

Chapter 5

Conclusion and Recommendation

5.1 Conclusion

5.1.1 Tourism strategy is the product of economic and social development to a certain stage.

This article through Guilin tourism strategy about different stages and social development background, the consumption structure, tell to us the tourism development situation. Guilin tourism strategy has entered the need to upgrade the status. In the traditional tourism and new common development stage. Follow the development of economic and social. People begin to increase income. People consumption structure and consumption form be changed. People demand for service industry. Strategic tourism economy will get a lot of room to grow. According to the international tourism development rule and the average GDP of \$2000, tourism industry began to upgrade automatically. According to China's national bureau of statistics data released. In 2015, China GDP per/person capita arrived \$3189.349. The average GDP of more than \$2000. Tourism industry is needed to upgrade to the strategic development state. With the development of economy, the traditional tourism products already can't satisfy people's demand individuation and diversification. As a new tourism products can let tourists get relax and improve the quality of life way of travel. Has slowly, such as the process of tourism development in the new era. Strategic tourism product is a necessity in the development of economic and social results.

5.1.2 Tourism strategy are driven there are many factors

Through the analysis, the present situation of Guilin tourism strategy, and integration of the whole social development background. We've come to the conclusion that the Guilin tourism strategy is driven by many factors. Firstly, the new era background of the market demands. Influenced by the time background, and the influx of western values. Chinese people value orientation and the concept of

demand constantly updated. Drive the change of the whole tourism market structure, and product diversification direction. Secondly, the development of economy drives the tourism industry structure adjustment. With the economy development and demand was change. All kinds of tourist facilities increase ceaselessly and perfect. Tourism service content and service form to personalized, diversified direction. Business travel, holiday travel and adventure tourism, and other forms of the tourism development. Not only enriches the tourism product structure of the system, but also leads to the transformation of the structure of tourism to the deep. Thirdly, the resource conditions and the cultural environment of energy was support. Whether local native resources is suitable for the development of tourism strategy. And the local rich cultural foundation and rich cultural connotation is an important factor to support further tourism strategy development.

5.2 Recommendation

5.2.1 Tourism strategies of forming need a transition period.

Follow the development of China's tourism fully open. Tourism industry is about to enter a new stage of "system update". Strategic transformation and generalized become tourism industrial structure upgrade the large amount of the main trend. Cities around the country to have a rest, drive such as independent tourism products is increasing. Although some developed provinces in eastern China tourism development has developed to the direction of deeper. But judging from the development trend of China's tourism overall, is still mainly on traditional tourism mode. The new tourism products lack. Market supply and demand conflicts. According to statistics, time travel power of new tourism products and ordinary products the ratio is 1:1. While China proportion is 2:8. We can see from the development of Guilin, Guilin tourism is in the new period of tourism and traditional tourism co-exist. Although the tourism development strategy is to meet the market demand and realistic traditional tourism product development is the best method. At the same time also maintain the vitality of tourism sustainable development. But from the traditional tourism to the all-round development of modern tourism is also

need to experience a period of time of ascension at this stage.

5.2.2 Tourism strategy is the development direction of diversification

Observe the Chinese tourism strategy system structure change. The development of Guilin tourism strategy, we can see, as people demand and consumption structure of diversified development trend. For tourism development strategy should also be varied. Culture is the soul of tourism. From the demand of different levels evolution analysis, with the advent of the era of knowledge economy, the improvement of people's cultural qualities. Human demand for cultural tourism products is more and more intense. Tourism strategic economic consumption characteristics of the main, is its cultural, social, humanistic, and travelers to travel. Essentially buying culture, consumer culture, enjoy the culture, so the strategy of tourism development, first of all, is to pay attention to the mining of cultural connotation. Another important tourism strategy is characterized by its nature of the subject. Follow the improvement of travelers demand levels. Travelers to pursue will be more distinctive tourism products. Pay more attention to the experience of tourism product features. In addition, the strategy of tourism also to meet the high, medium and low different level the demand of the tourists. Tourism product must also be in the direction of diversification development.