

Chapter 4

Facts and Finding

4.1 Tourism Macroscopic Background Environment

4.1.1 Geographical Location and Scope

Guilin ⁽¹⁵⁾ ¹ is located in northern Guangxi, bordering Liuzhou to the west, Laibin to the southwest, Wuzhou to the south, Hezhou to the southeast, and within neighboring Hunan, Huaihua to the northwest, Shaoyang to the north, and Yongzhou to the east. It has a total area of 27,809 square kilometers (10,737 sq. mi). The topography of the area is marked by karst formations. The **Li River** flows through the city. Fig (1-14)



Figure (1-14) the Guilin city full area map

Area

• **Total** 27,809 km² (10,737 sq. mi)

Elevation 153 m (502 ft.)

Population

¹ ⁽¹⁵⁾ [18] <https://en.wikipedia.org/wiki/Guilin>

- **Total** 4,747,963
- **Density** 170/km² (440/sq. mi)

Hills and Mountains: Diecai Hill (叠彩山), Elephant Trunk Hill, Wave-Subduing Hill (伏波山), Lipu Mountains, Kitten Mountain, the highest peak of Guangxi, and Yao Hill (尧山)

Cave: Reed Flute Cave, Seven-Star Cave

4.1.2 Economic Situation

Region's GDP totaled 182.71 billion Yuan in 2014, an increase of 8%.⁽¹⁶⁾²

The first industrial added value 32.31 billion Yuan, increase of 4.9%, the second industry added value 86.51 billion Yuan, increase of 9.9%, the third industry added value 63.89 billion Yuan, increase of 6.6%.

Organization fiscal revenue was 19.52 billion Yuan, an increase of 8.2%. In social investment in fixed assets 164.53 billion Yuan, up by 18.3%; Total retail sales of social consumer goods 68.29 billion Yuan, up by 13.1%; Urban per capita disposable income of 26811 Yuan, an increase of 9.2%, farmers per capita net income of 9431 Yuan, up by 12.8%; Consumer prices rose 2%; The urbanization rate of 45.6%; Ten thousand Yuan GDP energy consumption fell 3.5%, emission reduction task complete autonomous region.

Guilin had received 44.6995 million tourists from home and abroad throughout the year, an increase of 15.5%. Among them, the mainland tourists 42.5361 million person-time, up by 16.0%; Inbound tourists 2.1634 million, an increase of 6.4%. Realize the tourism income of 51.733 billion Yuan, an increase of 23.1%. Among them, the mainland tourism income of 45.351 billion Yuan, up by 25.7%; overseas tourism income of 6.382 billion Yuan, increased by 7.2%, the per capita overseas tourists staying for 2.18 days.

² ⁽¹⁶⁾ [19] <https://en.wikipedia.org/wiki/Guilin>

4.1.3 Tourism Service Facilities

Guilin tourism is very developed. Guilin has two to five star hotels; there are no star standard level hotels at the county. Guilin is littered with 1157 different star-level hotels. ⁽¹⁷⁾³

Figure (1-15) Guilin tourism statistics: Guilin star hotels (2008) ⁽¹⁸⁾

Name of Hotel	Star	Guest Rooms	Beds
Sheraton Hotel	★★★★★	430	760
DI YUAN Hotel	★★★★★	333	642
LIJIANG Waterfall Hotel	★★★★★	646	1164
GUI SHAN Hotel	★★★★	607	1136
GUILIN Hotel	★★★★	268	536
GUI HU Hotel	★★★★	263	494
PLAZA Hotel	★★★★	271	530
King LONG Aviation Hotel	★★★★	205	367
RONG HU Hotel	★★★★	415	785
King Long Hotel	★★★★	118	212
DAN GUI Hotel	★★★	361	722

³(¹⁷)^[20]:<http://baike.baidu.com/link?url=eKcj4W1j7Xj9ENLvxyU7xNTr4HL68kmgperkAz8EdqyFEudtxLoR8u3xQfUM5MDbfYnLoaqpELFKXEQHtbMStIpuRSGmJ3oyrpXPzhSUwBe>

(¹⁸)^[21]<http://wenku.baidu.com/link?url=Jwys4DI5xUeG73Rp8Bhb0lq85WzLAJMWiZCj8lqLTc9-aXMg-vGLaJP6zyxmiwYLbiZk1fZyrfFdtzBzw6KRaaU7LM-ghpVMfEqymURz6CO>

TAILIAN Hotel	★★★	168	310
XIANGJIANG Hotel	★★★	259	495
FUBOSHAN Hotel	★★★	151	290
XIN KAI YUE Hotel	★★★	282	550
JINXIANG Hotel	★★★	73	138
Universal Hotel	★★★	225	435
DAERMAN hotel	★★★	40	79
SHANSHUI hotel	★★★	184	362
CUIYUAN Hotel	★★★	97	210
MINGCHENG Hotel	★★★	87	182
JINGXIU Hotel	★★★	149	267
SHANHU Hotel	★★★	143	281
GUIXING Hotel	★★★	229	429
JINGDU Hotel	★★★	135	266
JINSANGZI Hotel	★★★	158	310
TIANE Hotel	★★★	120	246
KAINING QIXING Hotel	★★★	197	392
XINGUI Hotel	★★★	131	260
YANMAO Hotel	★★★	171	357
LIANFA Business Hotel	★★★	159	317

GUIHUAXIANG Hotel	★★★	206	388
BAILI Business Hotel	★★★	56	100
YANGGUANGXIXIA Hotel	★★★	108	227
ZHONGSHAN Hotel	★★★	117	233
GUIXIANG Hotel	★★★	56	116
JINPU Hotel	★★★	175	326

From table (1-15), GUILIN high than 3-star is full setting around between with city and county. As we know, Guilin tourism industry was so development.

4.2 Tourism Resources Investigation Structure

The above should be the core of Guilin - the combination of edge structure and point axis structure. This architecture can be referred to as the core shaft ring structure. This structure is determined by the Guilin special natural flow Guilin actually has two sources: one is the li river MAOERSHAN main birthplace. MAOERSHAN mountain, the mountain, the three-river source, namely the JIANJIANG River, ZIJIANG river and the LIJIANG river's source. JIANJIANG River flows westward, ZIJIANG River flows to the north, and LIJIANG River flows to the south. So on the flow of rivers, LIJIANG river and the ZIJIANG river, the JIANJIANG river, they two river has a natural connection. Followed by the LIJIANG River to Ling canal, as in the efficacious canal connecting CHANGJIANG River system and the center of the ZHUJIANG river system engineering become an important source of LIJIANG river water increment. Figure (1-16) LIJIANG river basin above.

This project communication to the LIJIANG River and XIANGJIANG River, and the XIANGJIANG River formed the flow to the relationship. From the natural flow,

and than another special case, LIJIANG river into the sea on the way to the east and two changes. One is the LIJIANG river to PING 'LE merges with LI, CHAJIANG river, GUIJIANG river. Make the LIJIANG river and GUINAN County, and GUIDONG County has a natural link; the second is to WUZHOU LIJIANG River and XIJIANG

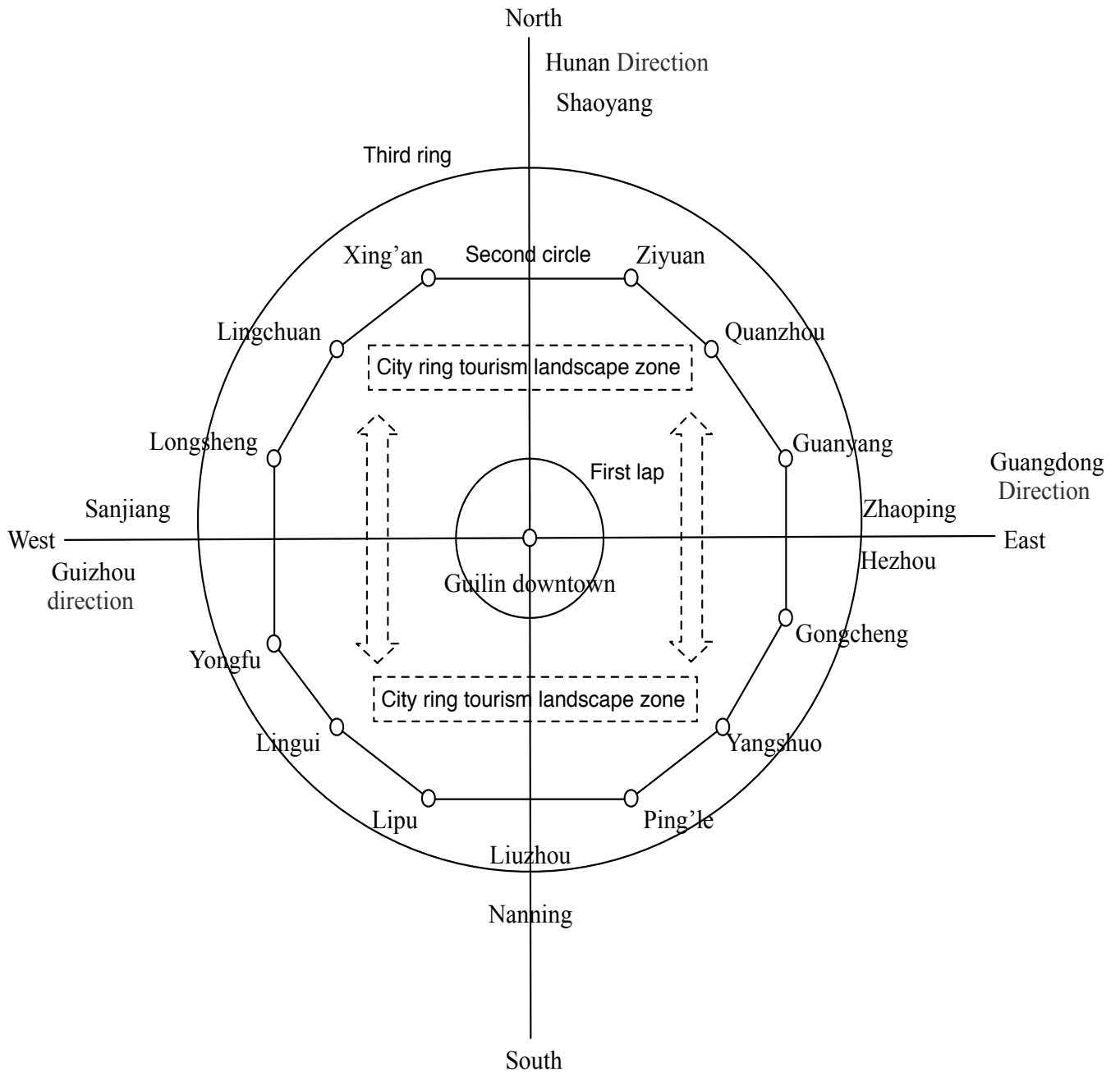


Fig (1-16) LIJIANG river basin above

River converges into the ZHUJIANG River. Make the LIJIANG River into central and southern rivers system - ZHUJIANG river water system, to strengthen the LIJIANG River and ZHUJING river delta connection. Therefore, on the basis of the natural rivers flow to the relationship, one with ideas from main trunk, LIJIANG river basin in karst hoodoo features as the main body with DANXIA landform, granite landform of mesh tourism domain group was formed. We will this a tourism domain group called "above" LIJIANG river basin, and it's meaning is as follows.

The picture is not measured, but a sense of the drawing. Here, the nature of the LIJIANG river flow to the particularity of the southeastern and northern GUILIN, GUILIN tourism development present situation, determine the "above" LIJIANG river basin have been formed: one core, three layers of reticular pattern axis, four areas: a core namely GUILIN city as the core; Three spheres of the LIJIANG river upstream travel around GUILIN city has initially formed ring belt, ring with two layers of scenery, forming the SHANYANG, HEZHOU, LIUZHOU, SANJIANG radiation belts for the third circle; Four axis of the east to GUANGDONG, west to GUIZHOU, north to HUNAN, south to YIHAI four radial axis. This characterization indicates that the "above" LIJIANG river basin development momentum.

4.2.1 Tourism Resources Analysis and Evaluation

Overall Level	System Level	Variable Level
Guilin Tourism Strategic Analysis	Strengths (S)	Variable Layer Resources (S1) Location Advantage (S2) Brand Advantage (S3) Infrastructure Gradually Improve (S4) Government Policy Support (S5)
	Weaknesses (W)	Resource Development Depth (W1) Government's Guidance of Rural Tourism and Loss of Guide (W2) Management Talent Shortage (W3) Brand Consciousness (W3)
	Opportunities (O)	Development of the North Gulf Economic Diversification (O1) Way to Travel (O2) National Holiday Adjustment (O3) Macro Economic Environment to Promote (O4)
	Threats (T)	Surrounding the Tourism Market Competition's Fierce (T1) Project Repetitive Construction Seriously (T2) Environmental Protection Pressure Increasing (T3) Malignant Price Competition with Industry (T4)

Around the SWOT four factors, this study selected the investigation group of 20 peoples. About the Guilin tourism strategy, analysis SWOT factors of comparative judgment matrix factor coefficient.

Because special reasons, there are not proceed experiment. But the SWOT - AHP analysis method can still do some data analysis. If the teacher or the researchers are interested in, you can own the related experiment analysis.

4.3 SWOT Analysis of Tourism Development

In the 1950 s. International strategic planning on the school developed a new analysis method, SWOT analysis. SWOT refers to S (strengths), W (weaknesses), O (opportunities) and T (threats). It is first applied to enterprises. Combine environmental analysis and the analysis of enterprise. It is basis of enterprise developing marketing strategy. It forms the enterprise marketing strategic status of the comprehensive judgment. For the enterprise marketing strategy formulation

provides the basis of an objective and comprehensive. In 1990 of the 20th century, the SWOT analysis method was transplanted applied to tourism planning. Tourism planning SWOT is in the process of tourism development planning study, for your strengths and weaknesses, environmental opportunities and threats for analysis of the system. Used to carry forward the strengths and avoid weaknesses, and to provide for the establishment of tourism development strategic objective and comprehensive basis.

Advantages and disadvantages is a set of the concept of relative to the competition strength. Planning area own resources or ability compared with competitors, if stronger than called their strengths and not as good as opponent as weakness. Opportunities and threats from outside, is to point to be or upcoming new trend, new changes or new events. Is beneficial to the development of regional tourism, the opportunity is a threat. ⁽¹⁹⁾

Currently in tourism planning application SWOT analysis are mainly three forms: the first is to develop properties analysis, mainly is the text, usually in accordance with the strengths, weaknesses, opportunities and threats of order list analysis respectively. Then add set properties analysis; the second is the strengths, weaknesses, opportunities and threats in column matrix or form, compare the choice; the third is the block diagram as standard, visual in image, clear logical relations, the result is very clear. Figure (1-16) is in the form of the form has carried on the SWOT analysis of tourism development strategic principles.

Strategy development began in the background of the situation analysis. Considering the strengths and weaknesses in the development of regional tourism industry. In order, to more effective management into the environment opportunities and threats, and long-term strategic planning. Four strategic plan is generated by the SWOT matrix, SO strategy by way of thinking use strengths to take a chance; ST strategy consider ways of using strengths to threats; ST strategic thinking ways of using strengths to threats; Send strategy tries to overcome weaknesses using opportunities; Basic is defensive, WT strategy is mainly to minimize weakness to escape the threat.

The four strategic plans are the general starting point is the opportunities and weaknesses into strengths. A regional tourism, of course, the situation is not so simple four combinations, in theory, there should be four combinations. ⁽²⁰⁾ So the ultimate strategic combination is also complicated. But for the sake of convenient operation, often can ignore the background of the secondary, highlight developed strategy combinations, easy to implement. The main core of SWOT analysis, it's including regional natural resources. Tourist Attractions and Experience, Promotion and Distribution, Infrastructure, Tourist Service, Human Resources, Management and Consultation Method of content are 4⁴. The content is the key to influence the future tourism development. Only accurate analysis of these factors can make a scientific tourism development strategy.

4 ⁽¹⁹⁾ [22] LIN ZHENHUA. "SWOT analysis of tourism planning". "Forestry survey plan". 2004. 29. (1) : 64-69.

⁽²⁰⁾ [23] J. David Hunger, Thomas L. Wheelen. 《The essence of strategic management》. "Electronic industry press". 2002. P83.

Figure (1-17) the Based on the present situation of tourism development strategy on the basis of SWOT analysis principle.

SWOT Analysis Judgment	Development Principles	Tourism development strategy
SO (strength + opportunity)	Actively expand principle	In the face of so many opportunities, both have obvious advantages, should actively develop new products, expand business areas, greater tourism market space.
ST (strength + threat)	Efforts to fight the principle	Although faced with many opportunities, but tourism regions exist obvious weaknesses, should think of some way to make up the shortfall, carries forward the strengths, keep out weaknesses.
Send (weaknesses + opportunity)	Suitable for the principle	In the face of a powerful threat, but also has obvious advantages, should take advantage of their strengths, the source of the threat analysis, passive into the initiative.
WT (weaknesses - threats)	Negative conservative principles	In the face of powerful threat, and there is an obvious disadvantage, can only take the business adjustment, improve their conditions, avoiding threats, find new market opportunities.

4.3.1 Strengths and Weakness of Tourism Industry Development

4.3.1.1 Strengths

- Rich Rural Tourism Resources

Rapid development of modern ecological agriculture, the rural town of natural of primitive simplicity, distinctive ethnic customs, subtropical scenery of four seasons constitutes the rich rural tourism resources in the region.

- Superior Traffic Location

Guilin - Guangzhou high-speed, Guilin - Changsha high-speed, Guilin - BEIHAI high-speed passing through; Guilin LIANGJIANG international airport is a 4D large airport; Guiyang - Guangzhou high-speed railway after the completion of the "twelfth five-year plan" period, Guilin will be Hunan, GUIZHOU, Sichuan, Yunnan to transport hub in the pearl river delta.

- Excellent Tourism Brand

Based on landscape “JIATIANXIA”. Guilin international tourism city, the city depends on the type of the rural tourism development specific the huge market potential and broad prospects for development.

- Relatively Perfect Infrastructure

In recent years, Guilin area combined with new socialist rural construction, speed up rural infrastructure construction such as traffic, communication, and environmental health; in order to speed up the development of rural tourism has laid a good foundation.

- Rare Policy Advantage

Guilin tourism comprehensive reform pilot area and national services comprehensive reform pilot city construction, the corresponding social and economic development policies and measures, are conducive to the rapid development of the rural travel LIJIANG river basin.

4.3.1.2 Weakness

- Guilin tourism resource development depth is not enough. Market management simple lack of overall planning of tourism development, tourism development level is low, generally stay at the ordinary level; Leisure, culture in-depth experience of tourism projects.
- Government makes guidelines for the travel improve is not enough to do. Guilin county and township (town) government departments whose paid more attention to develop traditional travel were. But because of the lack of tourism knowledge, to the local tourism development guidance, failed to effectively organize the masses to

develop special tourism projects.

- Guilin tourism services and management level is not high. Because of the lack of professional education and training, service and management level of Guilin tourism practitioners need to improve. The too lack of high-level talent management become Guilin tourism development.
- Tourism brand consciousness. Now formed a wide range of Guilin tourism development trend of increase, but the lack of brand has a certain competitive advantage. In the long run, will seriously affect the region's tourism development benefits, thus affecting its sustainable development.

4.3.2 Opportunity and Threats of Tourism Industry Development

4.3.2.1 Opportunity

- The opportunities brought by the national economic and tourism development policy.

The No. 1 document in recent years, China's state council about agricultural development, the state council on further promoting economic and social development in Guangxi several opinions, Guilin national tourism comprehensive reform pilot area construction, etc., all bring new opportunities for the development of Guilin's tourism.

- Travel demand basis

In recent years, with the "mature" tourists, travel demand increasing, travel form diversification, no longer meet the traditional scenic area (spot) tourism, with strong participation and experience of rural tourism is more and more respected, bring new opportunities for development of LIJIANG river tourism of river system.

- Opportunities Brought About by the Holidays

Canceled after adjustment of holiday system in China "First of May" of the five-day vacation. And some of small vacation was increased. This for China, the development of Guilin's tourism scenic spot depends on brought huge market demand.

- Macro Tourism Environment. Over the past 20 years, Europe and the United States

will standardize and develop the rural tourism in, show strong vitality and huge development potential. The China national tourism administration of the Chinese characteristics of landscape tourist town (village) demonstration "and" China's rural tourism development compendium (2009-2015), was promulgated, will promote the healthy development of tourism in our country, provides a good opportunity for development of LIJIANG river tourism.

4.3.2.2 Threats

- **Peripheral Provinces Tourism Market Competition is Intense**

Yunnan has the large-scale tourist reception point 4887, formed the tourism industry system. GUIZHOU also with the natural ecology, characteristic agriculture and village, ethnic cultural heritage resources for rely on, in a variety of types of tourism development of tourism. The Pearl River delta region has gradually achieve a new round of "the pearl river delta" tourism industrial upgrading development, tourism development bring great threat to the li river valley.

- **Rural Tourism Project Redundant Construction**

As tourism development heats up, many parts of the LIJIANG river basin are eager to preempt the rural tourism market, in the absence of scientific planning demonstration development tourism projects, as a result, tourism projects repetitive construction seriously, cause industry disorderly competition, constitute a great impact on the development of tourism.

- **Environmental Protection Pressure Increasing**

The LIJIANG river basin has a lot of karst landform areas, but due to the fragile ecological system in karst landform areas, with the expanding of tourism development, the growing Numbers of tourists, environmental pollution is serious, the increase in the number of garbage and sewage emissions has negative effects on the LIJIANG river tourism environment.

- **Malignant Price Competition Around Industries**

Industry management can't keep up with development of tourism, the tour guide tourism low pay commission added between the tourism industry a vicious price

competition, also bring a serious threat to the rural tourism development of small profits.

From the research analysis Guilin tourism strategy of SWOT qualitative on table (1-18):

Fig1-18 Guilin tourism strategy SWOT qualitative analysis table

Internal Reasons	Strengths	1
	Resources of high quality	
	Good position conditions	
	Good connection conditions	
	Solid development foundation	
External Causes	Opportunity	
	Countries to expand tourism consumption policy support	
	Time in the period of construction of GUANGXI tourism strategy of strong province	
	Time in YANGSHUO a world-class resort area	
Strategic Combination	Karst cave main strategy	
	High-quality goods strategy of trend	
	Strategic leadership take the lead	
	Integration strategy	

	Strengths	2
Internal Reasons	Resources of high quality	
	Good position conditions	
	Good connection conditions	
	Solid development foundation	
	Threat	
External Causes	The coordination of relationship between tourism development and environmental protection	
	Competition in the market and regional cooperation relationship coordination	
Strategic Combination	Reasonable planning strategies	
	Distributed development strategy	
	Talent introduction strategy	
	Complementary development strategy	

	Weaknesses	3
Internal Reasons	Market awareness need to improve	
	Need to improve the chains of the tourism industry	
	Need to improve internal communication	
	Product structure problem is obvious	
	Opportunity	
External Causes	Countries to expand tourism consumption policy support	
	Time in the period of construction of GUANGXI tourism strategy of strong province	
	Time in YANGSHUO a world-class resort area	
Strategic Combination	Tourism brand image strategy	
	Urbanization strategy	
	Industry integration strategy	

Internal Reasons	Strengths	4
	Countries to expand tourism consumption policy support	
	Time in the period of construction of GUANGXI tourism strategy of strong province	
	Time in YANGSHUO a world-class resort area	
External Causes	Threat	
	The coordination of relationship between tourism development and environmental protection	
	Competition in the market and regional cooperation relationship coordination	
Strategic Combination	Government leading strategy	
	Strategy for the development of policy	

4.3.3 SWOT Analysis Conclusion

At present, Guilin belong to famous internationally is not high enough. You also need to joint efforts by different level government and society. Fully feeling that good tourism development strategy of development and construction of all kinds of conditions. Travel around the lava caves formed karst tourism brand image. In development, fully rely on GUILIN brand influence; accept the growth of YANGSHUO County. From the resources, market, industry and so on various aspects to realize connection and YANGSHUO tourism. On the basis, increase speed to make up the tourism urbanization and industrialization, the formation of tourism development, the pattern of industry. Also put in a lot of weakness, of course, the current development of Guilin's tourism and challenges. But tend to macro level of industry. This requires the government from a strategic height to grasp.