

Research on the Development Path of Industrial Tourism in Quanzhou City

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ABSTRACT

The development of industrial tourism can not only promote industrial integration and enhance the added value of industrial industries, but also drive the development of related service industries, create more employment opportunities, and help local economic prosperity. Many enterprises in Quanzhou belong to the traditional manufacturing industry, so the development of industrial tourism demonstration bases can promote the transformation and upgrading of the traditional manufacturing industry and the full utilization of resources. At the same time, industrial tourism also contributes to the protection and inheritance of industrial heritage, promotes industrial civilization and enriches tourism content. The article evaluates industrial tourism in Quanzhou from the aspects of industrial tourism resources, tourism source market, and government support, and discusses the development of industrial tourism, product development, spatial layout of resources, and marketing of industrial products in Quanzhou, which provides a referable basis for Quanzhou to formulate the industrial heritage protection and development planning.

Keywords: industry; industrial tourism; industrial tourism demonstration base; Quanzhou City

1. Introduction

Industrial tourism is an important growth point of China's new industrialization, and since 2001, the National Tourism Administration has proposed the creation of "National Industrial Tourism Demonstration Bases", which has promoted the further development of "regional tourism". With

the promotion of building industrial tourism demonstration sites, industrial tourism has become an important part of today's tourism industry. Quanzhou City is rich in industrial tourism resources, full of overseas Chinese culture. Therefore, the development of industrial tourism is of great significance for improving the product structure of Quanzhou's overall tourism, enriching the connotation of industrial culture, building a maritime Silk Road and a strong manufacturing city and achieve sustainable economic and social development.

2. Literature review

2.1. Status of research abroad

At present, foreign research on industrial tourism is mostly based on industrial heritage tourism. In the early 1950's, Prof. Donald Dudley of Britain put forward the concept of "industrial archaeology". Citroen of France is the first foreign enterprise to develop industrial tourism, and the scale of industrial tourism has been further expanded (Han & Feng, 2016). The reuse of industrial heritage can make industrial relics completely industrialized and become sightseeing attractions with new functions, so as to improve the function of the city and promote the development of the local economy (Cereleux & Merciu, 2012). Industrial heritage tourism can bring tourists a kind of nostalgia and cultural experience, and can also bring tourists a sense of nostalgia and cultural experience, and can also bring tourists a sense of nostalgia and cultural experience to tourists, and can also promote the continuation of urban memory and enhance the local identity of locals (Lin, 2019). The tourism development of industrial heritage should be based on the traditional concept of preservation, and through the balance between the reuse of industrial heritage and the economic development, and according to the specific conditions of their countries, they propose a sustainable development strategy for modern industrial heritage tourism (Han, Liu & Cornaglia, 2020).

2.2. Status of research in the country

In the interpretation of the connotation of industrial tourism, Pei Zesheng, director of the Hunan Provincial Tourism Bureau, is the first person in China to define industrial tourism, which he believes refers to visiting different industries such as industrial technology, crafts, and services, and purchasing commodities from lower market makers (Yan & Pei, 1997). In the discussion of the development mode of industrial tourism, a scholar suggests to build a mode of integrated development oriented to the protection of traditional cultural relics, the promotion of traditional culture, and the construction of online platforms, to put the business of tourism, lodging, and catering into the network, to promote the development of digital creativity in the cultural tourism industry, and to form a new mode of integration of the development of culture and tourism (Xu, 2022). When analyzing industrial tourism in Quanzhou, a scholar pointed out that industrial

tourism is a new tourism highlight in terms of improving city image, expanding sources of tourists, enriching tourism products and improving comprehensive benefits, etc. Quanzhou should make full use of the advantages of the garment industry and vigorously develop the garment industry (You, 2011). To summarize, the research of industrial tourism at home and abroad started late and is still in the primary stage, and the results of the research are also very limited. Through the related research on industrial tourism at home and abroad, it can be found that the research scope of industrial tourism is relatively narrow (Shi, 2022). Using SWOT analysis method, this paper summarizes and analyzes the resources of industrial tourism in Quanzhou City, which provides certain references for other regions to sort out, census, manage, protect and develop industrial tourism resources as well as formulate the overall plan of industrial industry protection and development according to their own characteristics, and it enriches and develops the theory of industrial tourism to a certain extent.

3. Quanzhou City, the main results of industrial tourism development

3.1. Establishment of several national, provincial and municipal industrial tourism bases

The private economy of Quanzhou City is large in scale and started early, with obvious development advantages. Now has the national industrial tourism demonstration points: East Star Luxury stone Cultural Creative Park, Seven Wolves China Men's Exhibition Hall, Fujian Shunmei Industrial Co., LTD., Quanzhou Yingliang Stone Factory. Cultivation base of Septwolves Chinese Men's Wear Museum, Fujian Tea home tea set, Fujian Province such as porcelain Life Culture Co., LTD., in the forefront of the province. In recent years, Quanzhou has vigorously developed industrial tourism, focusing on the construction of a number of industrial tourism bases such as tea tourism, porcelain tourism, stone tourism, and on the basis of increasing protection and utilization, a number of provincial industrial tourism demonstration bases and industrial museums have been created, creating a good platform for displaying industrial culture.

3.2. Development of a number of high-quality industrial tourism routes

The 11 industrial tourism boutique routes in Quanzhou (Table 1) combine industrial heritage, tourist factories, industrial museums, and industrial tourism demonstration bases located in various counties and cities with the industrial genes and industrial culture behind them.

3.3. Tourist factories are taking shape

Quanzhou takes industrial sightseeing factories, museums and innovation parks as key construction projects, and gradually forms a development model of industrial tourism based on tourism while deeply excavating its cultural deposits. Its business scope covers shoes, clothing,

tea art, food and other fields, to a certain extent, to promote the standardized development of tourism.

Table 1. Industrial Tourism Excellence Routes in Quanzhou City

serial number	Boutique Route Name	Boutique Route Features
1	Industrial Tour of the World Porcelain Capital	It integrates industrial tourism, ceramic culture DIY, exhibition and marketing.
2	"Home of the Heroes, City of Fashion."	Modern aesthetics and industrial manufacturing combine to discover a new style of aesthetics in the cultural life of southern Fujian.
3	"The most nostalgic ancient charm of the Maritime Silk Road, smell the fragrance and taste the vinegar Yuanhetang"	From the ancient city to Yongchun, learn about the production process of the centuries-old "Yuanhetang" candied fruit, which is renowned both at home and abroad.
4	Industrial Creative Leisure Tour	String Quanzhou industrial culture and creativity, feel the cultural charm of the world heritage.
5	Old Town Industrial Heritage Tour	A number of cultural and creative parks have preserved the old industrial remains intact, which is a historical testimony to the development of the old city of Quanzhou.
6	"i-Shop Lion City" industrial tour	Enjoy the traditional culture and modern flavor of the stone lion temperament echoing each other.
7	Industrial Tour of "Jinjiang, Great Beauty"	To "Jinjiang experience" museum as a start, realize the connotation of county development, to the traditional villages, the body of overseas Chinese patriotic feelings.
8	Nan'an Industrial Wisdom Study Tour	Come to the "stone capital", enjoy the stone culture and art feast.
9	Hui'an Carving Industry Tour	Learn about the culture of The Sculpture of Hui 'an and feel the charm of the "World Capital of Stone Carving".
10	"The Maritime Silk Road Tea Source, Searching for Anxi"	Select representative Anxi tea enterprises and experience the history of tea culture in Anxi, the tea capital of China, in an immersive way.
11	Yongchun Industrial Culture Tour	From tea museums to tea production lines, from tea estates to tea lodgings, experience the Cultural and Creative Experience Pavilion which gathers Yongchun's non-legacy culture.

4. SWOT Analysis of Quanzhou Industrial Tourism

Since the 18th CPC National Congress, Quanzhou City has continued to promote the structural reform of the supply side, promote the transformation of old and new kinetic energy, promote the formation of nine hundred billion industrial clusters, vigorously carry forward the "Jinjiang experience", the implementation of the "traditional and strong chain, heavy and chemical complementary chain, and high new chain". With "World Cultural Heritage" as the core and "industry" as the backing, Quanzhou City has made active exploration from the cultivation of industrial tourism demonstration, industrial heritage protection, industrial tourism atmosphere, policy guidance, etc. to promote the development of industrial culture in Quanzhou.

4.1. Advantage Analysis of Quanzhou City's Development of Industrial Tourism

4.1.1. Solid industrial base

First, the effect of industrial clusters is remarkable. 2022, seven of the city's nine hundred billion industries have positive growth in industrial added value, including textile and garment added value of 9.1%, machinery and equipment added value growth of 8.8%. Since the reform and opening up, Quanzhou has given full play to the advantages of transnational development and overseas Chinese hometowns, and has become one of the 18 typical areas of the country's reform and opening up. Secondly, the industrial strength is strong. 2022, Quanzhou city above-scale industrial added value growth rate of 3.9%. Industrial investment of 1,223 billion yuan, an increase of about 22%, accounting for 36% of the total investment. Among them, investment in changing manufacturing technology and developing advanced manufacturing increased by 24.7% and 19.6% respectively. Third, the private economy is well-developed. In addition to the petrochemical industry, the private sector accounts for ninety-six percent of the output value of Quanzhou's nine hundred-billion-dollar industries, which has become the pillar of Quanzhou's sustained development.

4.1.2. Rich industrial heritage

First, there is a large number of industrial heritage. So far, Quanzhou has more than 40 industrial heritages, including 36 national intangible cultural heritages, ranking high in the country. Secondly, the industrial heritage industry is rich in composition. The industrial heritage of Quanzhou involves many industries such as food, textile, machinery, chemical industry, electronics, industrial art, product printing and so on. Thirdly, the clustering characteristics of industrial heritage are obvious. The industrial heritage of Quanzhou City is mainly located in the ancient city, distributed along the two sides of the main road, and centered on Quanzhou Machinery Manufacturing Factory, Quanzhou First Light Machinery Factory, etc., forming a representative machine industry belt.

4.1.3. Deep industrial culture

First, industrial development has a long history. Quanzhou's industrial culture had formed a certain scale in the Western Jin and Southern Dynasties. Since Tang and Song dynasties, Quanzhou has been the main production base of silk and hemp fabrics in China, along with the "The Maritime Silk Road" and the development of port trade, iron, salt, sugar and other industries have also formed an industrial system. Second, industrial development is full of overseas Chinese culture. A large part of the industrial heritage of the ancient city of Quanzhou comes from the capital of expatriates, which is an important factor in the modern industrial development of Quanzhou, and also an important factor that makes the modern industrial development of Quanzhou and China significantly different.

4.2. Disadvantage Analysis of Quanzhou City's Development of Industrial Tourism

4.2.1. Insufficient connotation of industrial products

First, has not yet formed a complete product system. Quanzhou City, most of the industrial tourism products are still production line visits, product promotion, has not yet formed a complete product system. Second, the product grade is not high. The existing industrial tourism products of Quanzhou city are mainly presented in the mode of industrial tourism demonstration sites and sightseeing factories, which lack reasonable planning and product design, and lack of competitive industrial tourism brands, so it is difficult to meet the personalized and diversified consumption needs of tourists. Third, the lack of high-quality lines. Quanzhou counties (cities, districts) to the administrative area as a boundary, and actively incorporate industrial tourism attractions within the area to each (city, district) characteristics of the tourism line, but the city has not yet launched cross-county (cities, districts) of the boutique industrial tourism line. Fourth, the leading demonstration role is not strong. Quanzhou City, the existing industrial tourism attractions are mostly early industrial tourism demonstration sites and in recent years recognized provincial tourism factories, demonstration bases, single-point development of the status quo has not yet broken through, has not yet created a large-scale tourism projects related to industrial tourism.

4.2.2. Enterprises' motivation to develop and low level of services

First, the lack of corporate awareness. Quanzhou City, some enterprise tourism projects are limited to the existing resources show and publicity, the lack of its further extension and expansion, but also the lack of research and development of tourists have a sustained attraction of tourism products, is still in a wait-and-see state, that industrial tourism is a high investment, low income, interference with the normal production and operation of the enterprise's behavior, the development of power is relatively weak (Li & Zhu & Chen, 2022). Second, the level of service is not high. Quanzhou City has industrial tourism attractions, some of the sightseeing factory construction, public facilities, product development and service management and tourists demand there is still a large gap between the lack of effective management and service reception, especially in the management and service reception and the lack of effective management and standard demonstration guide, the consumer market is not enough to cultivate. Third, the product publicity is not enough. Quanzhou counties and cities have not yet fully integrated industrial tourism into the tourism publicity and promotion system in each region, the national industrial tourism demonstration city's conscious awareness of the poor, the national industrial tourism development policy-oriented popularization is not strong enough.

4.2.3. Insufficient government policy support and the linkage development mechanism has not

yet been formed

First, the lack of top-level design. The city has not yet carried out a comprehensive survey of industrial tourism resources and development conditions, and top-level planning and design, the relevant departments at all levels in the ideological understanding of the existence of differences in industrial tourism development leading group, tourism associations, industrial tourism branch, the Industrial Tourism Development Alliance and other institutions have not yet been established, has not yet formed a government co-ordination, departmental collaboration, enterprise participation, social support for the development of industrial tourism development of the linkage mechanism. Second, the lack of special financial support. Compared with cultural tourism, rural tourism, A-class scenic spots and other tourist attractions (points) construction, the lack of special funds for the development of industrial tourism, and did not establish the incentive mechanism of tourism industrial parks. A variety of factors constrain the development of industrial tourism (Gao, 2019).

4.2.4. Lack of Composite Tourism Talents

The development of industrial tourism not only requires talents familiar with national laws and regulations, policy norms and tourism development, operation and management, but also requires the participation of professionals in interior design, cultural creativity and marketing to form a professional team and guarantee the sustainable development of industrial tourism in Quanzhou City. At present, most of the enterprises in Quanzhou City have a number of excellent product development and marketing team, but due to its large differences with the enterprise's own products, resulting in the original enterprise in the product design and promotion of the greater difficulties still exist, especially in the resource discovery, product packaging, publicity and marketing and other areas of the serious shortage of composite talents.

4.3. Opportunity analysis of industrial tourism development in Quanzhou City

4.3.1. Industrial tourism in the "14th Five-Year Plan" period facing a better policy space

The Fourteenth Five-Year Plan for Tourism Development makes it clear that industrial tourism is to be vigorously developed on the basis of industrial production buildings, production processes and industrial heritage itself. In the same year, the Implementation Plan for Promoting the Development of Industrial Culture (2021-2025) proposed to create a number of characteristic industrial tourism demonstration bases, boutique routes and practice bases to promote the development of special industries. With the trend of "tourism consumption", "manufacturing" to "service industry" and "urban renewal", industrial tourism has become a major industry in many countries. With the trend of "tourism consumption", "manufacturing" to "service" and "urban renewal", industrial tourism has become an effective way to realize regional economic growth,

urban transformation and image enhancement in many areas with good industrial development. Quanzhou city has rich industrial heritage resources, if it can be integrated with tourism, it can not only expand the consumption space of tourism, but also realize the comprehensive benefits of economy, society, ecology and other aspects.

4.3.2. Huge potential in the source market and gradual improvement of infrastructure

First, the region has a large population. According to Quanzhou Statistical Yearbook, as of 2023, the resident population of Quanzhou City reaches 8.879 million people, the urbanization rate is 70.04%, 65% of the young and middle-aged labor force aged 16-59 years old, and the number of employees in the whole society reaches 5.07 million people, which is the first populous city in Fujian Province. Secondly, it is rich in student resources. As of 2021, there will be 18 colleges and universities, including 7 undergraduate colleges and universities, 6 public undergraduate colleges and universities, and 12 private vocational undergraduate colleges and universities. In addition, with the rise of "parent-child tour", "science tour" and other forms of tourism, millions of primary and secondary school students in Quanzhou City will be the main consumer group of industrial tourism in the future. Third, the transportation network is sound. Quanzhou has formed a three-dimensional transportation network of "Quan San Highway", "Fu Xia Railway", "Quan Jin Airline", etc., which has good transportation convenience and great radiation power, and is an important force to promote the development of industrial tourism. It is an important force to promote the development of industrial tourism.

4.4. Threat Analysis of Quanzhou's Development of Industrial Tourism

4.4.1 Intense competition in the tourism market

China's tourism industry has developed to a scale compatible with economic development, and at present, the tourism industry is vigorously developing, with new scenic spots and new enterprises emerging in an endless stream, and all parts of the country are actively developing and utilizing tourism resources. In the context of rapid social development, the demand market of tourists has changed greatly, and tourism investment is also growing (Yang&Chen,2 014). Although industrial tourism in Quanzhou City has a certain scale of development, but the influence is small, there is still a large space for development. And Xiamen City has strong tourism competitiveness and is higher than Quanzhou City in terms of tourism popularity, tourist reception and tourism income, which inhibits the attraction of Quanzhou City's industrial tourism for long-distance tourists.

4.4.2 Fierce competition in tourism products

There are many well-known brands of industrial tourism in the country, and tourist attractions

and enterprises have engaged in fierce competition in terms of product connotation, service content, marketing planning and infrastructure construction. Governments at all levels as well as tourism enterprises have developed and cultivated some new commodities according to the changing market situation, such as ecological travel, cultural travel, leisure travel and so on. At present, Quanzhou City develops industrial tourism clusters, but none of the brand effect has been formed yet, and it is insufficiently embodied in the products, and there are fewer products with market competitiveness, and the systematization of the products is also insufficient.

Table 2. SWOT matrix

<p>Internal influences</p> <p>External environmental factors</p>	<p>Strengths (S)</p> <ol style="list-style-type: none"> 1. Solid industrial base 2. Rich industrial heritage 3. Deep industrial culture 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Insufficient connotation of industrial products 2. Low motivation and service level of enterprise development 3. Insufficient government policy support and the linkage development mechanism has not yet been formed 4. Lack of Composite Tourism Talents
<p>Opportunity (O)</p> <ol style="list-style-type: none"> 1. Industrial tourism in the "14th Five-Year Plan" period facing a better policy space 2. Huge potential in the source market and gradual improvement of infrastructure 	<p>SO Strategy:</p> <ol style="list-style-type: none"> 1. Capitalizing on industrial strengths in accordance with policy guidelines 2. Further improve the infrastructure, "culture + tourism" combination 	<p>WO Strategy:</p> <ol style="list-style-type: none"> 1. Developing a new model of industrial tourism with the help of policy support 2. Further improve infrastructure and increase publicity to raise awareness
<p>Threat (T)</p> <ol style="list-style-type: none"> 1. Fierce competition in the tourism market 2. Fierce competition in tourism products 	<p>ST Strategy:</p> <ol style="list-style-type: none"> 1. Developing new tourism routes based on market development and combining our own strengths 2. Enriching the product system based on the existing industrial base 	<p>WT Strategy:</p> <ol style="list-style-type: none"> 1. Recruitment of design talents, enrichment of product connotation and product variety, combination of theory and practice 2. Government and business and related resources are interlinked to make full use of resources

5. Conclusions and development pathways

In recent years, with the diversification of consumption in the tourism market and the demand for structural transformation of industrial enterprises, industrial tourism is of great significance for the transformation and development of traditional manufacturing enterprises, the redevelopment of industrial heritage, and the enhancement of corporate image. Quanzhou industrial tourism relies on the unique culture of southern Fujian and rich industrial resources, but there are certain threats and restrictions in the development of industrial tourism, so we should give full play to our own advantages and promote the development of Quanzhou industrial tourism to a new path.

5.1. Conclusion

From the SWOT matrix, it can be seen that Quanzhou has unique advantages in developing industrial tourism, but there are certain limitations, Quanzhou in order to maximize the development of industrial tourism in the next few years, it should make full use of its resources, market and other aspects of the advantages, make use of the existing preferential policies, to create a demonstration base for industrial tourism in Fujian Province with Jinjiang as the center, and in accordance with the guidelines of the state, take the following measures to promote the healthy development of industrial tourism.

5.2. Quanzhou City Industrial Tourism Development Path Selection

5.2.1 Utilizing the advantages of industrial resources and enriching the content of products

First, promote the research and development of industrial tourism products. How to rely on the historical and cultural heritage of Quanzhou, excavate the characteristic industries of Quanzhou, improve the participation of tourists, and develop a series of leisure and participatory tourism projects has become an important goal for the development of industrial experience tourism in Quanzhou. Based on textile and garment industry, shoe-making industry, food industry, etc., strengthening the interactive relationship among industrial tourism, industrial manufacturing, science and technology innovation, launching a series of portable industrial tourism commodities with ornamental, artistic, cultural and practical features such as tea products, carving crafts, clothing, shoes and hats, old vinegar and incense, etc., and fostering the function of "Quanzhou Excellent Products" industrial tourism and shopping, which is a combination of sightseeing, experiencing, learning and shopping. Excellent products" industrial tourism shopping brand, in order to improve the industrial tourism shopping industry system in Quanzhou. Enterprises should combine their own characteristics and carry out research and development of different products. Second, promote the cultivation and improve the brand awareness of industrial tourism. In-depth implementation of the brand strategy, based on Quanzhou City, eight modern industrial tourism product system, to create relics tours, industrial expositions, research and popularization of science, cultural creativity, sports, festivals and activities, small towns, tourism and shopping and other eight industrial tourism brands, and gradually build the Seven Pearson China Men's Museum, Shunmei ceramics, Yingliang stone and so on to become a well-known brand at home and abroad. Support enterprises and travel agencies and travel e-commerce in-depth cooperation, the launch of a number of "Journey of ingenuity along the Maritime Silk Road" "craftsmen ancient towns to find art" "the memory of the ancient city of carp". "Quality of Jinjiang first", "Dehua intoxicated porcelain", "Quangang explore the charm of petrochemicals" and other boutique industrial tourism thematic lines to enhance the competitiveness of industrial tourism in Quanzhou City. Relying on the mountains and the sea "a chess", and the southwest

region of Fujian Province, jointly initiated the establishment of "Fujian Province Industrial Tourism Industry Development Consortium", to promote industry exchanges and cooperation, and deepen the connotation of industrial tourism brand.

5.2.2. Strengthen industrial tourism promotion and realize multi-channel marketing

Relevant departments should strengthen public awareness of industrial tourism and utilize various mass media to promote it comprehensively, so as to create favorable conditions for the development of industrial tourism. Integrate the resources of governments at all levels, tourism enterprises and social media, and establish a cross-sectoral, industrial and regional joint publicity mechanism through "joint promotion and bundled marketing (Long, 2021). Relying on mainstream media and platforms to fully interact and cooperate with tourism online businesses, establish official accounts for industrial tourism in Quanzhou City, and strengthen the multi-directional development of various publicity channels. Utilize various industrial tourism bases to carry out film and television shooting, popular science training, education and practice activities, so as to realize the multi-channel publicity of industrial tourism.

5.2.3. Aiming at two major development goals, building a famous industrial tourism city

Taking the "6-3-5" new industrial layout of Quanzhou as the main line, it focuses on fostering industrial informatization, productive service industry and new industries with high growth and regional characteristics. Adhere to the planning leadership, highlight the characteristics, improve facilities, optimize services, create a theme, rich in form, functional integrity of the industrial tourism base system, Quanzhou to become a well-known domestic industrial tourism destination.

First, the development of various forms of industrial tourism. We are focusing on the development of different types of industrial tourism demonstration bases, and we are striving to create a number of national industrial tourism demonstration bases and industrial tourism demonstration sites.

Second, to create provincial-level industrial tourism demonstration counties (cities and districts). Focus on promoting Licheng District, Jinjiang City, Dehua County and other places first pilot, and the construction of carp city industrial heritage revitalization demonstration area, Jinjiang City textile and footwear sightseeing experience demonstration county, Dehua ceramic cultural creative demonstration county, in order to start the regional industrial tourism brand.

5.2.4. Promote two major infrastructure projects to enhance the quality of industrial tourism services

First, industrial tourism base quality project. Guiding the city's provincial industrial tourism

demonstration bases and national industrial tourism demonstration bases to assess the standards, as soon as possible to build 3A or 4A level scenic spots, combined with various types of industrial tourism bases, resource advantages, functional positioning and tourist demand, the construction of a number of "parks, pavilions, streets, small towns, clusters," and other industrial tourism carriers, the formation of a comprehensive industrial tourism base (Liu & Wang, 2022).The second project is the industrial tourism factor guarantee project. Secondly, industrial tourism factor guarantee project. Government financial support is the main, actively guide the capital to join, and industrial tourism and industry as the main body, combined with other industries, to realize the integrated development of industrial tourism resources. Strengthen the systematic training of relevant practitioners in industrial tourism enterprises, improve the ability of professional services of tourism interpreters in industrial enterprises, and promote new ideas of tourism business development "oriented to tourism".

5.2.5. Strengthening the three major foundations for development and enhancing planning and policy leadership

First, promote the coordinated development of industry and tourism. It has accelerated the establishment of a group comprising the departments of industry, culture and tourism and education to carry out joint work, and has actively promoted the construction of a center for the development and promotion of industrial tourism, encouraging the establishment of an industrial tourism industry association.

Secondly, accelerate the construction of tourism industry information resource base. On this basis, combining tourism, cultural relics, industry and commerce and other relevant departments, we will conduct a comprehensive research and analysis of industrial tourism resources with market development potential, and classify and formulate a development plan for industrial tourism resources in Quanzhou City, taking into account the requirements of the transformation of old and new kinetic energy and ecological and environmental protection.

Third, accelerate the development of industrial tourism-related standards. Based on the national standards, highlighting the characteristics of Quanzhou, highlighting the enterprise culture, exploring the preparation of "Quanzhou City Industrial Tourism Demonstration Base Rating Specification" "Quanzhou City Industrial Tourism Base Service Quality Specification", we should vigorously develop the provincial-level industrial tourism demonstration bases, promote the standardization of industrial tourism, and create a national industrial tourism template. Strengthen the rating of industrial tourism, unified planning, guidance, etc., and regularly carry out training for industrial tourism demonstration sites, and strive to make it a boutique line of industrial tourism. High-quality preparation of Quanzhou City, industrial tourism development special planning, scientific planning of the new development pattern of Quanzhou City,

industrial tourism innovation and development of measurable, assessable, testable "construction plan", and then explore the development of industrial tourism demonstration base planning specifications. Accelerate the introduction of the "Quanzhou City Industrial Tourism Development Implementation Program and Supporting Measures", to further provide suitable conditions for the development of industrial tourism to enhance the quality of the development of industrial tourism.

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