

Development of Spring Tourism Resources in Jinan Based on RMCP Analysis

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Abstract In recent years, the integrated development of culture and tourism in China has shown a promising trend, but there are still some shortcomings in the development of tourism resources. Jinan is prosperous and famous for its springs. As a landmark of Jinan, spring has played an indispensable role in Jinan's tourism. The unique spring culture is an important component of Chinese water culture and has significant development value. At present, there is still shortcoming of spring tourism resources development in Jinan. In this paper, combining market demand and utilizing RMCP analysis, Jinan spring water resources are further analyzed and integrated, and targeted development strategies and suggestions for Jinan's characteristic spring resources are proposed.

Keywords RMCP analysis, Spring resources, Jinan, Tourism development

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Jinan is known as “the best spring under heaven”, and spring is a symbol of Jinan's urban image. Jinan has 72 famous springs, which not only provide convenience for the people in their daily lives, but also make significant contributions to the cultural accumulation and tourism development of Jinan. In today's rapidly developing world of material and technology, tourists are no longer limited to shallow sightseeing tour, but pay more attention to the improvement of knowledge literacy and spiritual enjoyment. The development of spring tourism resources in Jinan is clearly insufficient, exposing a series of problems such as a single tourism product and a shallow spring cultural connotation^[1], and causing the development of spring tourism in Jinan to stagnate in a bottleneck period. How to develop spring resources with Jinan characteristics is an urgent problem to be solved in the context of cultural and tourism integration.

1 RMCP analysis of Jinan spring tourism

RMP analysis refers to a procedural analysis of the problems faced in tourism development from three aspects: resource, market, and product. It should focus on tourism products and provide constructive suggestions for the development of regional tourism^[2]. Unlike the RMP model, which emphasizes the adaptation of tourism products to market demands, the RMCP model incorporates community analysis, which emphasizes the participation of residents of tourist destinations in the development of tourism products. It makes tourism products show humanistic sentiments and cultural meanings during the development process, better balances the relationship between residents and tourists in the tourist destination, and enhances

the core competitiveness of the product.

1.1 Resource analysis

Jinan is surrounded by mountains on all sides, with a low terrain in the urban area, and the mountainous area is composed of rock. The limestone in the mountainous area under the plain soil slopes from south to north, and is cut off by the magma below the urban area of Jinan. But the cracks and pores in the limestone can store and transport groundwater. Groundwater is obstructed by magmatic rocks and spews towards the surface along cracks and pores, forming springs^[3]. The terrain of Jinan, which is high in the south and low in the north, is more conducive to the collection of surface water and groundwater towards the urban area.

Jinan spring is mainly distributed in the drainage area of karst groundwater in the sloping plain of the mountain front, starts from Qinglong Bridge in the east, reaches Kuangshi Street in the west, Zhengjue Temple Street in the south, and Daming Lake in the north. The scattered springs around the urban area are mainly located in the southern suburbs of Jinan. Jinan City has ten major spring groups and four spring regions based on the location of springs and types of scenic spots. The spring in Jinan not only has an advantage in quantity, but also has quite different morphological changes, such as waterfall shaped, gushing shaped, and lake bay shaped, with different forms and variations^[4].

1.2 Market analysis

1.2.1 Geographic location. Jinan is located in the central part of Shandong Province, with Taishan Mountain in the south and crossing the Yellow River in the north. The terrain is mostly plain and low mountains and hills. It is adjacent to Dezhou, Binzhou, Zibo, Tai'an, Liaocheng and other cities around. The total area is 10,244.45 km², and Jinan is one of the important

transportation hubs in East China. Jinan has convenient transportation, with Jinan Yaoqiang Airport leading to various major cities of China. The railway and high-speed rail are very convenient, and highways are accessible in all directions. Such superior geographical location and convenient transportation provide the basic conditions for the development of tourism in Jinan.

1.2.2 Regional culture. As a cultural city with a long history, Jinan has not only famous spring culture, but also famous scholar culture. Among them, Li Qingzhao and Xin Qiji, who are known as “Er'an”, have become dazzling business cards of Jinan. In addition, Jinan has always been known for its “spring water from every household, weeping willows from every household, embraced by lotus and willows, pervaded with the color of mountains and the light of lake”. Tourists who come to visit Jinan have also highly praised it as “Jinan, not in the south of the Yangtze River, but more beautiful than the south”. From this, it can be seen that Jinan spring tourism has strong attraction and huge development space.

1.3 Community analysis

In recent years, the Jinan Municipal People's Government has opened a column titled “open the door to listen to people, invite people participate in and write the *Government Work Report* together”. It could actively listen to the opinions of citizens and commend and reward them for providing good suggestions and valuable ideas. This activity has greatly increased the participation of Jinan citizens in tourism management, and also provided more development ideas for Jinan's tourism development.

In order to further standardize management and improve service quality, multiple tourist

attractions in Jinan have established volunteer service teams to recruit volunteers from society, widely absorb the wisdom of the masses, and rely on the masses to commonly manage the scenic spots. Volunteers not only protect the hygiene environment of the scenic area, but also assist in handling tourists' opinions and addressing their demands, contributing to the development of the scenic area.

Jinan will continue to promote the establishment of a three-level tourism market supervision system of "government led + enterprise active + social participation", to enhance the sense of participation of enterprises and residents in jointly managing scenic spots.

1.4 Product analysis

1.4.1 Tourist routes. In order to leverage the advantages of spring resources and innovate spring tourism products, Jinan Culture and Tourism Bureau has continuously launched high-quality spring travel routes. These tourist routes cover spring tourism products from various counties and districts in Jinan, such as 12 characteristic spring travel routes, including famous spring scenic spots tour in Jinan old city, landscape leisure tour, Zhangqiu Baimai spring tour, Shanghe hot spring flower township tour, etc. (Table 1). The continuous improvement and optimization of spring travel routes have continuously improved the quality of Jinan spring tourism products.

1.4.2 Cultural and creative products. Cultural and creative products related to Jinan spring

are also continuously innovating. In 2021, the No.1 Spring under Heaven Cultural and Creative Product Center achieved rapid development, launching best-selling products such as "Jinan Eight Scenes Milk Tea" and "Cultural and Creative Ice Cream". As of 2022, Jinan Cultural and Creative Center has launched nearly 500 cultural and creative products in 30 categories. The sales volume of cultural and creative products such as Li Qingzhao series, the No.1 Spring under Heaven series, Rabbit King series, and merch of the No.1 Spring under Heaven milk tea continue to rise.

2 Problems in the development of spring tourism resources in Jinan

2.1 Lack of innovation in the development of cultural and creative products

① Although Jinan's cultural and tourism products have various forms, they are roughly the same as the cultural and creative products launched in other cities, with a tendency towards homogenization. Most types of cultural and creative products are traditional, such as bookmarks, puzzles, T-shirts, folding fans, refrigerator magnets, etc.^[5] ② The development of cultural and creative products in Jinan lacks the development thinking of popular products, such as the series of cultural and creative products from the Palace Museum and the Shenma plush toys from the Shaanxi Provincial Museum, which became popular once they were

launched and needed to be queued for purchase, while Jinan does not. ③ The packaging design of specialty foods and products has only been updated, and the essence of their content has not changed innovatively.

2.2 Low integration of market demand

Jinan spring tourism products are not segmented in terms of consumer age groups^[6], resulting in Jinan spring tourism products staying in the sightseeing tour stage and unable to extend tourists' stay time for in-depth tour. In terms of travel routes, most of them focus on sightseeing, with fewer projects that tourists can personally experience and participate in. For example, there is only one Hanfu experience center near Baihuazhou, which provides makeup and Hanfu clothing rental services, mainly involving teenagers. Therefore, the development of Jinan spring tourism has not been improved in response to changes in tourism market consumption, and has not been timely improved in meeting the quality and personalized needs of tourists.

2.3 Mechanism for cultural and ecological protection not been improved yet

Most springs in Jinan are naturally formed water. In recent years, the phenomenon of spring interruption has occurred repeatedly due to excessive exploitation of groundwater. In addition, the environmental damage in the southern mountainous areas of Jinan is severe, with severe soil erosion in the recharge area, and spring protection is urgent. At present, although

Table 1 12 spring travel routes in Jinan

Area	Travel route	Line content
Old town of Jinan	Spring old street tour	Fuxue Confucian Temple—Baihuazhou—Houzaimen— Qushuiting Street—Xigeng Road—Tengjiao Spring—Wangfu Pond—Furong Street—Pearl Spring Courtyard
	Famous spring classic tour	Black Tiger Spring—Baotu Spring—Five Dragon Pool—Daming Lake
	Boat tour of spring city	Black Tiger Spring—Quancheng Square—Baotu Spring—Five Dragon Pool—Southwest gate of Daming Lake—Jiaxuan Temple of Daming Lake—Sijia Wharf—Chaoran Tower—Zhichun Bridge—Qinglong Bridge
	Customized spring tour with bell car	Tourists can take a vintage bell car and enjoy the beautiful scenery along the old street of Jinan
Southern mountainous area	Source seeking tour 1	Waterfall Gorge Scenic Area—Simen Tower and Yongquan Bamboo Forest Scenic Area—Jiuding Tower Ethnic Joy Park—Yuanhongyu Village
	Source seeking tour 2	Yuhequan Village of Caishi Town—Bashuoquan Village of Xiyang Town—Jiuru Mountain Waterfall Scenic Area—Hongye Valley Ecological and Cultural Tourism Area
Pingyin County	Romantic tour	Pingyin Goddess No.1 Self Driving Highway—Hongfan Spring —Shuyuan Village (Shuyuan Spring)—Dingquan Village—Hu Spring—Fanglei Rose Garden Complex—Cuiping Mountain—Pingyin Rose Lake Wetland
Changqing District	Landscape leisure tour	Guangli Village of Xiaoli Town of Changqing District (the Great Wall of Qi)—Historical and cultural ancient village Fangyu Village—Shuangquan Town of Changqing District (Shuang Spring, Huangli Spring, Five-eye Well, Manjing Spring)—Dafeng Mountain Scenic Area
	Tour of ancient temple and famous spring	Lingyan Temple (Jiasha Spring, Zhuoxi Spring, Baihe Spring, Shuanghe Spring, etc.)—Diaozhuang Waterfall—Longfeng Manor (picking, homestay)
Zhangqiu District	Baimai and spring tour	Baimai Spring Scenic Area (Baimai Spring, Plum Blossom Spring, Mo Spring, East Ma Bay, West Ma Bay, Yanming Spring)—Xiujiang River Park—Yanming Spring Park
Shanghe County	Hot spring flower village tour	Shanghe hot spring base—Flower world
Laiwu District	Ancient village and spring tour	Xueye Provincial Tourist Resort (visiting Xueye Lake, tasting Xueye fish head)—Nanluangong Village of Xueye Street (Shuiquanzi, North Spring)— "One Line and Five Villages" of the Great Wall of Qi (Woyunpu Scenic Area, Huangshi Pass and Fengmendao Pass of the Great Wall of Qi, villages on a cliff, alpine terraced fields, stone house, Xiang Spring, Five-spring Well)

each department plays its own role in various aspects such as spring protection, supply, and flow control, there is a functional intersection between departments in spring protection work, and the responsibilities and obligations for spring protection are not clearly divided, which cannot form a joint and effective unified management pattern, seriously affecting the smooth progress of spring protection work in Jinan.

3 Suggestions and counter-measures for the development of spring tourism resources in Jinan

3.1 Expanding media promotion and creating a spring brand

At present, the public has begun to have a preliminary impression of Jinan through the International Spring Festival. Based on the Jinan International Spring Festival, it could deeply promote spring culture and highlight cultural heritage^[7]. On the basis of the original activities, it could enrich the content of the Spring Festival and add more interactive and experiential activities. For example, the existing Daming Lake Lotus Festival can be combined with Hanfu culture, aiming to showcase the charm and uniqueness of traditional Chinese culture through the display of traditional Hanfu and the combination of flash short videos, allowing more people to understand and love traditional culture, and also providing tourists with an opportunity to have close contact with traditional culture.

Jinan has initially set up some new media platforms. For example, the official account of the Jinan Bureau of Culture and Tourism on Bilibili has thousands of fans. Although there are more than 1.3 million Weibo fans, the number of likes and shares is few. In addition, Jinan's international influence is far inferior to Qingdao, Tai'an, Qufu and other places in Shandong Province. Therefore, the Jinan Municipal Government still needs to increase investment and actively expand the display and dissemination media of Jinan spring tourism. New media platforms such as Tiktok, Kwai, Bilibili and Little Red Book should be continuously used to live broadcast spring water gushing, spring pool ecology, spring side performance and spring city dynamics in real time; Jinan celebrities could be invited to tell stories about the past of old Jinan and the spring water; micro documentaries, short videos, and other exhibitions could be created to showcase modern new Jinan; museums, art galleries, parks, green spaces, and urban study areas could be continuously improved to create

a unique urban heritage and enhance the cultural quality of Jinan^[8].

Jinan needs international festival activities to increase its popularity, such as using spring resources and cultural advantages to hold spring music festivals, spring food festivals, artistic performances, international forums, and other activities; utilizing the cultural influence of "Er'an" to hold the "Er'an" Poetry Conference and create a city brand of "Poetry City" in Jinan. It should strengthen cooperation with international tourism organizations, jointly promote spring tourism resources, and enhance the popularity of Jinan springs. Through international media promotion, it could let more international tourists come to Jinan to learn about Jinan's spring culture.

3.2 Deepening the integration of culture and tourism to meet market demand

At present, most tourists come to Jinan mainly to admire the spring. Among them, the main focus is on viewing the Baotu Spring, the top of the 72 famous springs. During the explanation process, the tour guide should not only introduce the reasons for the formation of spring water, but also incorporate anecdotes of Jinan celebrities and historical allusions, as well as the different characteristics of various spring groups in Jinan, to meet the tourists' needs for cultural knowledge.

At the same time, the popular tourist attractions in the urban area of Jinan are relatively dense and have certain advantages in terms of distance. Therefore, planning ideas should be improved and coordinated development should be formed. The relationship between tourist attractions should form a combination of points, lines, and areas, and a good integration development should be formed between tourist attractions and the city^[9]. For example, the Chaoran Tower in Daming Lake of Jinan has become a popular must-visit spot for tourists from other places. It can rely on this hot spot to develop night market tours, which can drive not only the popularity of surrounding scenic spots, but also the development of the surrounding catering industry and homestay hotels, greatly enhancing the reputation of Jinan, the spring city.

In addition, different types of tourist groups have different demands, and cultural and tourism resources should be integrated to develop tourism products targeting different consumer groups to meet the differences in demand. For example, it could utilize rich and high-quality spring resources to create unique tourism products such as meditation, spring tea,

and hot spring health in southern mountainous areas; it could fully utilize history, culture, and natural beauty such as celebrity culture, spring culture, red culture, and Da Shun culture to plan study tour; relying on the Shandong Handmade Exhibition and Experience Center on Quancheng Road, it could develop a handicraft tourism product that integrates research, learning, travel, product exhibition, and leisure entertainment, to immerse in appreciating the exquisite carving skills of the masters and experience the spirit of striving for excellence as craftsmen.

3.3 Improving protection mechanisms and focusing on ecological civilization

The primary task of strengthening the construction of spring culture is to protect the spring, and to achieve the joint realization of spring protection and spring culture construction. Spring resource is an important carrier of Jinan spring cultural tourism resources. Jinan Municipal Government must continue to improve the spring water protection mechanism, actively carry out water source conservation, protect the spring water replenishment area in the southern mountainous areas, and ensure the continuous gushing of spring water.

At the same time, it should accelerate the construction of sewage treatment facilities, improve sewage pipeline network engineering, improve the water environment quality of the city, and avoid a large amount of garbage and sewage polluting spring water quality and urban Environment^[10]. It also needs to strengthen science popularization and raise the awareness of water conservation and spring protection in the whole society, so that people can recognize the importance of spring water to Jinan City. Citizens should be encouraged to use water for multiple functions, recycle water, and practice water-saving habits.

It could use QR codes, publicity board, and other means to introduce spring related knowledge to tourists by the spring pond, promote the important role of spring in the ecosystem, the historical and cultural background of the spring, and stories related to ancient poetry, mythology, and legends, so that tourists can better understand the cultural value of the spring. Professional spring tracing activities can also be organized to provide tourists with a more intuitive understanding of the formation, distribution, and characteristics of spring through on-site inspections. Professional tour guides can also be arranged to provide explanations, allowing tourists to have a deeper understanding of the importance of spring.

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