

Space-Inclusive Governance Strategy and Design Approach of the Grand Canal National Cultural Park in Jining and Zaozhuang

Yao Zigang, Zhang Yanting, Chen Ning, Pang Yan*

College of Art Design and Media, East China University of Science and Technology, Shanghai, China

Email address:

417763848@qq.com (Yao Zigang), 153779060@qq.com (Zhang Yanting), oecania@126.com (Chen Ning), 3174550@qq.com (Pang Yan)

*Corresponding author

To cite this article:

Yao Zigang, Zhang Yanting, Chen Ning, Pang Yan. Space-inclusive Governance Strategy and Design Approach of the Grand Canal National Cultural Park in Jining and Zaozhuang. *Urban and Regional Planning*. Vol. 8, No. 3, 2023, pp. 31-40. doi: 10.11648/j.urp.20230803.11

Received: June 7, 2023; Accepted: July 12, 2023; Published: July 17, 2023

Abstract: The Grand Canal National Cultural Park has the “common characteristics” of all national parks in China, which produces an “individual problem”. Due to the uneven distribution of resources in each settlement, the relevant departments implement different planning methods, which has resulted in uneven development in the latitudinal direction. Therefore, the naive approach of applying a single strategy directly and uniformly to the whole region may not be optimal for sustainable development in the longitudinal direction. The canal has transportation functions, and the areas along the route are a gathering of people, resources, and culture from multiple places. This article summarizes the international experience of spatial organic integration from the perspective of spatial inclusivity. Jining and Zaozhuang are typical cities along the canal that “rise and fall due to transport”. Using Space syntax and ArcGIS tools, this paper reveals the internal logical characteristics of space formed under the influence of time development and various factors. Based on this, a diversified urban governance strategy and design approach for the construction of the Grand Canal National Cultural Park are proposed to make the park into an engine for economic growth and development for the villages?

Keywords: Jining and Zaozhuang, The Grand Canal National Cultural Park, Spatial Inclusiveness, Governance and Design

1. Introduction

There are many stakeholders around the Grand Canal National Cultural Park, and its planning, design and governance affect the whole body. Scholars' research on the Grand Canal National Cultural Park neglects the analysis and exploration of the current space formed under its historical accumulation and growth mechanism, and does not put forward local solutions to the contradictions of interests of all parties in the longitudinal and latitudinal space. The National Cultural Park is a spiritual fertile soil full of fairness, justice, harmony, order and national pride, which requires us to fully explore the existence value of the Grand Canal National Cultural Park, make a scientific and rational analysis of its construction, and think about the role of its spatial inclusiveness in the harmonious and fair development of society. Based on the concept of fair and just, harmonious and orderly spatial inclusive development, this paper summarizes

the international experience on the basis of facing up to the complexity of interests and uneven distribution of resources. Using the spatial quantification tool, we reveal the intrinsic logical characteristics of the spatial development of the cities of Jining and Zaozhuang. This is in order to explore the possibility of them harmonious coexistence of different interests and the organic integration of resource endowment space under the background of the construction of the Grand Canal National Cultural Park.

2. The Construction Background of the Grand Canal National Cultural Park

2.1. National Cultural Park and National Park System

The construction of the Grand Canal National Cultural Park is an important measure for the construction of the National Park system in China. Compared with the United States,

which first established national parks in 1872, the development of China's national park system is characterized by late start and rapid development. After the founding of New China, China's natural protection undertakings and the construction of protected areas have gradually established and formed a system, and for a long time, the term Chinese scenic spots corresponds to the international national parks [1]. In 1982, China established the first batch of national scenic spots, and since then, a total of 9 batches and 244 scenic spots have been established to protect their natural resources and develop their scenic resources for tourism. In November 2013, the Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning the Comprehensive Deepening of Reform first proposed the establishment of a national park system. Since then, the promulgation of documents has identified a number of pilot projects of national park system (hereinafter referred to as pilot projects), which have actually been implemented in practice in China, resulting in the experience of national park construction with Chinese characteristics, reflecting the most real and direct problems faced by national parks in China. The construction of national park system in China is advancing in the process of continuous exploration, and has gradually entered the stage of system construction from the pilot system [2]. In July 2019, the Guiding Opinions on Establishing a

Nature Reserve System with National Parks as the Main Body proposed that we should learn from the experience and lessons of previous pilot projects and establish a series of national parks, so as to continuously improve our national park system in practice. The promulgation of the Great Wall, the Grand Canal and the Long March Cultural Park Construction Plan put the construction of the "National Cultural Park" on the agenda.

Therefore, the "National Cultural Park", derived from the "National Park", is not only the perfection of the national park system, but also the innovative development and creative transformation under the system: it not only has the attributes of public ownership, public management and justice [3], but also emphasizes the responsibility of spiritual guidance and cultural output.

Just as Yellowstone National Park in the United States carries forward the pioneer spirit to promote freedom and independence and shape the identity of the new continent, the establishment of the Grand Canal National Cultural Park in China will provide continuous energy for leading the national spirit, enhancing national self-confidence, cohesion of national strength and exporting China's international influence, so its life cycle should be long enough to emphasize the sustainability of endogenous power.

Table 1. Four main functional areas of National Cultural Park.

Four types of functional areas	Composition/Scope	Requirements
Controlled protected area	Protection scope of cultural relics protection units, world cultural heritage areas and temporary protection areas for newly discovered and excavated cultural relics	Strict protection and control of cultural relics and environment, closed management of endangered cultural relics, and construction of model areas with protection first and inheritance priority.
Theme Display Area	Core exhibition park (consisting of national cultural relics and cultural resources and surrounding areas with relatively convenient geographical location and transportation conditions), centralized exhibition belt and characteristic exhibition points.	The core exhibition park is the main area for visiting and cultural experience. The centralized exhibition belt takes the core exhibition garden as the base point, takes the corresponding provincial, municipal and county-level cultural relics resources as the branch, gathers and forms the cultural carrier intensive zone, the overall protection and utilization and the system development promotion. The layout of characteristic exhibition points is scattered, but it has special cultural significance and experience value, which can meet the experience of mass visits.
Cultural-tourism integration zone	The theme exhibition area and its surrounding areas are close to and can see the high-quality resources of history, culture, natural ecology and modern cultural tourism.	Focus on the use of cultural relics and cultural resources spillover radiation effect, the construction of cultural tourism deep integration development demonstration area.
Traditional Utilization Area	Traditional living and production areas of urban and rural residents, enterprises, institutions and social organizations	Reasonable preservation of traditional cultural ecology, appropriate development of cultural tourism and characteristic ecological industries, appropriate control of production and operation activities, and gradual guidance of facilities and projects that do not meet the requirements of construction planning.

2.2. Characteristics of the Grand Canal National Cultural Park

The Grand Canal National Cultural Park, which relies on the heritage of the Grand Canal, is a specific area with the main purpose of protecting, inheriting and promoting any cultural resources, cultural spirit or values of the Grand Canal which possess national or international significance. National cultural parks should focus on the construction of four types of main functional areas in accordance with the overall layout of cultural relics and cultural resources, differences in

endowments, surrounding human settlements, natural conditions and supporting facilities, and in combination with territorial and spatial planning. (Table 1)

The management and control of protected areas is mainly based on the delimitation of cultural resources, and the other high-quality resources and living and production areas are also an important part of the four functional areas, which reflects the complex and diverse spatial content of the national cultural park heritage zone itself. Unlike the Great Wall, the Long March and the Yellow River National Cultural Park, the Grand Canal with transportation functions has more diverse

integration space and complex interest disputes. In the long past, businessmen, chambers of commerce, boatmen and handicraftsmen camped along the line, and through historical accumulation and their own growth mechanism, they formed the present material space state, which is the result of self-construction, maintenance and renewal of the residents of the Grand Canal Heritage Site, and is an important basis for maintaining normal production and living order. At the same time, it also carries the spirit of struggle, enterprising, collaborative innovation, mission undertaking and inclusive progress condensed in the process of promoting North-South integration and Sino-foreign exchanges over thousands of years. These values of spiritual transformation are constantly inherited and sublimated, leading generations of Chinese people to unite, overcome difficulties and survive and develop tenaciously in the face of various natural and man-made disasters.

Generally speaking, the central government proposes that the key construction of the four functional areas is a top-down construction mode that follows the bottom-up spatial feedback of the canal heritage basin. Its construction should respect the spatial logic of economy, culture and ecology formed under the mechanism of local historical accumulation and spatial growth, and ultimately form an organic development space with new and old blending, pluralistic and complex, and internal cohesion [4].

3. The Problems Faced by the Space Governance of the Grand Canal National Cultural Park

China's Grand Canal National Cultural Park and National Park bear different historical tasks, but they need to deal with the same contradictions and relations, these common problems can be summarized from the two aspects of latitudinal fairness and longitudinal sustainability. These problems are related to the common interests of the Grand Canal National Cultural Park and its surrounding community residents, foreign tourists, local governments and future generations.

3.1. Differences in Resource Endowments Blur Latitudinal Spatial Equity

The surrounding areas of the Grand Canal National Cultural Park should have fair development opportunities. However, the distribution of various natural resources and human resources can be divided into intensive and non-intensive. In resource-intensive areas, local advantages easily form due to the development of the native resources, thus attracting more social resources, which further enhances the local advantages, ultimately manifesting in an upward spiral of development. Non-intensive areas lack the congenital conditions for development because of the weakness of resources, and the acquired accumulation is easily absorbed into resource-intensive areas. As a result, the phenomenon of spatial polarization becomes more and more serious. The

uneven distribution leads to the vague fairness of the development of each area, and the local residents and the government cannot fairly enjoy the benefits brought by the construction of the National Cultural Park, which seriously affects their daily production and quality of life. Most extreme, the imbalance of development is solidified into an easily recognizable label of spatial identity, resulting in regional antagonism, which is not conducive to social stability [5].

3.2. The Single Direct Strategy Makes the Sustainability of Longitudinal Space Lost

We would like the life cycle of the Grand Canal National Cultural Park to be long and the endogenous development power to be strong. However, the social interaction of government, enterprises, community organizations and other social forces in the process of shaping the space of the Grand Canal National Cultural Park may neglect the formation mechanism and internal development logic of the region itself and destroy the original order of urban production and life, resulting in the incompatibility of new forms and the disintegration of the old context. In the course of implementing certain measures, it is difficult to ensure that all the stakeholders' interests interact in a healthy closed cycle.

At the present stage, the pilot construction of national parks in China is contrary to the phenomenon of sustainability, for two main reasons. First of all (1), the sources of funding for the Grand Canal National Cultural Park are too limited to sustain its public interest characteristic. This is mainly reflected in two aspects. The first (A) is that overly expensive tickets form a barrier to access [1]. The second (B) is that the government's financial subsidies pale in comparison to the operating costs of the park, which currently operates on a deficit [1, 6].

The second reason (2) is the explicit or implicit "crowding-out" of the local residents by the government, enterprise, and tourists. This has three aspects. First (A) is the tourism activities of tourists, which profoundly infringe upon the living order and environment of the aborigines. Secondly (B), the market allocation is excessively biased towards foreign enterprises with greater economic benefits and more mature operation system, which excludes the production and operation activities of aborigines who lack professional operation and management capabilities. Thirdly (C), the "Superior Supervision and Evaluation, Territorial Construction and Management" model of the Cultural Relics Department, in its present form, appears somewhat inadequate to ensure the happy marriage of the development goals of the region, the economic interests of local residents, and the public interest of maintaining cultural heritage [6].

4. Spatial Inclusive Governance Model and Design Approach

4.1. Analysis of Spatial Inclusive Context

In the past, urban planning focused on the efficiency

priority of spatial resource allocation, but lacked fairness and justice. Spatial justice means that the distribution of social resources and development opportunities with social value tends to be equal in space [5]. Citizens can have the opportunity to participate in the production and distribution of space fairly, and avoid the phenomenon of space deprivation for some groups. Inclusive governance refers to the process in which stakeholders can participate in and influence the structure and decision-making of governance subjects [7]. Inclusiveness is opposed to exclusiveness. Therefore, the characteristics of spatial inclusive governance and design are to recognize the city from the perspective of material space under the core values of fairness and justice, participation and sharing, respect for differences and pluralistic coexistence, and then to make development guidance, to form the coordination of various goals, to balance and integrate the needs of various groups and the status quo of resources and space [4].

4.2. Spatial Inclusive Governance Model and Design Approach

4.2.1. Horizontally Balanced Development Opportunities

Material culture and natural resources, including topography, spatial order, ecological functions and urban links, are regional and difficult to shift. These can be called “skeleton elements” [8]. The experience of national park construction in the United States for ensuring regional equity is to set a clear division of labor, and national parks and state parks perform their respective functions and interact with each other. National parks mainly focus on the protection of natural and cultural heritage, and on this basis also provide tourists with sightseeing opportunities; State parks mainly receive tourists, on the one hand, to relieve some of the pressure of tourists on national parks, on the other hand, to promote regional economic development and employment of the people [9]. From this we can draw some lessons for the construction of the Grand Canal National Cultural Park, that is, to make a thorough investigation of the local natural and cultural resources, and to delimit the protected space and open experience space according to the “local skeleton resources”. In the protected areas, there should be thresholds limiting the number of tourists, and the tourism experience areas should be divided into tourism and experience areas with clear themes according to the rich cultural connotations derived from the Grand Canal, such as commercial culture, fashion culture, multi-inclusive culture and so on. Responsibilities of each functional area should be clarified, functional areas should cooperate closely and develop in tandem.

4.2.2. Longitudinal Excitation of Endogenous Power

For various longitudinal spatial interest disputes, as long as the stakeholders form a healthy and orderly interest interaction, with constant feedback and adjustment in the process of interaction, the parties can achieve mutual checks and balances and coordinated development, thus eliminating exclusion to a certain extent and achieving a win-win situation. From experiences with domestic and foreign solutions, we can

distil the following essential points: the establishment of foundations, volunteer participation, implementation of the concessionary management system, the building of partnerships between all sides.

Establishment of foundations to build, integrate and share. In 1967, the United States established the National Park Foundation, which is supported by funds from all sides to help the government alleviate financial pressure and achieve the aims of “Providing for People’s Tourism Pleasure” and “Creating Welfare for the People”. The establishment of the foundation has changed the structure of local social wealth and benefited the public by gathering funds from various social channels [10]. Applied to the Grand Canal National Cultural Park, on the one hand, we can realize the public interest, on the other hand, staying true to the spirit of the “National Cultural Park”, we can enhance public cohesion and solidarity, and promote the atmosphere of co-construction, integration and sharing in society.

Normalization and institutionalization of volunteer participation. Becoming a volunteer is the most direct way to achieve public participation and one of the ways to solve the problem of operation and management funds. In 1969, the United States Congress passed the National Park Volunteer Act to standardize and institutionalize public voluntary participation, in addition, the park website has a volunteer service information section [9]. However, the existing volunteer participation system in China is full of indirectness and contingency. Therefore, the construction of the Grand Canal National Cultural Park can strengthen the volunteer participation system, institutionalize and normalize it, actively encourage and receive public voluntary participation in the park service, further get to know and deeply understand the culture and spirit of the Grand Canal in the process of voluntary service, enhance cultural identity and national pride, and therefore enhance the endogenous spirit of protectiveness.

The implementation of franchising to achieve win-win situation. In 1965, the United States Congress passed the Franchise Act, which proposed that catering, accommodation and other tourist service facilities should be franchised and strictly control the impact on the park environment, nature and historical objects [11]. This system enables private enterprises to participate in the production and operation activities related to tourist services by obtaining franchise rights, on the other hand, the production and operation activities of the public have unified management and standards, reducing the occurrence of customer fleecing. In addition, the source of funds for park operation and management has been increased. China's Grand Canal culture is rich and diverse, and the Grand Canal National Cultural Park can franchise catering, accommodation and souvenir sales with the characteristics of the Grand Canal Basin, which is not only the dissemination of culture, but also the unified and standardized management of public participation, so as to ensure that the production and operation of local residents are not excluded.

The building of partnerships between all sides, structured and deep engagement. Partnership requires fairness and justice, mutual assistance and reciprocity, unity of opinion,

democratic participation in decision-making, active listening and sharing. The National Park Administration of the United States has established a management mechanism with the National Park Administration as the main body and the active participation of social forces [7, 12]. In the process of establishment, demonstration and operation and management of national parks, the National Park Service of the United States permitted extensive participation of relevant stakeholders through partnerships to carry out park protection, education, explanation and other activities [9]. In the process of construction, the Grand Canal National Cultural Park can establish partnerships with Chinese characteristics, such as public participation in protection, education and entertainment activities by organizations or collectives at all levels.

5. Basic Situation of Research Object



Figure 1. The location of Jining and Zao Zhuang in Shandong Province.

Jining and Zao Zhuang are typical cities whose fortune and decline depend on the Grand Canal. The two cities are located in the southwest of Shandong Province, and the Grand Canal runs through the two cities in depth. Jining, the hometown of Confucius and Mencius, is an important birthplace of Chinese civilization, with Qufu and Zoucheng under its jurisdiction as national historical and cultural cities, and the “Three Confucius Sites” are an important part of the world cultural heritage. Zao Zhuang is a famous coal city. In 2020, the Implementation Plan for the Protection, Inheritance and Utilization of the Grand Canal Culture in Shandong Province points out the development goals of the two cities: Jining City will build a cultural holy place where Confucianism and transportation converge, Zao Zhuang City will highlight the characteristics of the ancient city, Red Culture and Southern Shandong culture, and build a living canal and a unique and world-renowned tourist resort along the transportation.

After the diversion of the canal in the Yuan Dynasty and the establishment of the canal, the geographical advantages of Jining and Zao Zhuang areas were highlighted, people gathered there, business flourished, the northern and southern cultures integrated, forming the Grand Canal culture of water transport, commerce and trade. During the war of liberation, the patriotic spirit of the Chinese people formed the Red Culture. Together with Confucius and Mencius culture, these cultures are carried in material space, such as locks, wharfs, government offices,

guild halls, sites. They are either preserved or repaired, creating the next historical and brilliant background resources for Jining and Zao Zhuang.

6. Research Methods and Data Sources

6.1. Applicability of “Space Syntax”

The existing spatial form and spatial material in the city are the result of spatial accumulation from the process of the interaction of human activities and geographical realities over the course of history, reflecting the regional order and logic of production and life. For the construction of the Grand Canal National Cultural Park to bring fairness and sustainability issues to the city, “Space Syntax”, as a rational analysis tool, on the basis of identification, characterization and measurement, can provide a reasonable local spatial inclusiveness solution. The research on the construction of national cultural parks mostly stays at the theoretical level [13-15], due to lack of integration with quantitative spatial analysis tools. Space Syntax can explore whether large cities have certain spatial advantages to support economic development and vitality creation [16], and can directly display complex spatial information in a compact figure, which is often the basis for the integration of the interests of all parties, so that designers and planners can follow the laws of social and economic development in their work. Therefore, this paper introduces space syntax to explore the inclusive governance path and design strategy of Jining and Zao Zhuang in a graphical manner.

6.2. Research Methods and Data Sources

This research is based on space syntax and ArcGIS technology. Firstly, the spatial database of material resources is established in ArcGIS, and the distribution of high quality material resources is analyzed. As cultural relics protection units and tourism resources are the important basis for the delimitation of functional areas in the Grand Canal National Cultural Park, the key cultural relics protection units in Jining and Zao Zhuang are selected as high-quality material and cultural resources, 5A and 4A tourist attractions are used as high-quality tourism resources for nuclear density analysis, in which the list of national key cultural relics protection units comes from the documents of the State Council, and the list of 5A and 4A tourist attractions comes from the Department of Culture and Tourism of Shandong Province.

Secondly, the space center of gravity of the road network is analyzed. The road network of Jining and Zao Zhuang with the grade of 14 is obtained by Baidu map interceptor, and analyzed by the axis analysis method of space syntax. Reachability is measured by local integration. The degree of local integration indicates the degree of convenience from any point to any other point within a certain search radius, which reveals the center of gravity of space [17]. The higher the degree of local integration, the more active functions and economic activities it carries in a certain range. The calculation formula is the same as the formula:

$$\text{integration} = \frac{n * n}{\sum_n^{i=1} d\theta(x,i)} \quad (1)$$

Where: Integration stands for line segment integration, n stands for the total number of nodes within the search radius, d(x,i) denotes the angular topological distance between space x and space i. In this study, according to the relationship between walking distance and time, the experience radius of 2000 meters was selected [18]. Then calculate the local road integration value with the search radius set to 2000 meters, through the analysis of the layout and accessibility of cultural and natural resources in the two cities. In view of the different regions with congenital resource differences, the development strategy based on fairness and justice is put forward; In view of the contradiction of different interest structures, this paper puts forward the strategy of coordination and checks and balances to activate the endogenous power of the region.

7. Results and Analysis

7.1. Spatial Distribution of Material and Cultural Resources

High-quality material and cultural resources are mostly concentrated in the central areas of the two cities, delineated as core 1 and core 2, and scattered in several places (Figure 2). The connection of resource distribution between the two cities is not strong. Jining City has many and dense resources, while Zaozhuang City has relatively few resources. Core 1 is the Confucian cultural resource enrichment area headed by the world cultural heritage Qufu Sankong Historical Architectural Complex, including cultural relics protection units such as Mengmiao, Mengfu and Menglin. Core 2 includes many sites, including Beixin Site, Jianxin Site, Xuecheng Site, Zhongxing Coal Mine Industrial Site and other cultural relics protection units with special historical and cultural significance.

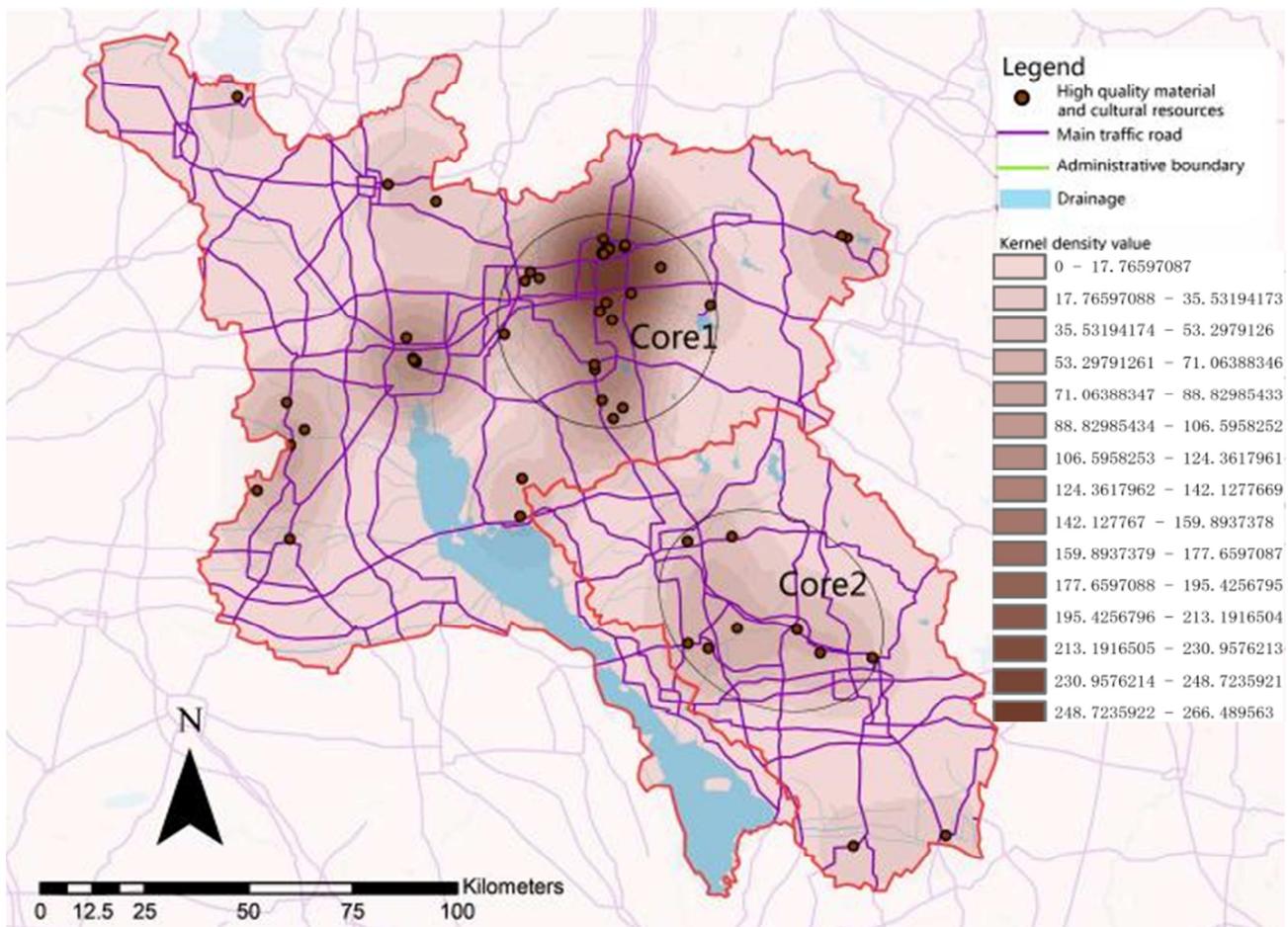


Figure 2. Kernel density map of high quality material cultural resources.

7.2. Spatial Distribution of Material and Tourism Resources

The distribution of high-quality tourist attractions in Jining City is relatively uniform, and most of Zaozhuang City is concentrated in the edge of the administrative boundary (as shown in Figure 3), and the distribution of high-quality

tourism resources in the two cities is not strong. There are narrow lakes and canals in the southwest of the two cities, accompanied by Taierzhuang Canal Wetland Park Scenic Area, Weishan Lake Tourist Area, Shandong Yingtai Ecological Hot Spring Resort, Weishan Lake Wetland Red Lotus, Taibai Lake Scenic Area and so on.

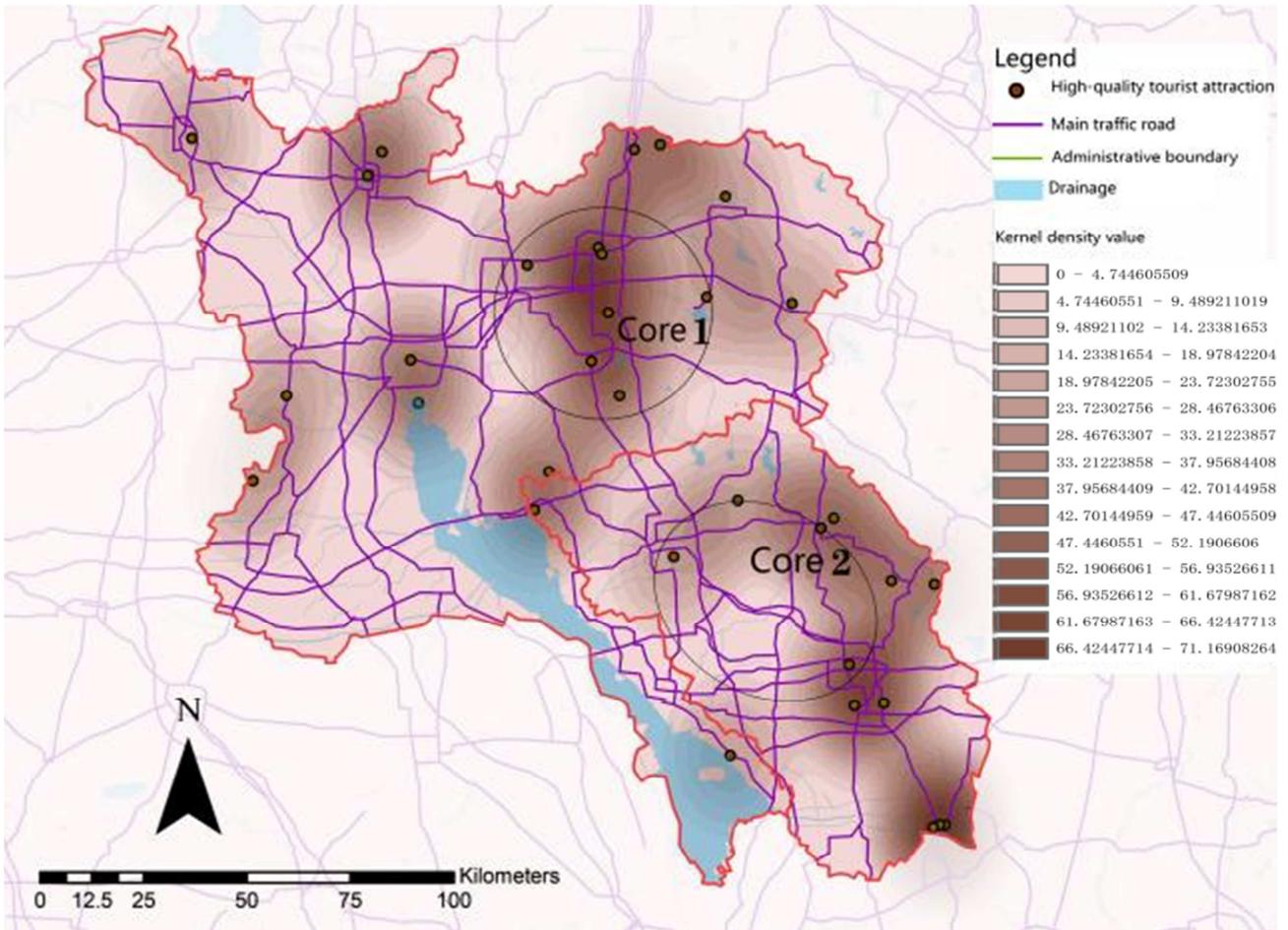


Figure 3. Kernel density map of high quality tourist attractions.

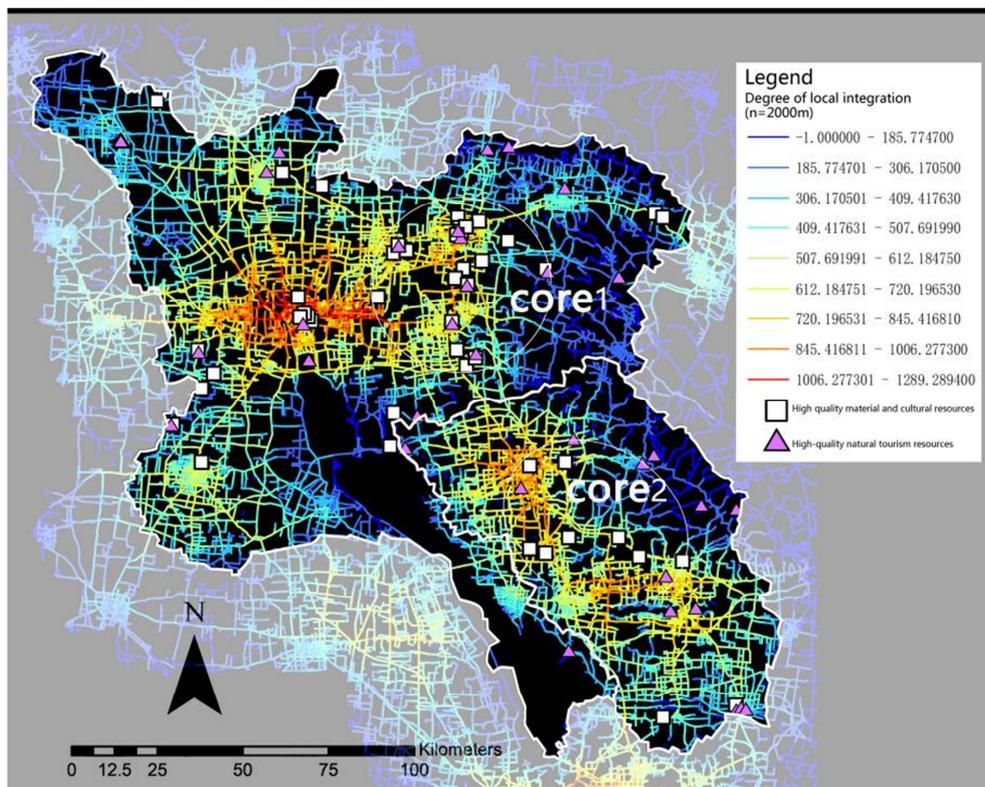


Figure 4. Relationship between local accessibility and resource layout.

7.3. Space Syntax Parsing Result

Jining city center has a strong overall accessibility, with good development vitality and attraction. That is to say, the cores on of the figure are the most important parts in two cities. To sum up, the distribution and accessibility of resources in Jining City and Zaozhuang City are as follows: Core 1 is rich in resources and high accessibility. Core 2 is rich in resources and low accessibility, such as a series of wetland parks in the southwest. The areas around the boundaries of the two cities feature scarce resources and low accessibility, such as the northern part of Jining City.

8. Problem-Solving Strategies from the Perspective of Spatial Inclusiveness

Theories, methods and technologies can be used in any place, but the process, causes and solutions of contradictions are local. Based on the interpretation of on-site evidence of resource distribution and accessibility in Jining and Zaozhuang, and on the basis of respecting their inherent spontaneous order, this paper explores the spatial inclusiveness governance strategies and design approaches of Jining and Zaozhuang along the Grand Canal National Cultural Park from the perspective of material space.

8.1. Face up to Resource Endowment and Balanced Development Opportunities

8.1.1. Rich Resources and High Accessibility-Clear Division of Labor, Mutual Borrowing

Core 1 gathers more high-quality material and cultural resources and tourism resources, has high accessibility to transportation, has great vitality for development, can attract a large number of tourists, and is rich in Confucian cultural resources headed by the World Cultural Heritage Area Qufu Sankong Historical Complex. It can mainly play the functions of publicity and education, implement strict protection and control, take protection and inheritance as the first step, ensure its historicity and authenticity, and carry out relevant cultural activities with a rigorous attitude. In order to fully protect, the number of visitors can be limited by booking visits and other means, while ensuring a good visitor experience. In addition, other high-quality tourist attractions in core 1 can play a diversion role for tourists in heritage areas. The second is the core 2 with many site resources, which is rich in resources and has decent accessibility. However, its tourism resources are less, and it is difficult to relieve pressure on the protected areas. There are many tourist attractions in its periphery, but the accessibility is low, and it is difficult for tourists to reach, so it is necessary to improve the peripheral traffic conditions, create high-quality tourist routes, drain the core tourists to the periphery, and share the pressure of tourists in the reserve.

On the whole, core 1 is suitable as a theme exhibition area and a spiritual supply station. The high-quality culture and spiritual connotation of Confucianism can be moderately

packaged for the market and developed as an image space for people to visit and experience culture, so as to enhance their sense of cultural pride and national belonging. The cultural relics resources at the provincial, municipal and county levels around the core 1 can be used as branches for overall protection, utilization and development. These areas can properly develop entertainment projects, such as stage performances, marathon cards, immersive experience, VR experience, theme activities, etc. to disseminate the significance and spiritual connotation of the Grand Canal National Cultural Park in the form that people like. Scenic spots that are scattered in the periphery but have special cultural significance and experience value can be used as characteristic display points to meet the travel interests of tourists with different needs, such as holding thematic research activities. In a word, the theme exhibition area undertakes the responsibility of spiritual guidance and cultural output, which can attract people to participate in the transmission of culture and spirit more efficiently by packaging culture in a vivid form of marketization.

8.1.2. Rich Resources and Low Accessibility-Ecology as the Main Factor and Health as the Auxiliary Factor

There are a series of high-quality wetland parks in the southwest of the two cities. The accessibility of this area is low, which provides objective conditions for ecological protection, so ecological construction can be put in the first place, and the spillover radiation effect of core 1 and core 2 can be used to build a demonstration area for the integration and development of Confucian culture. It can also carry out the construction of a certain intensity of tourism routes and the development of health care industry. In addition, it has relatively convenient transportation in the areas where it is in line with the core 1 and 2, and can be used as a service supporting area to lay out hotels, catering and other service supporting facilities, provide service supporting products for various types of tourists, and at the same time promote local employment.

8.1.3. Scarce Resources and Low Accessibility-Avoiding Strong Positioning and Dividing Tourism

For areas with insufficient resources and low accessibility, such as the northern part of Jining City. We can adopt a laissez-faire strategy to plan a new position. This kind of area can be used as a traditional production and living area to attract all kinds of social personages with special needs such as research, study, style, reality show and so on. This requires appropriate local control of production and business activities, efforts to improve the quality of space, gradually improve supporting facilities, improve the living environment, and guide the improvement and construction of sub-standard infrastructures and projects. In addition, specific public space can be divided as tourist service center, which can not only avoid the interference of tourist activities to the production and living areas of natives, but also provide good living and accommodation conditions for all kinds of tourists, so as to gradually expand the popularity and develop mass tourism.

8.2. Promoting Interest Synergy and Activating Endogenous Power

8.2.1. Diversified Sources of Funds and Public Welfare Purposes

In the economic sources of construction and operation, we can tap a variety of ways, such as the establishment of foundations, Jining and Zaozhuang governments can guide and advocate, encourage individuals or enterprises to donate in real name, so that enterprises can get publicity and personal value satisfaction. The park can also grant public franchising rights for profit, such as the Grand Canal National Cultural Park logo, cultural and creative works, catering, accommodation and other authorization and strict unified standards. In addition, the proceeds of donation, authorization, government funding and other channels are all used to improve the park infrastructure, organize activities of Confucian culture, daily operation and management and other matters for the benefit of the public, under the spiritual guidance of the park, to enhance people's cultural identity, national pride, sense of happiness in life, and then enhance the endogenous spirit of protectiveness and voluntary consciousness of giving back.

8.2.2. Public Participation Is Deepened and Action Is Disciplined

The realization of public participation in depth can give the public more ways to participate through the establishment of mechanisms. In order to participate efficiently in an organized and disciplined way, stakeholders can carry out activities on an organizational basis. For example, community residents can report all kinds of construction opinions and suggestions in the community as a unit. Then the representatives of each community convey to the management department, consult together and strive for legitimate rights and interests. In addition, volunteer activities and regional cultural entertainment activities can also be carried out in the form of community self-organization, and collective creativity can be brought into play to protect, educate and explain the Grand Canal culture, and evaluation and reward can be carried out, so as to enhance the collective sense of honor, social belonging and identity of local residents. At the same time, tourists can deeply feel the unique individual charm, folk customs and cultural charm of the Qilu people.

8.2.3. Normalization of Government-Enterprise Cooperation and Clarification of Advantages

The government and enterprises should build a perfect cooperation mechanism, each of which has its own strengths. Enterprises have a more sensitive market sense of smell, a more mature operation system, and higher efficiency. But it is easy to make excessive decisions in pursuit of interests. The government's control over spiritual culture and political orientation is very strict and in place. Therefore, they can play their respective strengths, cooperate with each other, establish a normal partnership, and clearly divide the work, such as the government is responsible for the cultural spirit orientation of the Grand Canal National Cultural Park, and the market

achieves efficient cultural and spiritual guidance and dissemination through creative thinking.

9. Conclusion

Under the background of the construction of the Grand Canal National Cultural Park, the development of its surrounding towns has been injected with new vitality. The study of cities in the Grand Canal Basin from the perspective of spatial inclusivity aims to explore experiences in a more inclusive manner, addressing issues that have been exposed in the construction of national parks in the past that are contrary to fairness, justice, and sustainability. Based on the study of international inclusive solutions, this article provides sustainable development strategies and design approaches tailored to local conditions from a practical perspective. However, this article only discusses the issue from the material perspective. When studying related issues, subsequent scholars can explore the further development of regional dynamics from the perspective of non-material culture, based on the methods and tools of this study, and combined with the material perspective.

Acknowledgements

Research on the Development Strategy of Characteristic Historical and Cultural Towns in the Grand Canal Cultural Belt (Shandong, Jiangsu and Zhejiang Section), a Project of the Humanities and Social Sciences Research Planning Fund of the Ministry of Education (20YJAZH121).

References

- [1] CHENG Shaowen. National Park: a Comparative Study on the Management System, Community Participation and Sustainable Development of Tourism Between China and the UK [M]. Shanghai: Shanghai Jiaotong University Press, 2013. 48-49+63.
- [2] SU Yang, HE Siyuan, WANG Yufei, WEI Yu, et al. *Research on China's National Park System Construction*. [M]. Shanghai: Social Science Literature Press, 2018.48-4.
- [3] YANG Rui. Ecological Protection First, National Representativeness, and National Public Welfare-the Three Major Concepts of China's National Park System Construction [J]. *Biodiversity*, 2017, 25 (10): 1040-1041.
- [4] JIN Hong, LI Heping. Research on Informal Urban Governance in the Context of Spatial Inclusiveness: a Case Study of Drinking Water Village in Shapingba District, Chongqing [J]. *Huazhong Architecture*, 2020, 38 (01): 68-72.
- [5] PANG Juan. Inclusive Governance of Urban Informal Space From the Perspective of Integration [J]. *Exploration*, 2017 (06): 146-152.
- [6] ZHU Minyang. Building the Grand Canal National Cultural Park with International Experience [J]. *The Masses*, 2019 (24): 19-20.

- [7] WANG Jingzhuan. The Construction of American National Historical Park and Its Enlightenment to China [J]. *Beijing Social Sciences*, 2018, (1): 119-128.
- [8] YU Junzhi. The Rise and Fall of Franklin Park -- Discuss the Era Value of Olmsted's Design Concept and the Design Strategy of Historical Landscape Renaissance [EB / OL]. https://mp.weixin.qq.com/s/EDvM03H_pyDCjM3GM6wZEW. 2018-07-30.
- [9] YANG Rui. The Development Process of American National Park System and Its Experience and Lessons [J]. *Chinese Landscape Architecture*, 2001 (01): 62-64.
- [10] MILLER P N, 2008. US national parks and management of park sounds-capes: a review [J]. *Applied Acoustics*, 69: 77-92.
- [11] ZHU Huasheng, CHEN Wanqing, REN Lingzhi. The Management System of National Parks in the United States [J]. *Urban Issues*, 2013 (05): 90-95.
- [12] HAMIN M E, 2001. The US National Park Service's partnership parks: collaborative responses to middle landscapes [J]. *Land Use Policy*, 18: 123-135.
- [13] ZHAO Yun, ZHAO Rong. Research on the Value of China's National Cultural Park: Realization Process and Evaluation Framework [J]. *Southeast Culture*, 2020 (04): 6-12+190-191.
- [14] LI Fei, Zou Tongluo. On National Cultural Park: Logic, Origin and Implication [J]. *Journal of Tourism*, 2021, 36 (01): 14-26.
- [15] LI Shuxin. The Function, Value and Realization of the National Cultural Park [J]. *China Economic and Trade Guide* (Part 2), 2021 (03): 152-155.
- [16] BILL Hillier, SHENG Qiang. The Development Status and Future of Space Syntax [J]. *Acta architecturae Sinica*, 2014 (08): 60-65.
- [17] YANG Tao. Spatial Form Design Based on Multi-scale Syntax (1) [J]. *Urban planning communication*, 2020 (06): 15-16.
- [18] Gu Heng Yu, Meng Xin, Shen Tian, Chen Huiling, Xiao Fan. Study on the Impact of Road Network Morphology on Housing Price in Guangzhou Based on sDNA Model [J]. *Modern Urban Research*, 2018 (06): 2-8.

Biography

Yao Zigang (1977—), Male, Dongtai, Jiangsu, doctor, associate professor. Research direction: protection and utilization of cultural heritage.

Zhang Yanting (1998—), Female, from Qidong, Jiangsu, Postgraduate students, Research direction: protection of cultural heritage of settlements along the grand canal.

Chen Ning (1996—), Female, from Taiyuan, Shanxi, Master, Research direction: landscape architecture and tourism culture.