

## Chapter 3

### Methodology

#### 3.1 Tourism Strategy Technology System

In order, ensure the scientific nature of the strategy. To make avoid is too much, the director of the imagination. Must have a set of scientific methods and techniques. The body including market research and analysis technology, survey and evaluation technology, instruction prediction technology, graphics technology, economic and social environment impact assessment technology.

##### 3.1.1 Technical route of tourism strategy

In the 1980 s, China tourism strategy work along the basic train of thought resource guide (figure1-6). The cause of resource property decided to travel the activity type, and then start to strategic research. It's a seller's market under the condition of tourism rules basic characteristics. In this case study, this strategy has great subjectivity. Tourism market demand has changed since the 90 s, the seller's

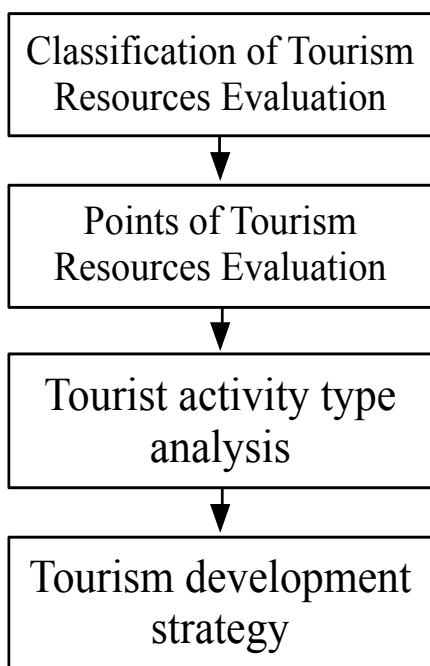


figure 1-6 the Resource guide tourism strategic decision-making process

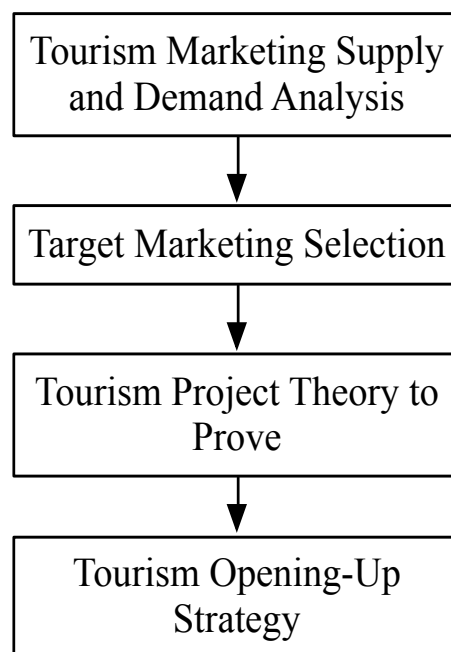


figure 1-7 the Market orientation of tourism strategic decision-making process

marketing turn the to buyer's marketing. With more attention paid to the market-oriented tourism strategy (figure 1-7). These outstanding performance in the region of the tourism development and some big cities have good tourist market creating artificial tourism resources, some projects have achieved good economic benefits.

From the perspective of industry development, the technical route of strategic tourism planning is shown in (figure 1-8).

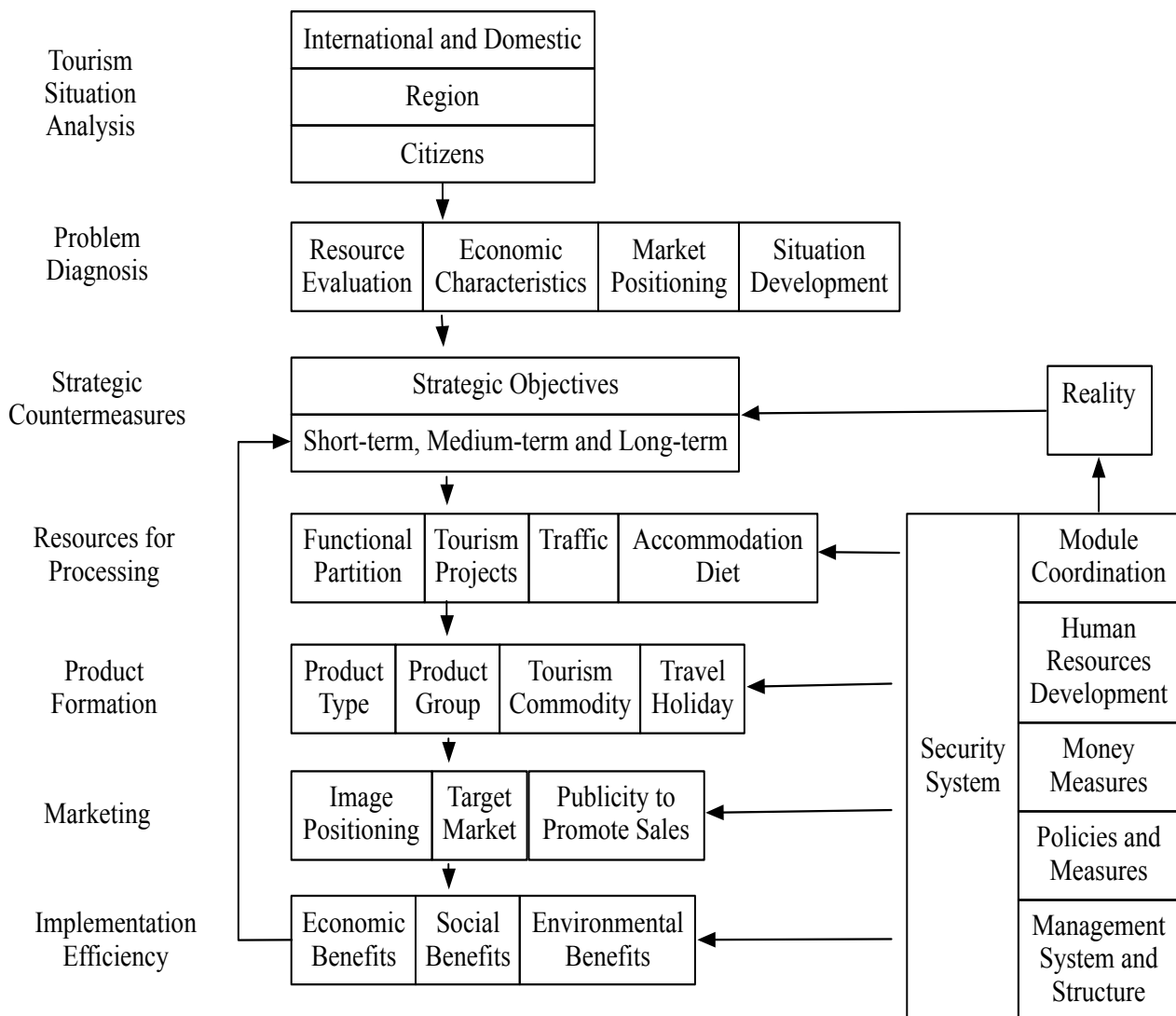


figure 1-8 the flow chart of tourism development strategy

The world tourism organization to tourism strategy is divided into 6 steps:

- The preparation. Clear strategy, a planning team: a multidisciplinary organization,

including the strategic design, marketing, economic and financial analysis, strategic environment and infrastructure, sociology and other experts and scholars.

- Determine target. Under the local residents and government agencies work closely to determine tourism strategic goals. Then according to the feedback information in the process of strategy formulation is improved.
- The field investigation. Including the market, the present situation of the tourist facilities, road transportation and infrastructure, land use present situation, the economic and social development pattern, tourism projects open status, natural and cultural environment, government development strategies and plans and local investment ability.
- The analysis and synthesis. On the basis of investigating and analyzing the market and attractions. Determine the target market, tourism development planning, promotion plan and accommodation, roads, traffic, infrastructure demand forecasts. For tourism development of economy, environment and social impact evaluation, put forward the development of tourism major opportunities and constraints. 5. The formation of policy and planning. The development of tourism industry as part of the overall development and planning in the region and research them comprehensively. The principle of sustainable development, many scheme comparison and the environmental impact assessment, realize the maximization of the benefit target of minimizing the negative effect.
- Implementation and adjustment. All contents must be considered in the process of planning to formulate implementation measures. These measures include the different regional planning principle, tourism equipment design standards, the preparation of development plan, analysis related to social factors and so on. In the planning outline are stated. At the same time, to tourism development and environmental monitoring, to ensure the feasibility of the actual development cycle plan.
- These six steps are the same as the above technical route of development.

### **3.2 Strategic Technology**

In front of the description, we can get two basic problems, is the resource and market. Impact on the resources and market positioning accuracy between planning is scientific and reliability. In the process of strategy to avoid the subjective evaluation of resource and market, establish a scientific evaluation method and technology is the preferred option.

#### **3.2.1 Market Research and Analysis Techniques**

Tourism market information was acquired by two ways. One of tourism management department, and the reception system and the some of department are make statistics. On the analysis of these data can know the market background and the present situation as a whole. Second, market survey, the questionnaire is the most commonly used market research methods. Statistical analysis of questionnaire is using common software SPSS<sup>+</sup>. Right is not through an investigation of the market can be determined. Need through the accumulation of long-term market survey data to analyze the market characteristics. So to establish a market database is very important.

#### **3.2.2 Survey Evaluation Technology**

Tourism resources are the foundation of the tourism. With a natural, histories, human creation, exist and not exist. Because the broad nature of tourism resources and the dynamic properties. So the investigation of tourism resources must be in accordance with the unified national tourism resources general survey specification to implementation. The evaluation tourism resources of two aspects, one is evaluation value and the other is open conditions. Value indicates that tourism development potential, open conditions indicate that tourism development restriction factor.

### **3.2.3 GIS Application Technology**

Geographic information system applied in the tourism strategy. On the one hand, tourism strategy can gain the support of economic and social information system. On the other hand can establish tourism information system, including tourism demand information system, tourism supply information system and tourism economic information system. Provides the strategy of tourism resources evaluation, market forecast, aspects and so on project selection decision information, auxiliary tourism management.

### **3.2.4 Tourism Economy Index Prediction Technology**

In each index prediction, the number of tourist is the most basic forecasting and other indicators to predict such as hotels and beds, number of tourism practitioners, tourism income and so on all can be conducted on the basis of this. Tourist number forecast two ideas:

- Deduction, outside the trend changes according to the number of travel history speculate the future trend of the commonly used method is time series, including regression analysis, the historical deduction, grey prediction, life cycle, logarithmic and exponential curve simulation, etc.;
- The structure of the model forecast, according to the tourism system, the relationship between each factor to analysis including multiple linear structure model and dynamic annular structure model (system dynamics).

### **3.2.5 Economic and Social Environment Impact Assessment Technology**

Tourism open projects need to be technical and economic argumentation. Include project financial evaluation and economic impact assessment, risk and uncertainty analysis, scheme comparison and selection. State of industrial construction project economic evaluation, formulate the corresponding parameters and specifications. And for the participation of tourism project construction project economic evaluation has not been set. Need to explore in practice. Some large projects or special tourism project social evaluation must be conducted, analyze project development contribute to the various social development goal and influence. Main

indicators have employment, immigration, way of life, customs and habits, employment, medical facilities, quality of life, environmental quality, etc.

Environmental impact assessment is an important content of tourism strategy; the capacity is the basic problem. Different sensitivity of different types of tourism destinations, and thus has different capacity. Tourism impact on the environment can be divided into positive and negative two aspects. The former performance for tourism development promoted the protection of environment, which show the pollution to the environment or even to turn into a disaster.

According to the laws of the tourism destination life cycle, the destination is in different stages of development, the interaction characteristics of different travel behavior and the environment, environmental risk with the increased number of tourist increases, the different stages have different measures to control the negative impact of travel.

### **3.2.6 Graphics Technology**

Tourism strategy and design cannot be separated from the drawings; the different levels of tourism strategy should have a set of corresponding drawings. Put strategy on the real paper. Drawings including resource distribution, tourist traffic map, the function zoning maps, general layout strategy, foreign relations diagram, administrative map, etc. Regional tourism strategy from the Angle of engineering construction is the nature of the strategic program. Drawing ratio can be determined according to the size of the strategy, such as 1:50 000, 1:100000 and so on.

### **3.3 The Basic Theory of Tourism Strategy**

Tourism development strategy is one of the tourism planning system. Before the research strategy theory, First of all, to summarize the basic theory of tourism strategy, different scholars have different opinions on tourism planning theory basis, this paper summarized below:

LIU BINYI	WU RENWEI	TANG DAIJIAN	MA YONG	HUANG YANGSHAN
Three theoretical core: Tourism Planning Theory	Tourism Psychology	Regional Differentiation Theory	Growth Pole Theory	Regional Differentiation Laws and Regional Labor Division of Labor
Three parts: Economic Operations, Landscape Ecology, Behavior Psychology	Tourism Sociology and Anthropology Theory	Sustainable Development Theory	Sustainable Development Theory	Development Theory
Specific related theory: Economics of Tourism, Tourist Marketing, Tourism Geography, Tourism Ecology, Tourism Policy, Tourism Management, Tourism Sociology, Tourist Cultures, Tourist Psychology, Tourist History, Landscape, Urban Planning Study.	Tourism Geography Theory	Location Theory	Location Theory	Location Theory Principle
	Tourism Economics and Marketing Theory	Economic theory	Competitiveness Theory	Marketing Theory
	Tourism Sociology and Anthropology Theory	Tourism Culture Theory	Tourism Anthropology Theory	Ecology Theory and Tourism Environment Protection
	Tourism Ecological Environment Theory	System Theory		System Theory
		Tourist Destination Life Cycle Theory	Life Cycle Theory of Tourism	
	Tourism Policy Research	Tourist City Development Power Theory		
	Theory of the Leisure and Tourism	Tourism Planning Theory		

Figure 1-9 the Different scholars view of tourism strategic theory

From table (1-9), because of the difference of different scholars on the professional background, they often highlight the theory in the field of study and understanding

of the connotation of the tourism system. So on the basic theory of tourism strategy also have different point of view, one of the common theory with economics theory, theory of sociology and psychology theory, sustainable development theory, etc. Focus on objects is economic, tourism, the environment, from the complexity of the tourism system; tourism strategy related theory is very much. Different professional background of the scholar is beneficial for themselves in the field of research. The complexity of the theory about tourism strategy, international scholars have the same view. JAFARI, in 2001, the annual summary of big western academic university departments, set up courses about tourism in the universality of relevant disciplines. These subjects include: Agriculture (Rural Tourism), Anthropology (Tourists and the Sponsors), Commercial (Hotel Investment), Ecology (Related to the Natural Factors), Economics, (Economics of Tourism Research), Education (Questions About Tourism Education), Geography (Travel Geography), History, (Issues Related to Tourism History), Hotel Management (About Hotel Management and Service Related Issues), law (the Study of Legal Issues Related to Tourism), Leisure and Regeneration (About the Relation of Leisure and Tourist Reproduction), Marketing (Tourism Marketing Trading Matters), Political Science (Macro Research), Psychology (Research on Tourist Motives), Religion a Religious Ceremony (Pilgrimage Tourism Related Issues), Sociology (Tourism Sociology), Transportation (Things Related to the Tourist Traffic), Urban and Regional Planning (tourism development problems).

Actually, the summary of the science is not very perfect; the planning and construction aspect of the subject has not been concluded. In short, the relevant theory is very complicated. However, after the tourism planning theory gradually maturing, actually should also form its own theoretical system.

### **3.3.1 Basic Theory of Tourism Development Strategy**

Tourism development strategy of tourism planning system is a form of planning. Generalized in terms of the basic theory of tourism planning can be a strategic planning should draw lessons from the theory. This paper according to the strategic



planning of several core issues and link, the thought is closely related to strategic planning theory mainly are five: the basis of the sustainable development theory, the tourism planning theory, strategy theory, planning theory, marketing theory, the theory of sustainable development theory is generally accepted. It has always been associated planning process, to use other theories of leadership role. Tourism planning theory and planning theory is essentially two theoretical systems. Also includes many times level theory, strategy theory and marketing theory is a relatively independent theory.

### **3.3.2 Sustainable Development Theory**

Sustainable development theory is in highly coordinated the relationship between man and nature, and proposed the deteriorating situation. In 1992, the United Nations makes conference on environment and development of the manifesto. Sustainable development is at the same time of meet the demand of modern people, in the case of does not harm the human offspring, ability to achieve their requirements. Therefore, the essence of the sustainable development thought, that is, should not only consider the needs of the development of the current, and to consider the needs of the development of the future, not at the expense of the interests of young people. So it is about the theory of coordinated development of the contemporary and future generations. An important goal of sustainable development, is to give our children leave enough living space and development potential. The development of human beings is need continuous and persistent. BRAMWELL and LANE in 1993, summarizes the five rules of sustainable development: from the concept of overall planning and strategy formulation, the importance of protecting our basic ecological change process, the need of protecting the human cultural heritage and biodiversity, for future generations need to maintain a long-term production capacity, achieve better equal opportunity among nations. Sustainable development is a natural, economic and social "" in a three-dimension system internal coordination. The ecological sustained is the foundation of sustained economic conditions, social purpose is continuously. The connotation of sustainable

development contains is very rich. Relationship with the sustainable development of the tourism development mainly embodied in five aspects: the system view and sustainable development of tourism, resource view and sustainable development of tourism, equality and tourism sustainable development, coordinated and sustainable development of tourism, global perspective and tourism sustainable development.

In a word, for tourism system, the practice of sustainable development is the inevitable choice of human based on different organizational objective laws. The inner objective law is not for man's will. Therefore, sustainable development theory for the development of the tourism industry, is a kind of do not need to verify but has been recognized theoretical statements. Is the generally accepted theory, the value orientation of common humanity tourism industry development. The sustainable development of tourism industry requires strategic planning. Strategic planning is finding the best match between with tourism system and tourism environment. For the tourism industry the development of to make a long-term development direction, goals and strategies. These strategies around resource use, affect the monitoring and detailed plan. All through the dynamic, flexible and can modify the planning to implement.

### **3.3.3 Tourism Planning Theory**

Subject of tourism is a complex subject. It is not their own core knowledge system and the theory of core knowledge. It also hindered the progress of tourism research, and people to the understanding of the phenomenon of "tourism". Tourism science research has reference to similar discipline theory. These theories include economics of tourism theory, behavioral science theory, the theory of leisure and tourism, tourism social theory, theory of tourism geography, regional integral theory, the theory of ecological environment, AVC theory, theory of tourism policy and so on. These theories are for the tourism system without links were studied.

- Economic types of tourism planning theory associated with the economics of tourism, tourist marketing, tourism management etc. It research in tourism resource distribution, tourism production and processing of tourism, tourism services, in the

production of various kinds of interaction efficiency and utility of human relationships, tourism planning theory by involving economic module, help to scientific grasp the relationship between tourists and tourism enterprises, improve the development and utilization of tourism resources, tourism industry structure optimization, the tourism market, tourism product positioning and marketing.

- The type of environment theory involved in tourism geography, tourism ecology, tourism engineering, urban planning, landscape architecture science etc. The theoretical research of tourism in the earth's surface distribution, research the tourists and the atmosphere, biosphere, hydrosphere, lithosphere. Study of tourists and tourism resources, infrastructure, service facilities, tourism projects. Environment theory of space environment behaviors of tourists and tourism spatial relations have scientific basis. For resource investigation and evaluation of tourism planning, resource allocation, resource protection, resource utilization, tourist destination layout, project construction, project development to provide engineering economic basis.
- The humanities type of theory about tourism policy, sociology of tourism, tourist psychology, tourist cultures, history, archaeology etc. In relation to tourism value orientation and attractive shape of taste. It by studying the value and meaning system, set up the spirit of life or social ideal goal or demonstration, shaping the cultural connotation, from the cultural level arouse the wisdom of the tourists, vital qi, or creative guiding tourists area the pursuit of the perfect. Tourism policy is still in the high level to adjust the scale of the tourism development, structure and quality, Adjust tourists between, between legal persons, tourists and the behavior of the relationship between legal people. Make ensure the smooth operation of the tourism system. Humanities plate theory for tourism planning of human resource evaluation, development forecast, tourism project optimization, route choice, through optimization, coordinating social relations, characteristics and grade of the shapes provide essential thinking, theory and technology. Three types of theory of tourism planning theory system: Fig. (1-10) tourism planning theory system

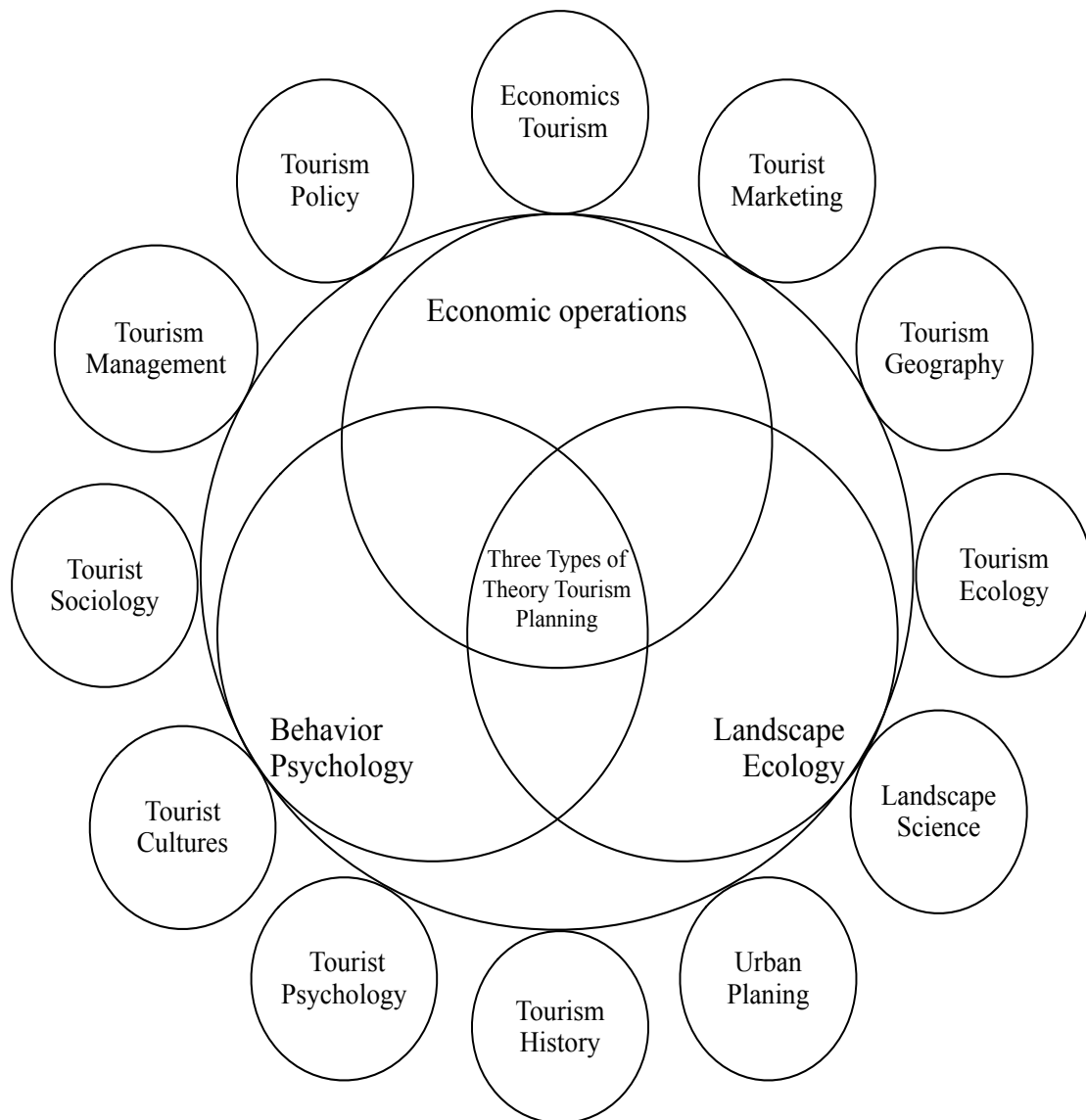


Figure 1-10, tourism planning theory system

From the diagram, the practice of China's tourism planning need directions, scholar LIU BINYI thought, which contains three levels of different requirements:

- The tourism activities and related cultural history and the art level, including potential in the history and culture of tourism environment, customs, customs and other people life of the mind world of social civilization, is all about human behavior activity planning requirements;
- Tourism projects and the landscape environment and its associated time and space level, based on the project and landscape space layout planning, including project

and region, in general, the scenic area, scenic spot is time space layout design. Is about tourism landscape - time and space - the layout and the eco - environment - earth - landscape planning requirements. Including land use, terrain, water body, plants and animals, climate, light within the human and natural resources such as son of investigation, analysis, evaluation, planning, protection;

- Tourism as an industry operating level of the economy. These three elements constitute the tourism planning requirements. Corresponding with the demand, the content of the modern tourism planning also contains three elements:
  - i. The "tourism" as the core of crowd behavior psychological planning;
  - ii. By "landscape", "ecological" as the core of the exquisite tourism landscape image creation and ecological environment protection;
  - iii. Industry planning as I core of project management. Simply put, behavior psychology, landscape ecology, economic operation is the three elements of the modern tourism planning. "Behavioral" planning, its core is the tourist resources, tourist behavior psychology and tourism projects, analysis of setting, forecasting. The landscape ecological planning, is the core of tourism, tourist activities, space layout, and facilities construction three times in installment, facility design. And the tourist areas, tourist destination of natural elements caused by environment and for tourism development and construction, which can identify the influence of the analysis and protection planning. Browse the strength of the global tourism planning, any successful cases with time style and modern consciousness, satisfy the pursuit and the thinking of the three aspects. Only different according to the graph design, the proportion of the three elements.

### **3.3.4 Strategic Decision Theory**

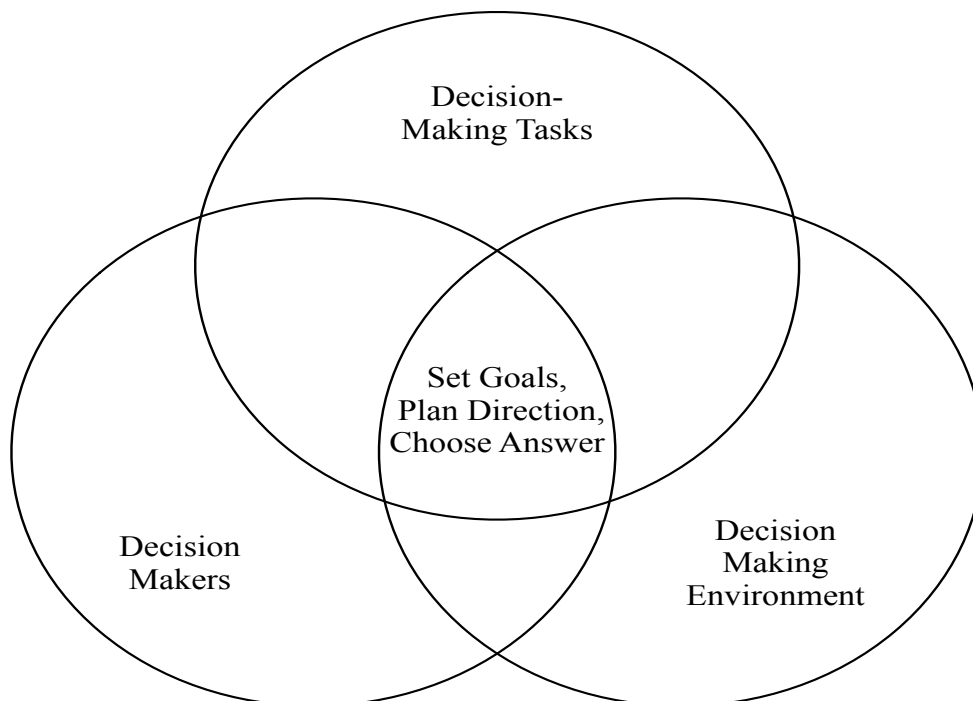
To achieve the goals of decision is to one or some choose from a variety of action process. American scholar, Eichard C.Cnyder believe that decisions from a recognized, a limited number and doubt scenario, the selected in policymakers view leads to the future process of a certain status scheme. Chinese scholars, SUN SHUXIAN that decision is to point to in order to reach a particular goal. With the

aid of a certain scientific means and methods, from a variety of feasibility of the scheme, choose the most suitable solution and use process. Another Chinese scholar LIU SHAOHUA believe that decision refers to the act of the people to achieve a certain purpose, according to the changes of the decision environment to make decisions. Outlook international scholars on the interpretation of the decision, is largely the same. Decision-making is a dynamic process, mainly including two most decision-making problem identification and problem solving. As the reality of such as decision-making environment and expect to become. Trend decision system is in problem identification, problem solving and implementation decisions as a result, three of the loop body of organic. According to the views of system theory, decision makers, decision-making task, decision-making environment of the system. The logical order of making a decision is the first to find alternatives, secondly from this optional plan; choose the right is to make a decision.

Discrimination is problems in dealing with the previous steps, and how to find problems and correctly grasp the opportunity is the key to the right decisions. If not immediately make identify the correct problem. Even thought when the problem solving and technology, the best analysis method also does not produce effective decision scheme. Complete decision problem to identify the use of the key step is to identify methods. Problem to distinguish method has two kinds: decision problem identification method based on decision environmental elements to describe and decision-making problem to identify method based on knowledge. Based on the decision-making of environmental elements to describe problem identification depends on the correct description of the decision environment. Real decision-making environment are responsible for. But according to system theory point of view, it is composed of basic elements and the relationship between the organic whole, decision-making environment on the relationship between elements and the dynamic behavior of the reaction. Description of decision-making environment and based on this model can effectively complete the identification of a decision problem. Decision problem identification method based on knowledge is the use of relevant regional expert knowledge and the basic principle of

decision-making problem identification. He in the concrete reality, policymakers often encounters some unable to accurately describe and process decision environment, they allow policymakers and domain experts use of intuitive judgment, experience knowledge and the basic principle of analysis and decision problems.

In a word, the whole process of tourism development strategy planning is contains a large number of strategic decision, planning experts, government and enterprises make joint planning objectives. Scheme is mainly composed of planning experts, the decision by participating. Half due to the complex nature of tourism system, the decision problem is complicated, so the decision-making process in order to create a relaxed environment. Ensure all policymakers can effective participation. At the



same

Figure (1-11) decision system structure and function of the model

time, the use appropriate decision method. Ensure that most part of the problem through decision can get an answer.

### 3.3.5 Marketing Theory

Marketing separated from economics. Its history can be traced back in the late 19

century in the United States. After one hundred years of development, the theory mainly includes the market marketing environment analysis, customer behavior analysis, competitor behavior analysis, marketing, information systems, marketing strategic planning, target marketing, new product development and product life cycle, the marketing decision, marketing concept, international marketing etc. Figure (1-12). As a part of marketing, tourism market, and general market, there is no essential difference between the tourism markets is a place for tourism product commercialization, is the tourist enterprise produce various areas of the tourism economic behavior. At the same time also mediation tourism producers and consumers. Including tourism product broadly refers to the tourism enterprises in tourism market of the sum total of all kinds of material goods and labor services. But tourism market as one of the professional market. Has its unique market behavior, mainly reflected in three aspects.

First of all, the tourism market is often defined as tourism products consumers or buyers. The personification of the tourism market is more. Second, the global tourism market, finally, the development of the tourism market has huge potential. After the Second World War, the development of the tourism industry rapid improves. Tourism is becoming more and more fierce competition. In some extent, has now entered the era of supply greater than demand.

Therefore, tourism enterprises operators must pay attention to study the market competition, tourist motivation and enterprise in the different position in the market. Take the "reset" or "searches has certain market segment" strategy, to win in the competition.



		Marketing	Tourism Marketing
Environmental Analysis	Market Marketing Environment Analysis and Market Research	Including the onlookers and the analysis of macro environment. Onlookers environment refers to is closely related to enterprise marketing activities of supplier, enterprise, customers, competitors, etc. Macro environment refers to a country or region's economic and social situation and its change. Focused on the analysis of customer behavior and competitor behavior. Customer behavior including consumer behavior analysis and organization market behavior analysis. Organizations including producers, middlemen, government, community, etc. Competition behavior including the industry competition analysis, competitor analysis and the analysis of the competitive strategy.	Micro environment refers to exist in tourism enterprises around the various factors, including consumers, intermediaries and competitors, the public and the enterprises themselves. The macro environment factors such as equivalent to normal market marketing environment. Market research content including market environment investigation; Tourists and tourism motivation scale and structure, the tourist behavior such as tourism market demand survey; Tourist attractions, tourism facilities, accessibility, tourism services, tourism enterprise image, the tourism market supply, such as tourism carrying capacity survey; Tourism competition situation, tourism products, tourism price, distribution channels, tourism promotion marketing survey.
	Marketing Information System	Enterprise through the market survey to understand market situation. To predict the development trend of the future, which will provide a scientific basis for enterprise management decision.	Analysis and evaluation on the environmental analysis of information and distribute all kinds of accurate information, for the use of tourism marketing, as jue

Marketing Strategy Planning	Determine the corporate strategic planning, and through the business strategic planning and marketing plan and determine the corporate strategic planning.	Including strategic analysis, strategy formulation, strategy choice and strategic monitoring. Main strategy has three: tourism product market development strategy, market competition strategy and tourism corporate image strategy.
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Target Marketing	Market Segmentation, Market Selection, Market Positioning	Same as the left
New Product Development and Product Life Cycle	According to the characteristics of the chosen target market for the development of new products. At the same time, according to the different life cycle stages of products adopt different marketing strategies.	Tourism product has a life cycle. Tourism products from the traditional sightseeing tourism to leisure and so on the many kinds of new species. Tourism products to go to the brand. Product will be assembled into production system.
Marketing Strategy Combination	Mainly includes product decisions, price decision, distribution decisions, promotion decisions, etc.	Combination of the four elements of tourism marketing, the same to the left.
Marketing New Idea	Green Marketing, Relationship Marketing, Network Marketing	Destination Image Shaping and Tourism Products Promotion.

Figure (1-12) the main content of the marketing and tourism marketing

So that tourism as an industry. Marketing is one of very important link. Only by marketing to tourism market and tourism products for effective link, although marketing belong to medium system in the tourism system. But in fact in the tourism system four subsystems are interrelated and indivisible. Marketing is closely related to each subsystem. Including environmental analysis of tourism marketing, market research, marketing planning, marketing target. But strategic planning focuses on two market research and product development. Other links give to the market to operate.

Figure (1-13)

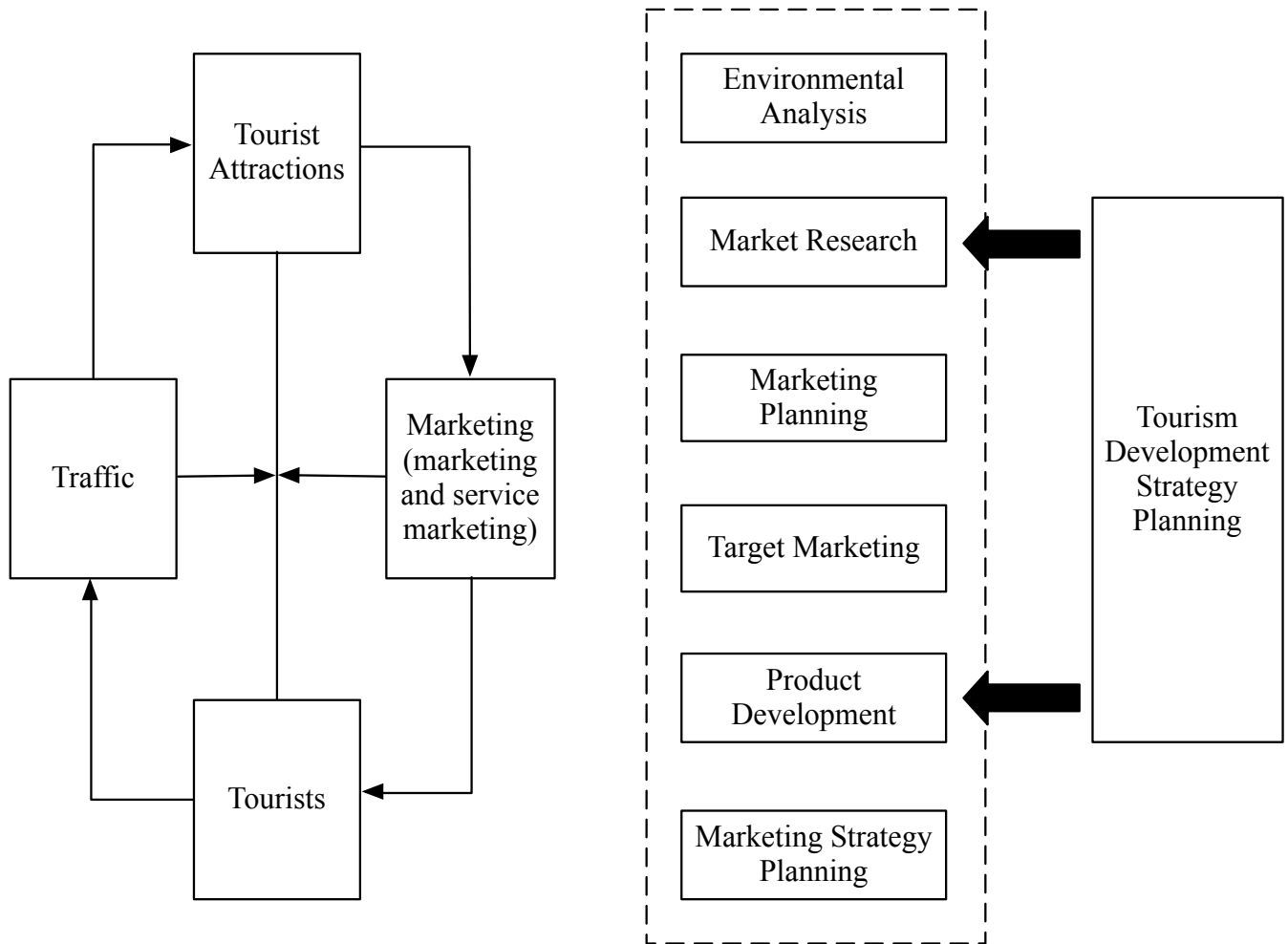


Figure (1-13) the location in the marketing in tourism strategic planning and the main content of tourism marketing