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Pathways for Quality Improvement and Upgrading of Industrial Heritage Tourism: A Case Study of the Chongqing 816 Project

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Abstract: Industrial heritage tourism is an important lever for old industrial cities to preserve cultural heritage and industrial transformation, and it also provides distinctive support for Chongqing's efforts to build a world-renowned tourist destination. This paper first reviews the overall development status of industrial heritage tourism in Chongqing from three dimensions: resource endowment, policy framework, and development outcomes. It points out common problems such as uneven activation levels, insufficient value exploration, and weak regional linkage. On this basis, taking Project 816 as a representative case study, the paper systematically reviews its tourism development process and operational status, summarizes four core advantages—resource scarcity, policy support, brand influence, and spatial carrying capacity—and analyzes practical difficulties such as homogeneous product forms, shallow cultural narrative, weak service support, and insufficient industrial integration. Finally, it proposes targeted strategies for quality upgrading in four areas: product system upgrading, cultural narrative deepening, service support improvement, and industrial integration expansion. The aim is to provide practical ideas for the high-quality development of the Project 816 Scenic Area and to provide a reference for the tourism revitalization of similar industrial heritage sites in Chongqing.

Keywords: Industrial heritage tourism; Project 816; Quality upgrading; Third-line Construction; Culture-tourism integration

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1. Introduction

Industrial heritage embodies the development trajectory of industrial civilization and urban memory, and carries multiple values—historical, technological, cultural, and social [1]. With the deepening of China's industrial transformation and urban renewal, the protection and utilization of industrial heritage has shifted from "preservation of physical remains" to "living transmission of values." As a new tourism format integrating historical science popularization, red education, and cultural experience, industrial heritage tourism has become an important growth pole for the high-quality development of the cultural

tourism industry [2,3]. As an important birthplace of modern industry in China and a core area of Third-line Construction, Chongqing has abundant, diverse, and high-grade industrial heritage resources. Among them, Third-line military industrial heritage is a distinctive marker in the national industrial heritage system [4].

In recent years, Chongqing has vigorously promoted the protection and tourism revitalization of industrial heritage and has achieved phased results. However, it remains at a primary stage of development, and its resource advantages have not yet been fully transformed into industrial advantages. As the world's largest man-made cavern project and a benchmark of Chongqing's Third-line nuclear industrial heritage, Project 816 is highly typical and demonstrative in terms of its tourism development process, existing problems, and upgrading paths. Based on this, this paper starts from the macro background of industrial heritage tourism development in Chongqing, focuses on the case of the Project 816 Scenic Area, adopts qualitative research methods, reviews the development status, assesses core advantages, analyzes practical difficulties, and proposes upgrading paths. It aims to promote the scenic area's transformation from "resource-driven" to "value-driven" and to provide a sample reference for the overall quality improvement of industrial heritage tourism in Chongqing.

2. Current state of industrial heritage tourism in Chongqing

2.1. Rich resource endowment and prominent third-line heritage features

Chongqing is one of the cities in China with the most complete industrial categories. Its industrial development has spanned four important stages: inland relocation during the War of Resistance Against Japanese Aggression, Third-line Construction, reform and opening up, and industrial transformation. It has accumulated rich and numerous industrial remains. As of 2025, the city had identified 180 industrial remains, covering military, shipbuilding, chemical, machinery, energy, and other sectors. Twenty were designated as municipal-level industrial heritage sites, and seven were listed as national industrial heritage sites, placing Chongqing among the leading cities in western China by total number.

In terms of resource characteristics, Third-line Construction industrial heritage is Chongqing's most recognizable and representative core resource [5]. As a core area of national Third-line Construction, Chongqing gathered a large number of military and heavy industrial projects, forming Third-line heritage clusters mainly composed of cave workshops, concealed factory areas, and supporting residential areas. These not only preserve complete industrial production facilities but also carry the Third-line spirit of "hard struggle and selfless dedication." They possess historical value, technological value, and red education value, and serve as the core foundation for Chongqing's industrial heritage tourism development. In addition, Chongqing also has diverse types of heritage, including military industrial heritage from the War of Resistance Against Japanese Aggression, modern national industrial heritage, and modern industrial heritage after Chongqing became a municipality directly under the Central Government, forming a well-structured and distinctive resource system [6,7].

2.2. Gradually improving policy system and basically formed development pattern

In recent years, Chongqing has attached great importance to the protection and utilization of industrial heritage and has built a policy implementation system featuring "municipal-level coordination + district/county-level implementation." At the municipal level, policy documents such as the *Work Plan of Chongqing Municipality for Promoting the Protection and Utilization of Industrial Heritage in Old Industrial Cities*

and Creating "Living Showbelts" and the *Directory of Chongqing Industrial Remains for Protection and Utilization (2025 Edition)* have been issued. A full-process management system for the identification, protection, and utilization of industrial heritage has been established, and development goals such as creating premium industrial heritage tourism routes and building industrial tourism demonstration bases have been clearly proposed. Districts and counties have also issued supporting implementation plans based on their own resource characteristics to promote the implementation of industrial heritage projects.

In terms of spatial layout, Chongqing has gradually formed an industrial heritage tourism development pattern of "one core, three belts, and multiple points." The "one core" refers to the core cultural tourism area of industrial heritage in the central urban area, which relies on projects such as Eling No. 2 Factory and the Chongqing Industrial Culture Expo Park to create an urban industrial cultural and creative leisure cluster. The "three belts" refer to industrial heritage tourism belts along the Yangtze River, along the Jialing River, and in the Third-line Construction areas of southeastern Chongqing, connecting riverside industrial remains and Third-line military projects. The "multiple points" refer to distinctive industrial heritage projects distributed across districts and counties [8], represented by Project 816 and the old site of Chongqing Iron and Steel Company, forming node-based support for differentiated development [9].

2.3. Initial development results but overall still at a primary stage

Driven by both policy and market demand, the development of industrial heritage tourism in Chongqing has gradually shown results. At present, the city has two national industrial tourism demonstration bases—the Project 816 Relic Site and the Chongqing Industrial Culture Expo Park [10]. It has cultivated a number of industrial cultural tourism landmarks, including Eling No. 2 Factory Cultural and Creative Park, Jianchuan Museum, and the Chongqing Memorial Hall for the Southward Relocation of Palace Museum Cultural Relics. Visitor numbers and comprehensive revenue from industrial heritage tourism have continued to grow, making it a new highlight of Chongqing's cultural tourism industry [11,12].

Overall, however, Chongqing's industrial heritage tourism remains at a critical stage of quality upgrading and faces several common problems. First, activation levels are uneven. Most projects still focus on static sightseeing and simple exhibitions, with insufficient supply of immersive and experiential products. Second, value exploration is not deep enough. The connotations of industrial culture and industrial spirit have not been fully explored, and cultural narratives remain superficial. Third, regional linkage is insufficient. There is a lack of route connection and visitor-source sharing among scenic areas, and no cluster development effect has been formed. Fourth, supporting facilities are weak. Some industrial heritage sites are remotely located, and transportation, services, and other supporting facilities are incomplete, restricting quality improvement. These problems are particularly prominent in suburban military industrial heritage sites such as Project 816 [13–15].

3. Current tourism development and core advantages of the Project 816 Scenic Area

3.1. Development history and operational status

Project 816 is located in Baitao Subdistrict, Fuling District, Chongqing. It was the largest nuclear industry cavern project by investment during China's Third-line Construction period and is currently the largest known man-made cavern complex in the world. Construction began in 1966, and tens of thousands of builders spent 18 years carving it out inside a mountain. The caverns contain 18 large chambers and more

than 130 adits, tunnels, and shafts, with a complex and ingenious structural design [16]. It is known as the "Underground Great Wall." The project was officially declassified in 2002, and in 2010 the main reactor area was opened to the public as a tourist attraction, beginning its path of industrial heritage tourism revitalization.

Over the past decade or more, the scenic area has developed steadily, and its brand level has continued to rise. In 2019, it was rated as a national 4A-level tourist attraction. In 2023, it was selected as a second-batch National Industrial Tourism Demonstration Base. In 2026, the former living area of Plant 816 was recognized as a third-batch historical and cultural block of Chongqing, forming an overall protection and utilization pattern of "underground cavern relic + aboveground living block." In terms of operations, the scenic area has developed core products such as cavern sightseeing, Third-line Construction research and study, and red Party-building education, supported by basic interpretation, themed dining, and simple cultural and creative retail. It receives approximately 900,000 visitors annually, mainly from Chongqing and neighboring provinces and cities, covering diverse groups such as family sightseeing visitors, research and study travelers, Party-building education groups, and history enthusiasts. It is a nationally known Third-line military-themed tourist destination [17,18].

3.2. Core development advantages

First, resource scarcity and uniqueness are prominent. Project 816 is the only Third-line nuclear industry cavern relic site open to the public in China and the world's largest man-made military cavern project. Its scale, construction technology, and historical background are non-replicable. It combines the technological value of the nuclear industry, the historical value of Third-line Construction, and red spiritual value. With high resource grade and strong recognizability, it is the most monopolistic core resource in Chongqing's industrial heritage system and constitutes the core attraction of the scenic area's tourism development.

Second, multi-level policy support is superimposed. Policy dividends from the national to local levels provide solid guarantees for the scenic area's development. At the national level, policies on industrial heritage protection and industrial tourism development explicitly support the revitalization and utilization of military industrial heritage and the development of research-study products. At the municipal level, Project 816 has been included in the core layout of Chongqing's industrial heritage tourism development and is a key project in the construction of the "Living Showbelt." At the district level, Fuling District regards it as a leading project in the cultural tourism industry and gives key support in infrastructure construction, brand promotion, and financial support, forming synergistic policy support [19,20].

Third, brand influence continues to rise. With its unique resource endowment, Project 816 has become an iconic IP of Chongqing's industrial tourism and red tourism. It has successively received honors such as National Industrial Heritage, National Primary and Secondary School Research and Study Practice Education Base, and Chongqing Patriotism Education Base. The labels "underground nuclear project" and "Third-line Construction" have natural communication advantages on short-video platforms and cultural tourism self-media. Topic popularity continues to rise, and market awareness and recognition keep improving, providing a good foundation for brand upgrading.

Fourth, there is ample potential for spatial expansion. The scenic area has a dual spatial structure of "underground caverns + aboveground blocks." The core underground cavern space has a unique structure and is suitable for creating immersive, scenario-based experience projects. The aboveground living area retains the complete architectural style of the Third-line Construction period, including workers'

dormitories, schools, canteens, and auditoriums. It can accommodate diverse business forms such as dining, accommodation, cultural and creative products, and leisure, providing sufficient spatial carriers for the scenic area's transformation from single sightseeing to composite leisure.

4. Practical dilemmas in tourism development of the Project 816 Scenic Area

4.1. Homogeneous product forms and insufficient depth of experience

At present, tourism products in the scenic area still center on traditional static sightseeing. Cavern tours mainly adopt the model of "walking tours + graphic panels + basic interpretation." Exhibition content focuses on project scale and equipment display, and interactive and participatory projects are seriously lacking. The application of digital technology is relatively low, and there is a lack of product forms such as scene restoration, immersive performances, and simulated experiences. Most visitors engage in "check-in" style tours, with an average visit duration of less than two hours, making it difficult to deeply experience the historical atmosphere of Third-line Construction and the technological charm of the nuclear industry. At the same time, the business structure is relatively homogeneous. Ticket revenue accounts for an excessively high proportion, while supporting businesses such as dining, cultural and creative products, and entertainment are few in number and weak in distinctive features. Their integration with industrial culture is also low, failing to effectively prolong visitors' stay. Repeat visitation and consumption conversion rates are low.

4.2. Shallow cultural narrative and insufficient value transmission

The scenic area has not explored the cultural connotations of industrial heritage deeply enough. Its historical narrative is macro-oriented and material-centered, lacking warmth and depth. On the one hand, exhibition content mostly focuses on material dimensions such as building structures and equipment parameters, while insufficiently exploring deeper cultural connotations such as the historical background of Third-line Construction, builders' stories of struggle, and the national mission of the nuclear industry. There is a lack of concrete personal stories and historical details, making it difficult for visitors to form emotional resonance. On the other hand, touring routes lack a clear storyline connection, and the content of each visiting node is relatively independent. A complete narrative chain of "historical context–project construction–spiritual inheritance" has not been constructed. As a result, visitors' perception of the Third-line spirit remains at the superficial impression of "shocking" and "spectacular." The deep transmission of cultural value is insufficient, and it is difficult to form lasting cultural identity and memorable points.

4.3. Weak service support and constrained visitor experience

Restricted by location and development stage, the scenic area's service support system is incomplete, becoming a prominent shortcoming constraining the improvement of visitor experience. In terms of transportation, the scenic area is about 120 kilometers from central Chongqing. Public transport connections are inconvenient, and there is a lack of direct tourist routes. Visitors are highly dependent on self-driving, and the round-trip time cost is high, which to some extent limits the in-depth expansion of the central urban source market. In terms of interpretation services, the number of human interpreters is limited, and interpretation content is standardized and homogeneous, making it difficult to meet the differentiated needs of research-study groups, history enthusiasts, and other visitor groups. The smart guide system has incomplete coverage and limited functions, and cannot effectively supplement interpretation services. In terms of basic supporting facilities, the layout of rest facilities, sanitary

facilities, and commercial service points inside the caverns is unreasonable. Reception capacity during peak periods is insufficient, and visitor comfort needs improvement.

4.4. Low industrial integration and unsatisfactory comprehensive benefits

The scenic area's industrial development remains at a primary stage, with a short industrial chain and low integration. Comprehensive economic and social benefits have not been fully realized. From the perspective of internal industrial structure, the "ticket economy" is prominent, and secondary consumption accounts for a low proportion. Cultural and creative product development lags. Existing products are mostly generic souvenirs and lack distinctive, high-quality products based on the Project 816 IP, resulting in low cultural added value. From the perspective of regional industrial linkage, integration with surrounding areas is insufficient. The scenic area has not formed route linkages with natural and cultural scenic areas such as Wuling Mountain Great Rift Valley and Baiheliang Underwater Museum in Fuling, nor has it effectively driven the development of surrounding rural tourism, dining, accommodation, and other related industries. Its radiating and driving capacity is limited. In addition, the scenic area has not fully given play to its functions in industrial science popularization, cultural dissemination, and social education, and the transformation of comprehensive value is insufficient.

5. Implementation paths for quality upgrading of tourism in the Project 816 Scenic Area

5.1. Building a tiered and diversified product system to promote the transition to immersive experiences

Using "caverns + blocks" as the spatial carrier, a tiered product system of "core sightseeing + in-depth experience + theme-derived products" should be built to promote the scenic area's transformation from static sightseeing to immersive experiences. First, core sightseeing products should be upgraded. The touring routes inside the caverns should be optimized, and digital technologies such as AR, VR, and holographic projection should be used to restore nuclear industry production scenes and historical images of Third-line Construction, transforming static exhibitions into perceptible, interactive historical scenes and enhancing the immersion and storytelling of sightseeing. Second, interactive experience formats should be expanded. Relying on the spatial characteristics of the caverns, experience projects such as simulated operations, escape-room exploration, and immersive live-action performances should be developed. Combined with the aboveground historical block, formats such as Third-line-themed scripted role-playing games, nostalgic life experiences, and military-themed research camps should be created to enrich visitor participation. Third, tiered thematic products should be developed. A parent-child science popularization route should be created for family visitors, a Third-line Construction thematic curriculum system should be designed for research-study groups, and an immersive red education route should be created for Party-building groups, covering the differentiated needs of diverse visitor groups.

5.2. Deepening third-line cultural narrative and strengthening empathic value transmission

The cultural connotations of Project 816 should be deeply explored, and a story-based and scenario-based cultural narrative system should be built to achieve the transformation from "displaying the project" to "transmitting the spirit." First, a complete storyline should be constructed. The development principal line of "historical mission–project construction–declassification and transformation–living inheritance" should

be sorted out, and builders' stories of struggle, technological breakthroughs of the project, and the national significance of the nuclear industry should be integrated into visiting nodes. Through figure sculptures, scene restoration, oral history audio, and thematic exhibitions, history can be made concrete and perceptible, enhancing visitors' emotional resonance. Second, thematic touring routes should be created. Around three themes—"Underground Great Wall: Engineering Miracle," "Third-line Years: Home and Country Sentiments," and "Nuclear Science Exploration: Industrial Wisdom"—routes with different emphases should be designed to match different visitors' cultural needs. Third, cultural communication methods should be innovated. An exclusive IP image for Project 816 should be created, and series content such as "Oral Histories of Builders" and "Cavern Exploration" should be launched through short-video platforms. Themed activities such as the Third-line Cultural Festival and Industrial Heritage Forum should be held regularly to strengthen cultural communication power and social influence.

5.3. Improving full-chain service support and enhancing the quality of visitor experience

Focusing on the entire visitor journey, the shortcomings in service support should be addressed to comprehensively improve visitor comfort and satisfaction. In terms of transportation services, transport connections with central Chongqing and the Fuling urban area should be strengthened, holiday tourist express buses should be launched, and facilities such as parking lots, new-energy charging piles, and self-driving campsites should be improved to optimize the self-driving visitor experience. At the same time, shuttle buses between the scenic area and surrounding key scenic areas should be opened to facilitate regional tourism linkage. In terms of interpretation services, a diversified service system of "human interpretation + smart guide + thematic lectures" should be built. The number of professional interpreters should be increased, and interpretation content at different levels—general, research-study, and in-depth versions—should be developed. The smart guide system should be upgraded to meet the interpretation needs of different groups. In terms of basic supporting facilities, the layout of rest areas, viewing platforms, and sanitary facilities inside the caverns should be optimized. Themed cultural and creative shops and specialty dining outlets should be added. During peak periods, temporary service points and staff should be increased to improve the scenic area's reception capacity and service quality.

5.4. Promoting industrial integration and improving comprehensive development benefits

The industrial chain should be extended, and industrial integration should be promoted to realize the scenic area's transformation from a "ticket economy" to a "comprehensive consumption economy." First, cultural tourism consumption formats should be enriched. Relying on the Project 816 IP, military-themed cultural and creative products combining cultural connotations and practicality should be developed. Distinctive formats such as Third-line-themed dining, nostalgic homestays, and industrial-style cafés should be created to cultivate growth points for secondary consumption. Second, scenarios for industrial integration should be expanded. Industrial heritage spaces should be used to develop new formats such as team-building and conferences, film and television shooting, industrial science popularization, and national defense education, improving resource utilization efficiency and industrial added value. Third, regional coordination and linkage should be strengthened. The scenic area should actively integrate into the construction of the Chongqing industrial heritage tourism corridor and work with surrounding scenic areas such as Wuling Mountain Great Rift Valley and Baiheliang Underwater Museum to create combined tourism routes of "industrial heritage + natural sightseeing +

cultural history." Combined ticket products should be launched to achieve visitor-source sharing and market win-win, enhancing the scenic area's comprehensive economic benefits and social radiating power.

6. Conclusion

Chongqing has a rich and distinctive industrial heritage resource endowment. In recent years, its tourism development has achieved initial results, but overall it remains at a primary stage of development, and the need for quality upgrading is urgent. As a benchmark of Chongqing's Third-line military industrial heritage, Project 816 has scarce resource endowment, a favorable policy environment, continuously rising brand influence, and ample spatial expansion potential. It possesses core advantages for high-quality development, but at the same time faces practical difficulties such as superficial product experience, insufficient cultural transmission, weak service support, and low industrial benefits.

For Third-line military industrial heritage, the core of quality upgrading lies in achieving the progressive transformation of "resource–experience–value." It is necessary both to preserve the historical foundation of industrial heritage and to respond to the upgrading trend of cultural tourism consumption. Through product innovation, cultural deepening, service optimization, and industrial integration, the multiple values of industrial heritage can be activated. The quality upgrading path of Project 816 can not only provide a practical direction for its own development but also offer referential ideas for the tourism revitalization and value enhancement of similar Third-line industrial heritage in Chongqing and across China, helping industrial heritage achieve a virtuous cycle of protection and utilization.

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Disclosure statement

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