

beradi. Shu bilan birga, infrastruktura modernizatsiyasi va rivojlanishi, uzoq muddatda, davlatlarning global turizm bozoridagi o'rnini mustahkamlashga xizmat qiladi. Demak, MICE turizmini rivojlantirish uchun sifatli infratuzilma tashkil etish va uni doimiy ravishda takomillashtirib borish juda muhimdir. MICE turizmi uchun infratuzilma tadbir turizmini muvaffaqiyatli rivojlantirish va yirik xalqaro tadbirlarni jalb qilish uchun asosdir. Ushbu infratuzilmani yaratish va rivojlantirishga kompleks yondashuv mintaqaning raqobatbardoshligini oshirishga yordam beradi, shuningdek, ish o'rinlari yaratish va investitsiyalarni jalb qilish orqali iqtisodiyotga ijobiy ta'sir ko'rsatadi. MICE turizmiga bo'lgan qiziqishni kuchaytirish va ishtirokchilar va tadbir tashkilotchilarining ehtiyojlarini qondirish uchun innovatsion echimlarga sarmoya kiritishni davom ettirish, xizmat ko'rsatish sifatini yaxshilash va yuqori xizmat standartlarini ta'minlash muhimdir. MICE turizmini muvaffaqiyatli rivojlantirish uchun yuqori sifatli infratuzilma yaratish, transport, mehmonxona xizmatlari, kongress-markazlar va texnologik tizimlarni doimiy ravishda modernizatsiya qilish zarur. Shuningdek, davlat va xususiy sektor o'rtasidagi samarali hamkorlik, turizm sohasidagi barqarorlikni ta'minlash, yuqori malakali kadrlar tayyorlash hamda xalqaro hamkorlikni kuchaytirish, MICE turizmining rivojlanishiga katta hissa qo'shadi. MICE turizmi (Meetings, Incentives, Conferences, and Exhibitions) bugungi kunda nafaqat turizm, balki iqtisodiy rivojlanishning muhim sohalaridan biri hisoblanadi. Ushbu turizm turi muvaffaqiyatli amalga oshirilishi uchun yuqori darajadagi infratuzilma zarur. Transport tizimi, mehmonxona xizmatlari, zamonaviy konferensiya zallari, texnologik imkoniyatlar va barqaror ekologik yondashuvlar MICE turizmining muvaffaqiyatli rivojlanishida asosiy omillardir. Yaxshi rivojlangan infratuzilma MICE tadbirlarining samarali o'tkazilishiga yordam beradi, shu bilan birga, hududning iqtisodiy o'sishiga katta hissa qo'shadi. Bu turizm turi yangi ish o'rinlari yaratadi, mahalliy iqtisodiyotga yuqori daromadlar olib keladi va hududni global miqyosda tanitadi. Shuning uchun, MICE turizmi uchun infratuzilma rivojlanishi, nafaqat turistik soha, balki butun iqtisodiyotning mustahkamlanishiga turtki beradi.

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RESEARCH ON THE EMERGING BAZAAR TOURISM MODEL AND LOCAL ECONOMIC DEVELOPMENT IN CHINA

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Abstract: Under the dual impact of urbanization and the digital economy, contemporary bazaar in China have transformed from a singular economic function to a diversified and composite form, gradually incorporating emotional connections, social relationships, and cultural heritage. Particularly, through the "market + tourism" model, bazaar-type economy have achieved functional upgrades. This paper employs comprehensive methods such as literature review and case study analysis to explore the interactive mechanisms between bazaar and cultural tourism. The research findings are as follows: First, driven by operational innovation, government promotion, and consumption upgrading, markets have continuously evolved, forming five primary bazaar tourism types—rural traditional market-based, traditional cultural revitalization-based, nighttime economy-driven, rural revitalization-empowered, and youth creativity-aggregated. Second, by developing experiential tourism economies, bazaars have established a new

"economic-cultural-emotional" ecosystem. Third, the material form of bazaar has evolved from traditional stalls to cultural-tourism complexes, significantly boosting local economic development and labor employment.

Key Words: emerging bazaar tourism, local economic development, consumption upgrading

Introduction: Traditional bazaar primarily refer to the organizational form of commodity exchange and trade in eras and regions underdeveloped in terms of a commodity economy. Market-going was an essential activity for laborers to purchase goods and sustain daily life. With the innovation of business models and shifts in consumer preferences, traditional marketplaces have evolved from mere trading venues into multifaceted spaces that blend culture, experience, and social interaction, even becoming niche tourist destinations that attract travelers. This paper examines China's emerging bazaar tourism phenomenon, analyzing its operational models, economic spillover effects on local economies, and practical implications for stakeholders. By integrating case studies, I propose reasonable and actionable recommendations for bazaar operators and policymakers to fostering local economic growth and delivering superior visitor experiences through premium tourism products.

Main part: Literature review: The rural market has undergone an evolutionary process from primitive exchange to a modern marketplace, with its forms categorized into four types: irregular markets, periodic markets, permanent markets, and special markets (Fan, 1992). These categories reflect the trajectory of rural economies from spontaneous transactions to institutionalized and commercialized development. Modern rural markets now exhibit distinct spatial agglomeration characteristics, no longer evenly distributed across villages but increasingly concentrated in towns with better transportation infrastructure and larger scales. This agglomeration trend has given rise to a "central place market" model, with advantages including: reduced transaction costs, minimized transportation and time expenses, and improved circulation efficiency. Central place markets, with their larger transaction scales and denser commercial networks, accelerate agricultural product circulation, shorten production cycles, and expand market size (Christaller, 1998). Towns, serving as hubs for commodity distribution and primary processing, not only facilitate local agricultural trade but also drive economic linkages with surrounding villages, enhancing their economic spillover effects.

Stine (1962) examined the relationship between the mobility of market vendors and their sales range and profitability, offering an economic perspective on optimal market location planning. Sherry (1990) employed ethnographic methods, conducting fieldwork at the Dalton Valley Market in the Midwestern United States to explore the dynamic operational mechanisms and persistent characteristics of transactions in informal retail markets. The study found that market transactions exhibit significant social embeddedness, with market behavior driven not only by economic rationality but also deeply rooted in local cultural networks and social relational structures. The research highlights the limitations of traditional market theories in explaining transactional behavior, emphasizing the need to incorporate non-economic factors such as cultural cognition and psychological motivations. This demonstrates the cultural and social functions of markets beyond mere economic needs.

Wu (2008) and Mu (2007), adopting a historical sociology perspective, systematically investigated the evolution of rural market trade in China since the founding of the People's Republic, focusing on the interactive mechanisms between state political power and the rise and fall of markets. They argue that as the economy develops, the state gradually cedes power to markets and society, fostering a virtuous cycle in community market order development.

As research on markets expands, some scholars have examined market economies from a cultural tourism perspective (Li, 2011). Wu (2010), using the case of the Shanjiang Miao ethnic enclave in Fenghuang County, explored the dual impact of rural tourism development on the functional restructuring and cultural revitalization of traditional markets. The study found that tourism development facilitated the formation of a "scenic area-market" symbiotic system, with

eight scenic clusters—such as Miao Ren Gu and Wulong Mountain—emerging around Shanjiang, each generating annual revenues exceeding one million yuan. This transformation shifted traditional markets from purely commercial functions to "cultural-tourism leisure complexes." The research demonstrates how traditional cultural elements invigorate tourism economies, with intangible heritage products like Miao embroidery and silver jewelry achieving commercialized preservation through market channels, turning markets into core spaces for cultural performance and consumption. Simultaneously, tourist demand has expanded market spatial functions, creating a new model of cultural-tourism integration characterized by "morning market visits and afternoon sightseeing." Zhou & Zhou (2006) discussed ethnic tourism development can achieve dual objectives of dynamic cultural heritage preservation and sustainable community economic development through market mechanisms, offering a "culture-industry-space" trinity framework for rural revitalization.

Yang and Yan's (2024) case study integrated urban renewal with market tourism development, exploring the behavioral logic and internal mechanisms of multi-stakeholder participation in the touristic transformation of wet markets. The research indicates that the touristic transformation of wet markets is a process where various stakeholders co-create value through dynamic, multi-layered service exchanges and resource integration within specific contexts. In market renovation practices, governments prioritize preserving traditional urban vitality, improving quality of life, revitalizing public spaces, and safeguarding historical and cultural heritage (Zhang et al., 2021). Tourists are no longer passive recipients of products and services but actively integrate their operational resources into the production and consumption processes of destination environments, achieving resource synergy with other stakeholders through participatory interactions. The findings provide empirical insights for market renovations and urban renewal while offering theoretical foundations for deepening cultural-tourism integration and promoting high-quality tourism development (Malone, et al., 2018; Reichenberger, 2017).

Some scholars also point out that the deep integration of market economies and cultural tourism is tied to the cultural gene of nostalgia (Li et al., 2024). The cultural gene of nostalgia encompasses familial bonds, rural life, natural landscapes, architectural heritage, labor scenes, cultural memories, local festivals, and traditional crafts. Local cultural tourism can leverage place-based cultural memories, festivals, and folk customs to integrate with market economies.

Tan (2024), using the case of the Kaili Miao Embroidery Market, conducted field research and concluded that emerging internet technologies provide new platforms for the display and sale of Miao embroidery. Social media and e-commerce platforms have significantly altered the sales channels for these products.

With the rapid growth of social media, an increasing number of niche tourism destinations are being discovered and promoted. Tourists now seek differentiated, symbolic experiences, rejecting standardized tourism products.

Methodology: This study employs a comprehensive methodology integrating literature analysis, content analysis, and case investigation. Drawing upon the exemplary case database of new consumption development established after the issuance of the *Implementation Opinions on Expanding and Upgrading Consumption to Accelerate the Formation of a Strong Domestic Market* by China's National Development and Reform Commission (NDRC), I selectively analyze nationally representative market cases. These are further supplemented with manually curated cases from government bulletins, annual reports of the Ministry of Culture and Tourism, or authoritative media coverage featuring complete datasets. Through systematic data analysis and synthesis, this research identifies major emerging bazaar-type tourism destinations across China, examines their development models and distinctive characteristics, and explores how the "bazaar economy" can stimulate local cultural and tourism consumption potential. The findings provide actionable insights for rural revitalization and the integrated development of cultural tourism.

Results: This paper innovatively proposes five types of emerging bazaar economy tourism destinations and their development models, summarizing the economic characteristics of each marketplaces type. The table adopts a standard two-dimensional matrix structure, with the horizontal axis representing analytical dimensions—including representative cases, location, core features, development model, operating entity, and spillover effects in China, and the vertical axis listing specific case studies. The typology and development models of emerging bazaar economy tourism destinations are shown as below:

Emerging Bazaar Economy Tourism Destinations: Typology and Development Models						
Type	Representative Case	Location	Core Characteristics	Development Model	Operating Entity	Economic Impact
Traditional Rural Market	Jinan Zhonggong Grand Market	Jinan, Shandong	Century-old agricultural trade	Organic Growth + Government Upgrade	Township Management + Vendors	The periodic market, with an operational area of 15,000 square meters, houses over 800 stalls and can accommodate a daily foot traffic of 20,000 to 30,000 visitors. Vendors are increasingly adopting live-streaming platforms for promotional activities and sales.
	Yunnan Shaxi Ancient Town Market	Dali, Yunnan	Tea-Horse Road culture + Local produce	Cultural Tourism + Authenticity	Local Government + Artisans	The annual sales revenue of cultural and artistic products in the ancient town reached approximately 20 million RMB, while the per capita income of residents in the surrounding areas was about 50,000 RMB
Cultural Heritage Revival	Suzhou Shuangta Market	Suzhou, Jiangsu	Modern reinterpretation of Jiangnan folk culture	Cultural IP + Scene Marketing	Government + Professional Operator	During peak tourism periods, the ancient town receives a daily average footfall of nearly 20,000 visitors, generating a total daily revenue exceeding 180,000 RMB.
	Xi'an Yongxingfang	Xi'an, Shaanxi	Intangible cultural heritage food + folk experiences	Government-guided Marketization	Cultural Tourism Group	The intangible cultural heritage has been successfully transformed into cultural tourism products, generating 750 million video views on short-video platforms and an annual revenue of approximately 30 million RMB.
Night Economy-Driven	Changsha Yangfan Night Market	Changsha, Hunan	Street food + Livestreaming culture	Digital Empowerment + Social Media	Spontaneous Market + Government Regulation	The night market operates over 1,000 Douyin (TikTok) and Xiaohongshu (Little Red Book) accounts, hosts more than 500 stalls, and provides over 1,300 local employment opportunities, with a daily footfall averaging 40,000 visitors.
	Chongqing Hongyadong Night Market	Chongqing	Light installations + Mountain City culture	Cultural IP + Scene Marketing	State-owned Enterprise	During holidays, single-day visitation peaks at 100,000, with 60% of consumption occurring at night, contributing significantly to the city's total retail sales of consumer goods.
Rural Revitalization	Songyang Old Street	Lishui, Zhejiang	Ming-Qing architecture + Agricultural market	Government-guided Industrial Chain	Cooperative + Village Collective	The integration of agriculture and cultural tourism has encouraged greater villager participation in rural construction projects.

	Qiandongnan Miao Embroidery Market	Guizhou	Ethnic minority handicraft experiences	Cultural IP + Rural Revitalization	Village Collective Enterprise	Interactive development among tea production, ethnic handicrafts, and specialty industries has generated employment for over 3,000 villagers from surrounding communities while stimulating growth in aquaculture and crop cultivation across nearby villages.
Youth Innovation Hub	Chengdu LUXE Lakeside Market	Chengdu, Sichuan	Art installations + Trunk sale culture	Marketization + Community Economy	Developer + Creative Team	The market has organized 17 curated bazaar events, attracting 600+ brand founders, 100+ Xiaohongshu influencers, and 510,000 young visitors, with media impressions reaching 131 million.
	Beijing Longfusi Creative Market	Beijing	Avant-garde art + Subculture	Digital Empowerment + Crossover	Cultural Park Operator	By establishing itself as a trend-driven cultural-social space, it has driven robust sales of avant-garde cultural-creative products.

Discussion: Traditional rural periodic markets exemplify the enduring vitality of proto-commercial spaces. These centuries-old cyclical marketplaces have maintained substantial visitor volumes to date. Their developmental trajectory suggests that contemporary cultural tourism development should respect organically evolved spatial usage patterns, with governmental intervention prioritizing infrastructure enhancement over commercial format replacement.

The culturally revitalized market model essentially constitutes a symbolic reconstruction of traditional urban market spaces through modern design approaches. Such markets typically adopt a "government-guided, professionally-operated" governance model, preserving local architectural fabric while incorporating interactive elements including intangible cultural heritage exhibitions and artisanal workshops.

Nighttime economy-driven markets demonstrate distinct digital characteristics, with their spatial production logic manifesting a novel commercial ecosystem where "online engagement fuels offline consumption."

The developmental practices of rural revitalization-empowered markets indicate that cultural-tourism integration significantly facilitates industrial upgrading in rural areas.

Youth-oriented creative markets reflect the cultural preferences of Generation Z consumers. Research findings indicate that sustaining content innovation to attract younger demographics constitutes the critical factor in maintaining the popularity of such marketplaces.

Conclusion: Enhancing bazaars quality requires establishing a "tripartite collaborative" governance system involving government, vendors, and organizers. Firstly, governments should strengthen policy guidance and dynamic supervision by formulating scientific market access standards, optimizing business environment policies, and establishing digital monitoring platforms for real-time risk control. Secondly, vendor communities need to conduct operational innovation and self-discipline management, including developing distinctive products, improving service skills, and establishing self-regulatory organizations to standardize business practices. Lastly, organizers must improve infrastructure and supporting services, focusing on optimizing spatial layouts, sanitation systems, smart payment facilities, and introducing professional management teams to enhance operational efficiency (Liu & He, 2024).

At the implementation level, governments should deeply integrate local cultural and tourism resources to design personalized, experiential, and interactive bazaar tourism products. For instance: developing immersive workshops based on intangible cultural heritage techniques, creating contextualized consumption scenarios rooted in agrarian culture, enabling tourists to gain emotional resonance and cultural identity through participation, thereby meeting their differentiated demands for "novel, unique, and distinctive" tourism experiences (Liu & Li, 2021). Currently, tourist perceptions of bazaar tourism remain at a superficial "check-in consumption" stage, with its cultural connotations and experiential values yet to be fully unlocked. Although local governments have begun constructing socialized communication matrices (e.g., short video promotions, KOL collaborations), their in-depth empowerment of market tourism—including IP incubation, industrial chain extension, and digital technology application—is still in its nascent phase. Future strategies should involve upgrading cultural narratives, implementing service quality certification, and establishing community participation mechanisms to systematically build sustainable attractiveness and core competitiveness for market economy tourism destinations.

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