhist temple, present the spirit of advising people to be good and to have integrity. Religious spirits involved in such religious products can purify people's souls.

**Positiveness:** The historic relics and sites involve great architectures and works, which need wisdom and effort of human beings to complete. Those ancient people who built so many great works set a good example of being productive and wise.

**Cultivation:** All the products reflect the wisdom of Chinese culture. They can cultivate tourists' minds by showing the essence of China's long history and rich culture.

### **The culture value**

Xi'an's cultural tourism products play a very important role in Chinese 5,000 history.

**Cultural Heritage:** All the products carry on the fine cultural traditions handed from Chinese long history. For example, Calligraphy, which is an emotional form of art and carries the thoughts and feelings of the artist, has been an important feature of Chinese culture. Xi'an's calligraphic cultural tourism products could be considered as an important treasure of Chinese heritage and they inherit Chinese traditional culture.

**Civilization:** Many relics and sites were built in the past dynasties for meeting the Emperors' needs to rule the country, while others served an intellectual purpose, such as the Stele Forest. It contains the richest collection of ancient stone tablets of China in which the text of the Confucian classics engraved. The Confucian classics, which the intellectuals of feudal society in China were required to read, have built Chinese spiritual civilization.

**Value of Resource:** By utilizing rich cultural resources, Xi'an can diversify its cultural tourism products to target the different segment of tourists. For example, some tourists are interested in Chinese history so they prefer to visit the Ancient City Wall or Terracotta Army.



They may have strong desire to know the local culture so the regional cultural tourism products, such as the local cuisine, can meet their needs. Different resources have different market values.

### **Conclusion**

Xi'an city set a good example to provide excellent cultural tourism products. The strategies that Xi'an has adopted to present its products could be concluded as:

1. Highlight the cultural theme. Xi'an markets itself as the world's most ancient tourism destination so the theme of its tourism products should reflect the cultural and historic significance of this city. For example, Xi'an has built a park with the Tang dynasty theme, in which tourists can not only visit the Tang Big Wild Goose Pagoda but also enjoy a grandeur style of performance in the Tang Dynasty. The outstanding theme of cultural tourism products could capture the characteristics of cultural attractions well.
2. Innovate the product. Xi'an has involved the advance technologies to make its products come alive. It uses the multi-media or audio-visual technology to show the process of establishing the Mausoleum of Qin First Emperor or changing ancient capital dynamically. The innovative cultural tourism products can increase tourists' interests and make their travel entertained. Also, tourists can get a unique spiritual experience through the innovation of the cultural form.
3. Encourage the participation. Xi'an encourages tourists to participate in the cultural events or activities. They can participate in cooking the traditional Chinese food, designing their own folk handicrafts and performing the Shadow Play with the local artists. Those activities give tourists a chance to experience the local life style or living habit and also enhance the interaction between participants and the local people.
4. Meet the cultural needs. Since most tourists who travel to Xi'an are middle-aged and well-educated, they may have a strong desire to know different cultures and tend to like

attractions with rich history. Xi'an has established several travel routines which could be linked most historic sites or heritage. Additionally, most tourism destinations provide the travel brochures or books, which introduce the background and history of the attractions, to make tourists have a deep understanding of the local culture. Cultural tourism products should be devised to know the market wants and satisfy those needs.

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