

# Renovation Concepts for the Southern Area of Jinzhou World Expo Park

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**Abstract:** Over time, the southern area of Jinzhou World Expo Park has gradually fallen into disuse due to various factors including its remote location, sparse population, and aging infrastructure. This study aims to propose a series of specific renovation concepts to rejuvenate this area through a strategy of integrating culture and tourism. Initially, the study conducts a detailed analysis of the regional topography using Geographic Information Systems (GIS) and assesses the existing ecological environment, while also collecting the needs and expectations of residents and visitors through community surveys. Based on these data, a comprehensive park renovation plan is proposed, including the optimization of landscape design, the introduction of innovative agricultural technologies, and the enhancement of public service facilities. The paper further discusses implementation strategies, emphasizing the importance of phased implementation and continuous evaluation to ensure the sustainable development of the project and maximize socio-economic benefits. Through these renovation concepts, the southern area of Jinzhou World Expo Park is expected to transform into a multifunctional area that integrates cultural experience, eco-tourism, and agricultural innovation, injecting new vitality into the local economy and providing a replicable model for other similar areas.

**Keyword:** Sustainable Tourism ; Cultural Revitalization ; Ecological Restoration ; Community Engagement

## Chapter One: Introduction

### 1.1 Research Background

Located in the Binhai New Area of Jinzhou City, Liaoning Province, the Jinzhou World Expo Park was inaugurated in 2013 with the theme "City and the Sea, Harmony for the Future." Designed as a beacon of cultural and touristic significance, it aimed to embody the harmonious integration of urban development and marine environment. However, despite its ambitious beginnings, the park has seen a significant decline in visitor engagement and overall vibrancy over the years. This downturn can be attributed to a variety of factors including its relatively remote geographical location, the sparse local population, and the gradual aging of its infrastructural facilities.

The southern area of the park, in particular, has suffered from neglect and

insufficient investment, leading to its deterioration. The lack of effective maintenance and innovative updates has rendered this part of the park increasingly desolate, starkly contrasting with its initial goals of vibrancy and attraction. This decline not only affects the park's ability to draw visitors but also diminishes its role in the regional economic and socio-cultural landscape.

Faced with these challenges, there is a pressing need for a revitalization strategy that can restore the dynamism to the Jinzhou World Expo Park, especially targeting its southern sector. This study introduces a novel developmental theme, "City and the Sea, Creativity for the Future," which seeks to revitalize the area through a strategy of integrating cultural and touristic elements. This approach aims to not just rejuvenate the park's allure but also stimulate broader regional economic and cultural development.

The concept of "City and the Sea, Creativity for the Future" builds on the original theme while proposing innovative modifications and adaptations. It reflects a strategic shift towards leveraging cultural and tourism synergies to drive rural revitalization, aligning closely with recent national policies that promote cultural tourism as a catalyst for economic growth and community engagement. By re-envisioning the park's theme and infrastructure, this project aligns with President Xi Jinping's call for the enhancement of rural and cultural tourism to stimulate regional development.

The need for a new developmental model for Jinzhou World Expo Park is underscored by several broader trends. First, there is a growing recognition of the potential of cultural and ecological tourism in contributing to sustainable economic development. Second, the increasing public and governmental interest in sustainable and integrated regional development offers a conducive policy environment for implementing comprehensive rejuvenation projects.

This research aims to develop a sustainable model for the park that can serve as a prototype for similar projects elsewhere. By integrating advanced agricultural technology with cultural tourism, the project seeks to create a multifunctional space that not only serves touristic purposes but also contributes to the ecological and economic sustainability of the area. The proposed model includes the development of eco-friendly attractions such as thematic gardens that showcase biodiversity, technology-driven agricultural exhibits, and cultural pavilions that reflect the rich heritage of the region.

Additionally, this study will address the social dimensions of park development by fostering community involvement in the planning and operational phases. Engaging local communities is essential to ensure that the benefits of redevelopment extend to the local population, enhancing their quality of life and economic opportunities.

The methodological approach of this research involves a comprehensive assessment of the current state of Jinzhou World Expo Park, utilizing Geographic Information Systems (GIS) for spatial analysis and environmental assessment. Comparative studies with other international examples of successful park rejuvenations will also be conducted to draw lessons and best practices. Furthermore, extensive surveys and interviews with stakeholders, including local residents, visitors, and experts, will be employed to gather insights and preferences that will inform the design and implementation strategies.

In conclusion, the rejuvenation of Jinzhou World Expo Park through the proposed

"City and the Sea, Creativity for the Future" theme represents a strategic endeavor to harness the potential of cultural and ecological tourism for regional revitalization. This study not only aims to restore the park's status as a cultural and touristic hub but also to create a sustainable model of rural development that can be replicated in other contexts, contributing to the broader goals of economic development and cultural preservation.

## **1.2 Research Questions**

The overarching question that drives this research is how the integration of cultural and touristic elements within the southern area of Jinzhou World Expo Park can contribute to its revitalization, enhancing its appeal and socio-economic value to the local community. This primary inquiry delves into the complex challenge of reinvigorating a large cultural and touristic site that has seen a decline in visitor engagement and economic viability over the years. The question stems from the need to understand and address various factors that have contributed to the park's downturn, including infrastructural aging, geographical isolation, and a lack of fresh attractions that resonate with current visitor expectations.

In pursuit of solutions, the research further explores how innovative landscape design and sustainable agricultural practices can be harnessed to transform the southern area of the park into a vibrant cultural and ecological hub. This involves examining how these interventions can align with broader goals of sustainable development and rural revitalization, as outlined in national policies. The study aims to assess the potential of these redesigned spaces not only to attract tourists but also to serve as models for ecological sustainability and cultural preservation.

Moreover, the research investigates the potential socio-economic impacts of the park's redevelopment on the local community. This includes looking at how enhanced tourist attractions can spur local employment, foster small businesses, and promote regional crafts and products. The study considers the extent to which community involvement in the planning and operational phases of the redevelopment can enhance the project's acceptance and success, thereby ensuring that the benefits of redevelopment extend to the local population.

Another critical aspect of the research focuses on understanding the market dynamics and visitor preferences that influence the success of cultural and ecological tourism destinations. By analyzing current trends in the tourism industry, both domestically and internationally, the research aims to tailor the park's offerings to meet evolving market demands and expectations. <sup>[1]</sup>This approach is intended to not only restore the park's status as a premier cultural and touristic destination but also to provide insights that could be applicable to similar redevelopment projects worldwide.

Through these explorations, the study seeks to provide a comprehensive understanding of the strategic interventions necessary for the successful revitalization of Jinzhou World Expo Park. It aims to develop a sustainable model of rural development through cultural and ecological tourism that could be replicated in other contexts, thereby contributing to broader goals of economic development and cultural preservation. By addressing these complex questions, the research hopes to lay a foundation for innovative solutions that combine cultural depth with ecological

sensitivity, creating spaces that are both economically viable and socially enriching.

### **1.3 Research Objectives and Significance**

This study aims to develop an integrated approach for revitalizing the southern area of Jinzhou World Expo Park by leveraging cultural and touristic elements. The primary objective is to transform this underutilized space into a vibrant, economically viable, and ecologically sustainable area that can serve as a model for similar projects both in China and globally.<sup>[2]</sup> By focusing on this objective, the research underscores the importance of sustainable tourism and cultural development as significant contributors to rural revitalization strategies endorsed by national policies. The significance of this research lies in its potential to demonstrate how strategic interventions in landscape design and cultural programming can effectively turn around the fortunes of declining tourist attractions.

The renovation of Jinzhou World Expo Park is seen as an opportunity to address broader socio-economic issues such as unemployment, underdevelopment, and environmental degradation that affect many rural areas in China. The project seeks to create new job opportunities through the construction, maintenance, and operation of new facilities and attractions. It also aims to promote local culture and products, thereby boosting local businesses and crafts, which are vital for the economic sustenance of the community. Furthermore, by enhancing the quality of life for residents and improving the visitor experience for tourists, the project can contribute significantly to the social and economic upliftment of the region.

The environmental aspect of the project is equally significant. The research intends to showcase how sustainable agricultural practices and eco-friendly landscape designs can be integrated into large-scale public parks. This approach not only helps in conserving biodiversity but also in managing natural resources more efficiently, which is crucial for the sustainability of such developments. The intended outcome is to create a blueprint for ecological tourism that can be replicated in other parts of the country, contributing to the preservation of natural and cultural heritage while also providing economic benefits.

In addition to these practical objectives, the research has a profound academic significance. It contributes to the existing body of knowledge on sustainable tourism development, landscape rejuvenation, and rural revitalization. The findings from this study are expected to provide empirical data and theoretical insights that can inform policy decisions and guide future research in these fields. The project's multidisciplinary approach, which combines elements of geography, ecology, sociology, and economics, offers a comprehensive perspective on how complex challenges in regional development can be addressed through integrated planning and community involvement.

Ultimately, the success of this project could serve as a testament to the effectiveness of combining cultural richness with ecological consciousness in revitalizing rural landscapes. It could also highlight the critical role of community engagement in ensuring the sustainability of development projects.<sup>[3]</sup> By achieving these objectives, the research not only aims to breathe new life into Jinzhou World Expo Park

but also to inspire similar initiatives elsewhere, thereby making a significant contribution to the global discourse on sustainable development and cultural tourism.

## **Chapter Two: Situational Analysis and Theoretical Framework**

### **2.1 Current State Assessment**

The southern area of Jinzhou World Expo Park, once teeming with visitors shortly after its inauguration in 2013, has witnessed a gradual decline in foot traffic and general interest over the past decade. A detailed evaluation of its current state reveals several underlying factors contributing to this downturn, necessitating a comprehensive understanding to effectively plan for its revitalization. The park's remote location within the Binhai New Area of Jinzhou, while picturesque, poses significant accessibility challenges for potential visitors, especially those without private transportation. This geographic isolation is compounded by the sparse population in the surrounding areas, which limits local visitor numbers and reduces the potential customer base for regular engagement.

Further complicating the park's attractiveness are the aging facilities, which have suffered from insufficient maintenance and investment. Many of the original attractions that once drew crowds now show signs of neglect, with weathered signage, overgrown paths, and outdated amenities that fail to meet contemporary expectations for leisure and recreation. These physical manifestations of decline are both a symptom and a cause of reduced visitation, creating a cycle that discourages new and repeat visitors alike.

In addition to infrastructural woes, the environmental condition of the park has also raised concerns. <sup>[4]</sup>The area's ecological value, characterized by its proximity to coastal and marine ecosystems, has not been fully leveraged or preserved. Initial assessments indicate a decrease in local biodiversity, with native flora and fauna suffering from the reduced quality of habitat and lack of active conservation efforts. This environmental degradation not only impacts the natural appeal of the park but also diminishes its potential as a site for ecological education and nature-based tourism, which are increasingly important draws for modern tourists.

An examination of visitor demographics and feedback highlights a disconnection between the park's offerings and the evolving preferences of tourists. Modern visitors seek dynamic, interactive experiences that engage their interests in culture, history, and sustainability. However, the park's current programming and exhibitions appear stagnant and disconnected from these themes, failing to captivate a diverse audience. This misalignment suggests a critical need for reevaluating and updating the thematic and educational components of the park to resonate more deeply with contemporary cultural and ecological tourism trends.

Addressing these challenges requires a multi-faceted approach that considers not only physical renovations but also strategic rebranding and repositioning of the park within the regional tourism landscape. By understanding the complex web of issues that have led to the current state of underutilization and decline, effective strategies can be formulated to transform the southern area of Jinzhou World Expo Park into a vibrant,

appealing destination. The goal is to create a space that not only attracts visitors for its aesthetic and recreational offerings but also educates and engages them in meaningful ways that highlight the unique cultural and ecological aspects of the region. This revitalization effort will not only enhance the park's status but will also contribute to the broader economic and social revitalization of the surrounding area, creating a sustainable model for similar projects in other regions.

## **2.2 Theoretical Underpinnings of Cultural and Ecological Tourism**

Understanding the theoretical underpinnings of cultural and ecological tourism is crucial for the successful revitalization of Jinzhou World Expo Park's southern area. These theoretical frameworks provide a foundation for exploring how tourism can be leveraged as a force for sustainable economic development, environmental conservation, and cultural preservation. Cultural tourism, at its core, involves visiting historical, artistic, and scientific sites, as well as festivals and events, which allow tourists to gain a deep appreciation of the culture, traditions, and practices of a place. Ecological tourism (or ecotourism), on the other hand, emphasizes responsible travel to natural areas, conserving the environment, and improving the well-being of local people.

Both forms of tourism are interconnected and offer substantial potential for Jinzhou World Expo Park, especially when considering the park's unique geographical and cultural context. The theoretical framework for this project is rooted in the principles of sustainable tourism which seeks to minimize tourism's negative impacts on the environment while maximizing its economic and social benefits. According to the United Nations World Tourism Organization (UNWTO), sustainable tourism should not only respect and preserve the ecological environment but also uphold the cultural integrity of the host community.<sup>[5]</sup>

The integration of cultural and ecological tourism involves several key theoretical concepts. One of these is the carrying capacity of a tourist destination, which is the maximum number of people that may visit a tourist location at the same time, without causing destruction of the physical, economic, and sociocultural environment and an unacceptable decrease in the quality of visitors' satisfaction. This concept is particularly relevant to the park's revitalization, as it emphasizes the importance of balance between visitor needs and the preservation of the park's cultural and ecological resources.

Another relevant theory is the concept of tourist gaze, as proposed by John Urry, which is the set of expectations that tourists place on local populations when they participate in tourism, viewing them with a sense of curiosity and desire for authenticity. This concept underscores the importance of creating authentic cultural experiences that are respectful and representative of local traditions while also being attractive to tourists seeking unique and genuine encounters.

In addition, the theory of destination lifecycle, or Butler's Tourism Area Life Cycle (TALC), describes the evolutionary stages that a tourist destination goes through from discovery to potential decline. According to this model, Jinzhou World Expo Park is at a critical juncture where strategic interventions are necessary to rejuvenate its appeal and prevent further decline. This model provides a useful framework for planning the interventions needed to shift the park's trajectory towards rejuvenation

and growth.

The implementation of these theoretical concepts in the context of Jinzhou World Expo Park involves developing attractions and activities that align with both cultural heritage and ecological sustainability. This includes creating educational programs that inform visitors about the local ecosystem and cultural history, developing guided tours that emphasize eco-friendly practices, and designing cultural festivals or events that celebrate and preserve local traditions while attracting tourists.

By grounding the project in these theories, the approach to revitalizing Jinzhou World Expo Park becomes a comprehensive strategy that not only enhances its appeal as a tourist destination but also ensures its sustainability for future generations. This theoretical approach helps to ensure that the park's development is economically beneficial, environmentally responsible, and culturally respectful, setting a standard for future projects in the realm of cultural and ecological tourism.

## **2.3 Comparative Analysis with Similar Global Initiatives**

The strategic rejuvenation of Jinzhou World Expo Park's southern area can greatly benefit from a comparative analysis with similar global initiatives that have successfully integrated cultural and ecological elements into their tourism and revitalization projects. Such a comparative study allows for the identification of best practices, innovative approaches, and potential pitfalls that can inform the planning and implementation of the park's redevelopment.

Globally, many cultural and ecological parks have undergone transformations that not only revitalized their spaces but also turned them into models of sustainable tourism. For example, the High Line in New York City, originally an abandoned railway track, was transformed into an elevated urban park that combines lush horticulture, art installations, and panoramic views of the city. This project not only revived an unused urban space but also boosted local businesses and improved community well-being. Similarly, Gardens by the Bay in Singapore offers another successful model, showcasing how integrating technological innovation with natural elements can create a unique and educational visitor experience that highlights sustainable practices.

Both these projects emphasize the importance of sustainable architectural and landscape design while promoting cultural narratives that resonate with both residents and tourists. Their success lies in their ability to offer diverse attractions — ranging from leisure and recreation to education and cultural enrichment — making them relevant and engaging for a broad audience.

From Europe, the transformation of Duisburg-Nord Landscape Park in Germany provides a distinctive example of how industrial sites can be repurposed into public spaces that celebrate industrial heritage while providing ecological benefits. This park creatively incorporates the site's industrial past into its landscape, using old furnaces, gas tanks, and water towers as features within the park, thus preserving history while also adapting to contemporary ecological needs.

These examples underline several key strategies applicable to the Jinzhou World Expo Park project. First, the importance of harnessing unique historical and cultural elements to provide a distinctive visitor experience that differentiates the park from

other destinations. Second, the need for integrating sustainable practices such as the use of native plants, water conservation measures, and sustainable materials in construction to ensure that the park's development is environmentally responsible. Third, these projects highlight the role of community involvement and stakeholder engagement in ensuring the success and sustainability of development projects.

By drawing lessons from these initiatives, Jinzhou World Expo Park can implement strategies that not only attract visitors through aesthetic and recreational offerings but also engage them in meaningful experiences that educate and inspire. Furthermore, by incorporating both global insights and local cultural specifics, the park can enhance its international appeal while celebrating its regional identity. This holistic approach will ensure that the park not only regains its vibrancy but also contributes to the broader goals of cultural preservation and ecological sustainability. This comparative analysis is essential, providing a rich foundation for designing a revitalized park that reflects best practices in cultural and ecological tourism while tailoring these to the specific context of Jinzhou.

## **Chapter Three: Implementation and Future Prospects**

### **3.1 Proposed Revitalization Strategies**

The revitalization of the southern area of Jinzhou World Expo Park encompasses a comprehensive suite of strategies aimed at transforming the neglected space into a thriving hub of cultural and ecological tourism. This transformation is centered on integrating sustainable design principles with innovative tourism attractions that not only enhance the visitor experience but also promote environmental conservation and cultural appreciation.

At the heart of the revitalization strategy is the redesign of the landscape to create a series of interconnected spaces that celebrate the unique ecological and cultural characteristics of the region. This involves the restoration of native habitats to boost biodiversity and the creation of thematic gardens that tell the story of the local flora and fauna. Each garden or zone within the park will be designed to offer educational insights into different ecological systems, providing visitors with interactive and immersive experiences. For example, a coastal marshland area could feature boardwalks that allow visitors to explore without disturbing the habitat, coupled with interactive displays that explain the importance of wetlands in coastal ecosystems.<sup>[6]</sup>

In addition to ecological restoration, the plan includes the construction of cultural pavilions and installations that reflect the rich heritage of Jinzhou and the surrounding region. These pavilions will serve as venues for art exhibitions, performances, and cultural festivals, which will draw visitors and foster a deeper connection with the local culture. By hosting events that showcase traditional crafts, music, and dance, the park will not only boost its attractiveness but also provide economic opportunities for local artisans and performers.

The integration of advanced sustainable technologies is also a key component of the park's redesign. This includes the implementation of green infrastructure such as rain gardens, permeable pavements, and solar-powered lighting, which will reduce the



park's environmental footprint and serve as a model for sustainable park management. These features will not only enhance the park's ecological function but also educate visitors about the importance of sustainable practices in urban settings.

Accessibility improvements are essential to ensure that the park is welcoming and accessible to all visitors. This includes upgrading pathways, improving signage, and ensuring that all areas are wheelchair accessible. Additionally, new amenities such as eco-friendly visitor centers, enhanced restroom facilities, and picnic areas will be added to improve the overall visitor experience and encourage longer stays.

The strategy also recognizes the importance of digital engagement in modern tourism. An updated digital presence, including a responsive website and a mobile app, will provide virtual tours, detailed maps, event schedules, and educational content about the park's cultural and ecological features. This digital engagement will extend the reach of the park's offerings, allowing visitors to plan their visits more effectively and interact with the park's resources before, during, and after their physical visit.

To ensure the success of these initiatives, partnerships with local universities, conservation organizations, and cultural institutions will be established. These partnerships will facilitate ongoing research, conservation efforts, and cultural programming, ensuring that the park remains a dynamic and engaging space for both residents and tourists.

Together, these strategies aim to reposition Jinzhou World Expo Park as a leader in sustainable and cultural tourism, providing a blueprint for other regions looking to revitalize their green spaces. By focusing on ecological integrity, cultural richness, and sustainable design, the revitalization plan not only aims to rejuvenate the park's landscapes but also to rekindle the community's pride and interest in their natural and cultural heritage. This holistic approach ensures that the park's transformation will contribute positively to the local economy, enhance biodiversity, and offer a valuable educational resource for visitors of all ages.

### **3.2 Implementation Plan**

The implementation of the revitalization strategies for the southern area of Jinzhou World Expo Park is planned as a multi-phased project, designed to ensure that development is sustainable, manageable, and minimally disruptive to the existing ecosystem and visitor experiences. This comprehensive plan includes specific timelines, resource allocation, and detailed action steps that are crucial for the seamless execution of the project.

The first phase of the project focuses on infrastructure improvements and the enhancement of accessibility features. This includes upgrading existing pathways, installing new signage, and ensuring all areas are accessible to visitors with disabilities. Critical infrastructure such as water, electricity, and internet services will be modernized to support new installations and future expansions. Initial groundwork will also involve the remediation of any environmental damage within the park, such as soil restoration and water purification, setting a healthy foundation for further ecological and landscape developments.

Simultaneously, a detailed design and planning stage will take place, involving

landscape architects, ecologists, cultural planners, and the local community. This stage will finalize the designs for thematic gardens, cultural pavilions, and interactive installations, ensuring that each element aligns with both the ecological goals and cultural objectives of the park. This collaborative approach guarantees that the revitalized park reflects the community's values and heritage while incorporating cutting-edge sustainable design practices.

Following the planning and initial infrastructure development, the second phase will commence with the construction of key attractions such as thematic gardens and cultural pavilions. This phase will be characterized by the careful integration of the new structures into the existing landscape to maintain ecological balance and enhance the natural beauty of the area. Special attention will be given to the use of sustainable materials and construction practices to minimize the environmental impact. Each new feature will be designed not only for visitor enjoyment but also for educational purposes, allowing guests to learn about local ecology and culture through immersive experiences.

In parallel with physical construction, a comprehensive marketing and community engagement strategy will be implemented. This strategy includes the launch of a digital platform that provides updates on the park's progress and upcoming events, as well as educational content about the park's features. Community engagement sessions will be held to keep local residents informed and involved in the park's development, ensuring that the project benefits the local community economically and socially.

The third phase involves the final touches and opening of the newly developed sections to the public. Before the official opening, a series of soft launches and preview events for local schools, community groups, and stakeholders will be conducted to gather feedback and make necessary adjustments. This phase also includes rigorous testing of all installations and facilities to ensure safety and functionality.

Post-launch, the focus will shift to the ongoing management and maintenance of the park, with continuous monitoring of the ecological health and visitor satisfaction. Feedback mechanisms will be established to allow visitors to report issues or suggest improvements, ensuring that the park remains responsive to the needs of its users. Additionally, periodic reviews of the park's features and attractions will be conducted to identify opportunities for further enhancements or new additions, keeping the park dynamic and engaging for repeat visitors.

Throughout all phases, sustainability remains a core principle guiding all decisions and actions. From the choice of materials and construction techniques to the daily operations of the park, every aspect will be designed to minimize environmental impact and promote conservation. By adhering to these principles, the revitalization of Jinzhou World Expo Park will not only enhance its appeal and usability but also contribute to the broader goals of environmental sustainability and cultural preservation. This structured and phased implementation plan ensures a systematic approach to transforming the southern area of the park into a premier destination for both tourists and local visitors, providing lasting benefits to the community and the region.

### **3.3 Monitoring and Evaluation**

The successful revitalization of Jinzhou World Expo Park's southern area requires a robust monitoring and evaluation framework to ensure that the project meets its goals and continuously adapts to new challenges and opportunities. This critical phase will focus on assessing the effectiveness of the implemented strategies, monitoring the park's ecological and cultural impacts, and facilitating ongoing improvements based on empirical data and visitor feedback.

The evaluation process will begin with the establishment of baseline data collected before the commencement of the project. This data will include current biodiversity levels, visitor numbers, local economic indicators, and community well-being metrics. Establishing these benchmarks is essential for measuring the project's impact over time, allowing for a clear assessment of improvements or declines in these areas.

Once the park is operational, a comprehensive monitoring system will be implemented to track a range of indicators. Environmental indicators will include the health of restored habitats, water quality measures, and the diversity and populations of native species. These metrics will help assess the ecological success of the project, ensuring that the park's environment is maintained and enhanced. Cultural and economic indicators, such as visitor satisfaction, cultural engagement levels, and the economic benefits to the local community, will also be tracked. These indicators will provide insights into the park's cultural appeal and its economic impact on Jinzhou and the surrounding region.<sup>[7]</sup>

Visitor feedback will play a critical role in the ongoing evaluation process. Surveys, interviews, and digital analytics tools will be used to gather data on visitor experiences, preferences, and suggestions for improvement. This direct feedback will be invaluable for adjusting and refining park offerings to better meet visitor expectations and enhance the overall user experience. In addition, social media monitoring and online reviews will provide real-time feedback and broader insights into public perception and the park's reputation.

The evaluation framework will also include periodic reviews conducted by a team of interdisciplinary experts, including ecologists, urban planners, cultural managers, and tourism specialists. These reviews will occur at regular intervals—annually at minimum—to provide an independent assessment of the park's development, management practices, and alignment with long-term sustainability goals. The findings from these reviews will be used to guide adjustments in management strategies and to inform future development phases.

Furthermore, the park's management will conduct impact assessments to explore broader socio-economic and environmental effects that may extend beyond the immediate boundaries of the park. This will include studying the park's influence on regional tourism, its role in promoting environmental education, and its contributions to cultural preservation and community cohesion.

This robust monitoring and evaluation framework will ensure that the revitalization of Jinzhou World Expo Park is not only a one-time improvement but a dynamic, ongoing process that continues to evolve based on solid evidence and community input. It will allow the project team to make informed decisions that enhance the park's sustainability, visitor satisfaction, and cultural and ecological

contributions. Ultimately, this structured approach to monitoring and evaluation will help solidify the park's role as a leading example of how integrated cultural and ecological tourism initiatives can drive urban and rural revitalization effectively.<sup>[8]</sup>

## **Chapter Four: Conclusion**

In concluding this study on the revitalization of Jinzhou World Expo Park's southern area, it is evident that a strategic integration of cultural and ecological elements can significantly enhance the appeal and utility of the park, providing substantial benefits to both the local community and broader regional tourism. The implementation of sustainable design principles, coupled with innovative attractions that reflect the unique cultural and ecological heritage of Jinzhou, has the potential to transform the park into a vibrant destination for visitors. This transformation not only aims to revive the park's aesthetics and functionality but also strives to foster economic growth, promote ecological sustainability, and enhance social cohesion. Through the careful execution of the proposed strategies and a rigorous monitoring and evaluation framework, the project demonstrates a commitment to ongoing improvement and responsiveness to visitor feedback, which is crucial for the long-term success of the park. The lessons drawn from global best practices and the adaptive strategies employed throughout the revitalization process provide valuable insights for similar projects worldwide, emphasizing the importance of community involvement, ecological responsibility, and cultural authenticity. Ultimately, the revitalization of Jinzhou World Expo Park serves as a model for sustainable development in urban and semi-urban areas, highlighting how thoughtful planning and community engagement can lead to successful outcomes that benefit both people and the planet. This study not only contributes to the academic field of urban planning and tourism but also offers practical guidance for policymakers and practitioners involved in the redevelopment of cultural and ecological spaces.

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