

Chapter 1

Introduction

In China's totally tourism marketing, the Guilin distance in order to achieve the objectives of the "international tourist destination" and it still exists many problems. Guilin tourism imperfect mainly reflected in the management of the system. The structure of the tourism industry, tourism consumption structure, and the tourism industry in the promotion of the advertising should be optimize, so need following under 5 point:

1) The tourism management of mechanism performance is very low. "Guilin is carried out in 1998 cities to merge"⁽¹⁾, through the integration about scattered between with regional management and local governments. Make Guilin's different resources are shared together. Rebuild perfect management system of the tourism industry. Although Guilin once many years development, but its remains to be perfect management system. First of all, on the concept of industry development, the center leadership not forms a unified agreement; Located in Guilin city development and how to improve industry development lack have unified planning and strategic planning. Second, the government department of management function between with repeats and administrative efficiency should be improved and optimized. In the understanding of the strategic development of "LiJiang river" resources, that's using the old system for many years. Make about the LijJang tourism operation and management in the various departments of power and responsibility divided not clear; Third, in the history of tourism industry development. The government should be act an

¹ ⁽¹⁾ *The combined city is the original meaning of construction wants to reform the county system through the city to strengthen the city center. But with the external economic environment has changed, the city tube county system has exposed a lot of drawbacks.*

https://en.wikipedia.org/wiki/Land_consolidation)

leader role, and them to do is not enough, also should not dominate each places too much administrative intervention, miscarriage of justice to give full function to the difference role in the market.

2) The tourism industry structure is incorrectness.

Because tourism products to dominate the Guilin tourism for a long time, makes the past good grades now the development of the burden. "JIA TIAN XIA" (甲天下)⁽²⁾ brand to become the constraints of Guilin tourism industry transformation. According to the statistics, during the period of the China "Five-year-plan"⁽³⁾ in Guilin has a total of 69 developments and planning of tourism products. Purpose of a single product 29 types, accounted for 42% of the total number; sightseeing leisure products (lack of resort facilities) 28 types, and accounted for 40.6% of the total number. Dominant is the purpose of the product. With ecological, sports and leisure, business, conference and exhibition, those are the high additional value of tourism products, such as accounts for less than 30% market share. However, when tourism comes to Guilin, only make visitors thinking of the "three mountains (Diecai Mountain, Fubo mountain, Xiangbi mountain), two holes (Qixing rock, Ludi rock) and a river (Lijiang river)".

² (2) *JIA TIAN XIA, 甲天下, means like 'Number one in all over the world.'* Guilin tourist keeps lone time calling self-natural scenery No.1 in the world that was famous.

⁽³⁾ *Five-year plan: China's in each five years when since 1953 in a period of time to make the country's medium-term plan, the first "five-year plan", referred to as "contents", and so on. Is the full name of "tenth five-year plan" period, the People's Republic of China national economic and social development 10th five-year plan outline. Starting and ending time of the "tenth five-year plan" period: 2001-2005.*

http://baike.baidu.com/link?url=uAeKDzXm9SVepIhRNwGVu6qgPeDr1LJUP7aFeN28Ix57x98LXcbiiDwA4Chggn7xqvDG9atOuzgp57ibeJe7fwFRRwm-zPf6A2Vsi6kpbu_

3) The tourism consumption structure is not definite.

In the tourism consumption is the focus of the tourism industry the most added value. Act an important role in the development of the tourism industry. It also is an important measure tourists to tourism destination approved or not. Guilin tourism all related "food, accommodation, sightseeing, tour, shopping and entertainment" and between with six kinds of structure elements lack of macro policy guidance. The tourism experiences, and tourism insufficient length are not over a night. Tourists in Guilin tour time is shorter, resulting in tourism revenue of medium, commercial income proportion is low, simple sightseeing tour, tourists average consumption is low, restrict the promoting function of Guilin's tourism economy.

4) The city impression lack overall of marketing ability.

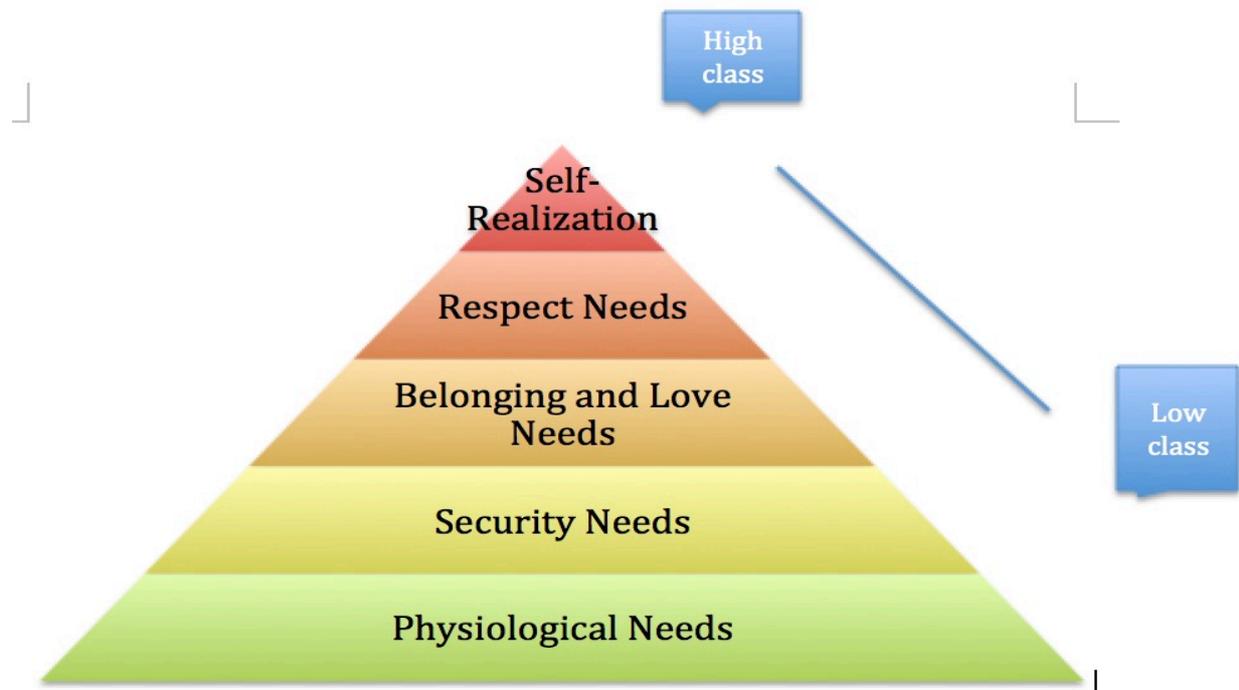
In the aspect of tourism marketing, Guilin is the lack of overall marketing strategy. Insufficient mainly embodied in the following three aspects: first, lack of overall urban marketing; Second, has a good reputation and famous tourist brand has not been formed; Third, propaganda way and publicity need to strengthen. At the same time, in the "road traffic, luxury hotels, senior exhibition center cities such as relative lag of hardware construction, tourism management and comprehensive service level is not high, the problem such as industrial agglomeration force is not strong".

5) Tourism products are difficult to meet the demand of diversification.

With the economy development, that income structure and tourist demand diversity gradually highlights. Tourists also gradually formed on the tourism market of different consumption demand. The tourism products design and positioning should consider different consumer demand. In order to meet the different types of consumption subject: first of all, whether in domestic tourism, or travel abroad, increasingly diversified demand is an objective situation, tourism product development should be based on meet the demand of diversity;

Second, from more and more distinctive landscape cave domestic products challenge, visitors there are other Chinese provinces competitive shunt; Finally, the market diversification and Guilin purpose of service, there are products on the supply and demand is not completely correspondence, imbalance of product structure leads to structural shunt customers.

Fig1-1 the demand levels structure of Maslow



Maslow hierarchy theory follows: to a certain extent, reflects the common law of human behavior and psychological activity. Maslow pointed out the need of the people is the development from junior to senior, this trend basically in conformity with the need to law of development, people are lurking in five different levels of need, but at different times of the different needs of urgency is different.

Therefore, Guilin tourism industry needs to reverse the sightseeing tourism still dominant phenomenon, from elementary to advanced casual "landscape" tourist travel marketing into upgrade and optimization.

1.1 Importance of Subject and Purposes

At present, China's tourism industry is gradually from the common to visit and travel

patterns, and turn to leisure tourism as the main mode. The development of leisure tourism in enlightenment period, Chinese scholars for the research, there are both in the foundation in theory and in time. It is not clear in a state. Reference some research follow the basis leisure tourism theory. About those paper mainly on basis theory that consumer behavior of the demand, theory of supply and demand in economics tourism, and than through the development of Guilin tourism. Guilin's environment and discusses contact background of Guilin tourism products transformation from normal tourism. Tourism products should be necessity transformation to leisure travel. The tourist enterprise operators and managers should be learning from subjective consciousness to the economic and social development to a certain extent, also a trend in the development of leisure tourism inevitably. Secondly through the study of the causes of Guilin tourism products transformation and transformation conditions prompt Guilin tourism products transformation strategy. To other tourist destination of tourism development and tourism enterprise management provide constructive guidance, but also for China's tourism sustainable development provides an innovative mode.

Look from my research data analysis, the leisure tourism in this area of research in academic circles, there is a dumbbell structure as shown in figure 1-2: over the years, China's tourism industry has entered a period of rapid growth. Tourism as a tourism products meet people's spiritual needs, to the attention of the scholars, sightseeing tourism is more and more attention; In recent years, due to the development of social economy, leisure has become the people's life agenda, tourism as an important form of leisure, and was deeply loved by Chinese scholars. So that leisure tourism research constantly increasing. However, as the transformation of the society as a whole, tourism is faced with vitality. In academia, for from sightseeing tourism, to the middle level of the transformation of leisure tourism research rarely. Although for the cause of the transformation and transformation of the way all associated, but just a few descriptions, study is not very deep. And research of this paper is a part of the weak link, in order to transform as the breakthrough point of the leisure tourism research, analyzes the reasons and ways of tourism products transformation, with the

implementation of prove the inevitable choice of tourism transformation, then stand in the perspective of global travel direction of wear products and strategy. The goal is to use the theory of correlation, from one point to the full, provide a reference for the future of the leisure tourism research value.

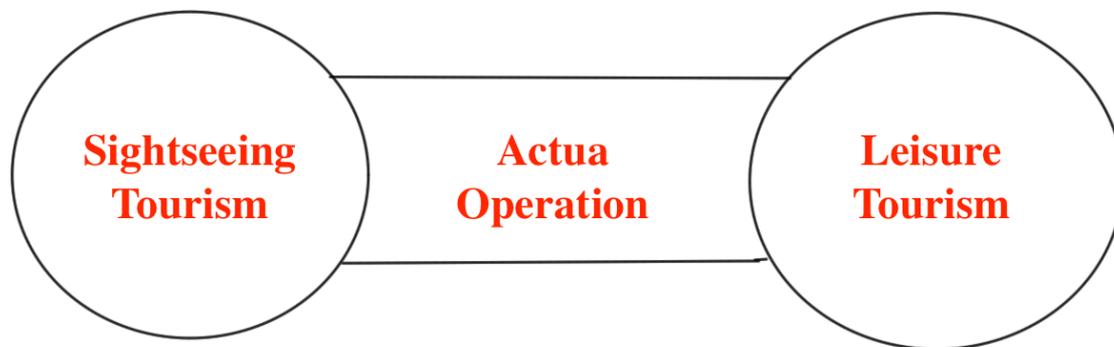


Figure 1-2 the “dumbbell” structure existed in tourism research

1.2 Scope of Study

Totally summary November 2015. The tourists in the city around 39.5374 million peoples, increase 9.05% more than last year. Even thought, the visitors around 2.0462 million peoples, increase 5.28% more than last year. Total annual reception travel is expected to hit the 4000 mark for the first time, 42 million visitors.

Guilin’s first batch of China's opening to the outside world tourism city. For a long time of Guilin tourism independent and unique, but need to increase the cultural experience and leisure holiday. Urgent need in the development of the tourism environment realize the city tourism development to upgrade. In November 2012, according to China's state council agreed that China's national development and reform commission formally approved the Guilin international tourism resort planning development outline." In 2020, Guilin will be put forward to build a world-class scenic sightseeing and leisure vacation travel destination and tourist center⁽⁴⁾³ ”.

3 (4) Guilin international tourism resort construction development planning outlines [EB/OL]. [2012-11-01]. <http://www.ndrc.gov.cn/zcfb/zcfbtz/201211/w020121129593824555740.PDF>.

The structure of the tourism market gradually optimized, the leisure vacation and the travel experience is becoming a hot spot of tourism, and gradually to the popularization of development. Tourists already cannot meet the needs of the traditional mass travel tourism products; begin to choose with distinct regional characteristics and age characteristics and personality characteristics of holiday travel products. In the travel team that tourism continues to grow steadily at the same time, free the tourism has become the main body of tourism way, tourists demand for tourism products also increased significantly. Therefore, in addition to the advantage of natural resources and historical and cultural resources, do not copy the social resources, folk cultural resources and other recreational projects Guilin should be more likely to attract tourists.

1.3 Conceptual Framework

In promoting the Guilin tourism industry transformation in the process, both to ensure that the depth and breadth of industry transformation, and to balance the speed of industrial upgrading, promote Guilin tourism industry to develop quickly and well. The authors think that the tourism industry transformation and optimization should follow the guiding ideology is: with beautiful mountain and water landscape as the guidance, to build international tourist resort as the goal, the effective protection and inheritance quality tourism resources (natural resources and human resources) under the premise of positive study and development of Guilin tourism resources, form a unique, complement each other, the overall coordination of the tourism industry. In view of existing problems of Guilin tourism industry, Guilin tourism industry transformation and optimization should follow the principles:

1.3.1 Principle of Uniqueness

Local characteristics are the essence of a region is different from other area. This

is the basic condition for the existence and development of tourist destination. ⁽⁵⁾

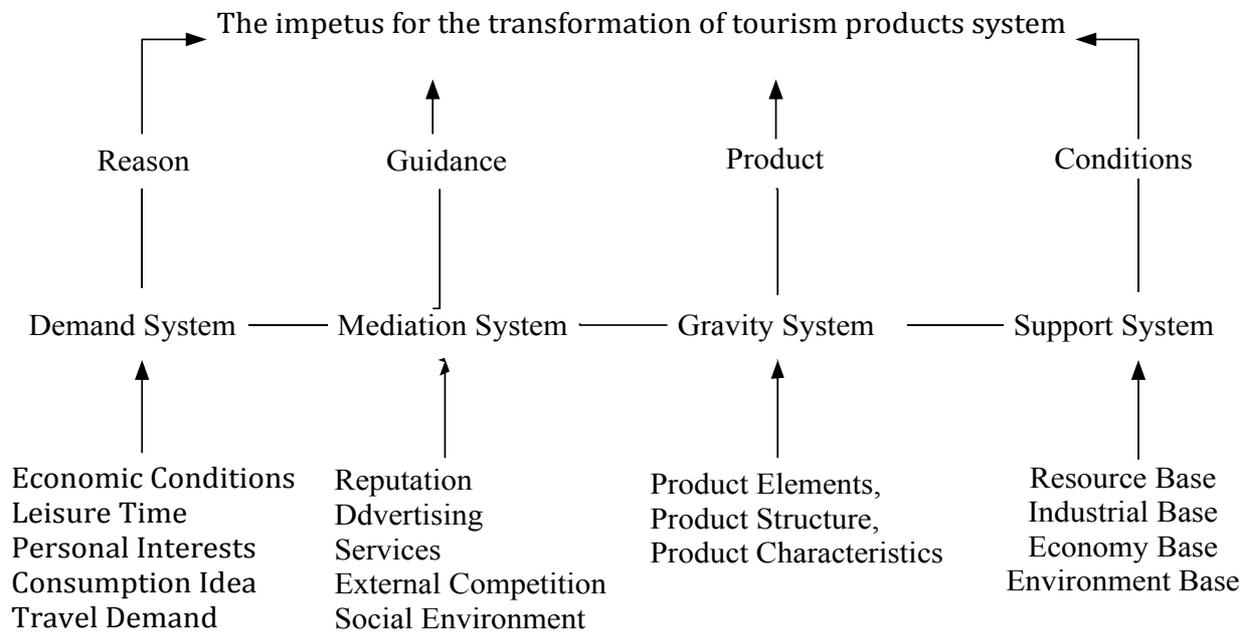
⁴Tourist attraction to a large extent depends on the difference with the other. The essence of the development and utilization of tourism resources is to find, discover and use of tourism resources characteristic, through the system development, not only to keep the original features, but also the uniqueness of the original is more distinct.

- i. Keep the natural and historical formation of the mountain, the river resources; Excessive development and does not consider the practice of environmental limit cannot be used. The government needs to strengthen the construction of Guilin tourism brand from the aspects of long-term planning, avoid excessive development.
- ii. Use characteristic tourism resources; and show their superior status. Give full play to the quality "the mountains and rivers" resource characteristics, plan, in the mountains, river resources development characteristics such as exhibition, recreation, sport tourism project, form the appeal.
- iii. To reflect the historical and cultural characteristics of Guilin; Show ethnic minority culture, clear local culture style, to highlight the uniqueness of Guilin tourism, is advantageous to the Guilin tourism image transmission and enhancement of the tourist attraction.

In this situation, we learning from the structure of urban tourism dynamic system model to build their own the impetus for the transformation of tourism products system structure model, as shown in figure 1-3:

⁴ ⁽⁵⁾ [7] YANG ZHUQUAN. "Guilin tourism industry transformation and upgrading of the structure research [J]." "China's collective economy", 2010 (27).

Figure 1-3 The power system structure model of tourism products transformation



- i. Demand system. Tourism consumption mainly body caused by the change of time and disposable income and so on the change of demand, this study about demand structure, and the future trend of the demand.
- ii. Gravity system. The basis of tourism resources is to attract tourists, tourism. Similarly, the structure of tourism products, features and internal elements is the inner power for the transformation of tourism industry. Requirements change caused the tourism product structure and the elements of internal changes. So led the transformation of tourism products.
- iii. The mediation system. Contact the mediation system is a product and the requirements of the intermediate links. It put new products to market. To guide consumption, travel demand can be converted to travel behavior; On the other hand, will demand information feedback to tourism managers and business operators. To guide it to adapt to the demand of tourists, the development of higher tourism products.

- iv. Support system. Support system for the environment of tourism products transformation. Mainly include the industrial environment, tourism environment, economic environment and social environment. It is an important factor to constitute the tourism destination image, to the transformation of tourism products as the basis of strength.

1.3.2 Protective Principles

Tourism is a kind of characterized by ecological environment protection and minimize negative effects on the natural environment and social culture for the direct purpose of the pattern of economic development, the development benefit from the mountains and rivers, history and culture, ethnic customs and other resources, and this should be the Guilin tourism project development and construction of the three basic and leading direction. ⁽⁶⁾⁵ Protective principles to tourists, tourism, the government and tourist destination residents helped: Tourism, The government, and the destination residents.

1.3.3 Participant Principle

Sustainable development of the tourism industry is the coordination of many departments, many elements of participation and interaction. Different roles such as government, enterprises, citizens and tourists need to coordinate with each other. Establishing Guilin tourism industry of the organic whole. Therefore, the participation is the important condition of tourism industrial upgrading and optimization. Tourist area construction needs based on the characteristics of existing resources and infrastructure, on the premise of meet the needs of the tourists and visitors aimed at the current tourism market demand characteristics, to be able to consider and meet the demand of the participation of tourists, the design

⁵ ⁽⁶⁾ [8] ZHOU ZUOMING. "Guilin tourism resources development and review it and think about 30 years [J]." << Guangxi minorities research >>, 2000 (1).

of the participatory tourism products. In the optimization of the tourism industry transformation and upgrade, follow the principle of participation, more space of independent participation to tourists, able to make it easier for visitors to understand and agree with Guilin, grasp its unique charm in the actual experience.

1.4 Objectives and Results to be obtained

1.4.1 Develop Long-Term Development Plans

Improve the tourism management performance evaluation. First of all, the proposal of Guilin's tourism resources, products, facilities, transport, environmental factors such as the status quo to conduct a comprehensive carding and evaluation, through multispectral coordination, make long-term planning, integration of resources, reasonable layout, form a unified, linkage, cooperative mechanism of government work, avoid making check redundant construction, improve the administrative efficiency; Second, formulate related to tourism industry chain of each main body of the policy system, gradually develop and perfect plan, finance, financial, tax and other preferential policies to fully arouse the enthusiasm of social parties investment tourism; In addition to perfect the tourism management department performance evaluation Estimation system.

1.4.2 Integration of Tourism Product Resources

Enhance the ability to innovation. In view, about the "mountains and rivers" tourism products make leading the present status of Guilin tourism industry for a long time. It is suggested that governments joint research institutions focus on studying the needs of tourists. Suggestion government to communication with university of tourism research apartment to do research about the visitor demand that what they want. Expand the basis of tourism resources advantages for the development of tourism.

Increase investment in leisure travel way, and contact the associated consumption. Leisure tourism in consumption frequency and consumption level has more

advantages than other tourism products, development of leisure tourism helps to improve the defects of the existing tourism consumption structure in Guilin.

1.4.3 Using the Multi-Level Publicity Channels

Interpretation of "mountain, river in Guilin", with the development of the Internet and new media, the tourist city of propaganda push interface has been dominated by the government propaganda way toward diversified development, open and multi-level tourism city promotion, market are rising.

1.4.4 To Build Theme Tourism Towns Promote the Overall Tourism Development

According to the Canadian tourism experts R.W.Butler analysis talk about the tourism destination life cycle theory. With now about "Guilin Mountains and Rivers" mainly is key point of tourism products in the mature stage. About Guilin's tourism from the perspective of the competition in the market at this stage of the strategy should be to increase attractive tourism products and improve old products added value, strengthen scenic spots and tourist town business interaction, plan the location of Guilin city and the surrounding villages and towns, and makes the differences between the theme tourism products, as well as a better adapt to the development trend of modern tourism into Guilin can taking opportunities. According to the distribution characteristics of tourism products and resources, scenic area set conditions and related transportation, town and other social conditions, forming compound travel content, unique characteristics and mutual foil the Lijiang river basin, rich variety of selective travel template. Form shapes the mountain and river in the center of the Lijiang River at Guilin area above the new way. ⁽⁷⁾⁶

⁶ ⁽⁷⁾ [9] LI ZHIGANG: Guilin tourism planning and development [M]. Beijing: China's tourism publishing house, 2002.

1.4.5 Follow Before We Can Come Out Some Idea from Guilin Tourism Development this “Road” how we got enlighten?

Strategic development of the tourism industry is driven by many factors. Tourist's hierarchy is changes brought by the economic development. Even though the different formed travel demand. Requirements are change bound to promote and guide the tourism industry structure by adjustment and change. Different type tourist equipment keeps to improvement from today. Travel form of products and services make to individual and hierarchical direction. Such as sports tourism, business travel, holiday travel and adventure tourism, a lot of the generation of a form of tourism is the market response to the demand. Guilin is rich in natural resources, historical resources and human resources. If we can use these advantages, the smooth completion of Guilin tourism industry transformation and upgrading and optimization, and it will be very beneficial for Guilin's economic and social sustainable development.