

## Analysis on the development of Wuhan tourism

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**Abstract.** With the continuous development of social economy, people's living standards gradually improve, Tourism has become the demand of more and more people, thus promoting the development of tourism, which also promotes the further developments of the economy. Throughout the whole process of tourism, it mainly includes six aspects: food, accommodation, transportation, travel, shopping and entertainment. The development of each factor affects the whole industry. In recent years, with the rapid economic development of Wuhan, the proportion of the GDP of the tertiary industry in the GDP of the whole year keeps increasing, and the total revenue of tourism is also on the rise. Taking Wuhan as an example, this paper intends to analyze the development of Wuhan's tourism industry with SWOT method based on the six elements of tourism, so as to make contributions to the further development of Wuhan's tourism industry.

### 1. Introduction

In recent years, with the continuous development of economy, people's demand for material and spiritual enjoyment is also increasing, thus promoting the continuous development of tourism. Wuhan, located in the east of JiangHan plain and the middle reaches of the Yangtze River, is known as the "thoroughfare of nine provinces", a famous national historical and cultural city and an important birthplace of Chu culture. In recent years, Wuhan complies with the development trend of the market, vigorously develops the tourism, and drives the development of related industries with the development of tourism. Can Wuhan's tourism continue to develop rapidly under the combination of various resources? What are the advantages and disadvantages of its development? Tourism is a comprehensive industry, involving "food, housing, transportation, travel, shopping, entertainment" six sections, combined with the above questions, after reading and consulting the relevant materials, the author intends to make a simple analysis from the above six aspects, to explore the development of Wuhan tourism.

### 2. The overall development of Wuhan's tourism industry

As the capital city of Hubei province, Wuhan is the political, economic and cultural center of the country, with superior geographical location advantages and rich tourism resources. It has many famous tourist attractions such as yellow crane tower, East lakes and QingChuan pavilion. In 2016, the comprehensive tourism strength of Hubei province rose to the eighth place in the country, with a strong development momentum. The tourism industry of Wuhan mainly faces the domestic market, which occupies the leading position, while the foreign market is a little insufficient. However, in the recent three years, the number of foreign tourists and foreign exchange income of tourism have been increasing. In terms of the overall trend at this stage, the development space of Wuhan's tourism industry is still very large, especially in the foreign market.

### 3. Situation analysis of each element

#### 3.1 Development of Wuhan's catering industry and accommodation

Food affects consumers' behavioral choices all the time. In the whole process of tourism, a large part of tourists' tourism experience comes from the catering situation in tourist destinations. The development of catering industry can directly affect consumers' consumption experience. In addition to tourists in the city and around Wuhan, tourists from other provinces have to choose hotels to stay in when they come to Wuhan. The selectivity of hotels and the hotel environment and supporting facilities will affect consumers' travel experience. According to the current development trend of the tourism industry, self-driving travel has become a choice for more and more people. When they choose to stay in hotels, they tend to choose characteristic homestays or budget chain hotels, and prefer the characteristics and personality of hotels <sup>[1]</sup>. At present, the number of customers choosing general hotels and budget chain hotels is increasing, which is in conflict with the current development mode of catering and accommodation in Wuhan's tourism industry, which is dominated by tourist hotels. At present, most hotels in Wuhan are located in the CBD business districts of HanKou and WuChang, and the layout needs to be further optimized.

The emergence of new travel modes, such as self-driving travel and budget travel, has broken the limitation of traditional package tour. Consumers are more and more inclined to choose the satisfaction brought by experiential consumption and pursue freedom and individuality, especially in the restaurant industry, decorate a style, with a theme to the characteristics of novel food, to personalized service, the whole process not only solve the repast, eating more is a kind of reflect the material and spiritual enjoyment. Wuhan's catering characteristics are mainly reflected in local snacks, represented by Wuhan Zhou Black Duck and Cai-lin-ji restaurant, chaining operation expands the business area. However, Zhou Black Duck mostly adopts the traditional retail mode of stores. The whole store area is small, and most stores do not provide dining space. Cai-lin-ji restaurant first in store decoration style is distinctive, give priority to tone with traditional restoring ancient ways of carve patterns or designs on woodwork, build a sense of history, with its one hundred old word of mouth good combination, with dining location, provide both characteristics snacks, all kinds of Wuhan hot-and-dry noodles, paste soup, bean curd, etc., also offer a variety of forms of staple food for consumers to choose, but the internal dining environment is poor, although the open kitchen can satisfy the customers' curiosity, but system between meals can't completely do smokeless processing facilities. The simple interior dining space setting also forms a big contrast with the exquisite design and decoration outside the store, and the dining experience cannot meet the customers' psychological expectations. HuBu lane, as the name card of Wuhan snacks, is known as "the first lane of Han-style snacks". In this lane with a long history, there are hundreds of snack shops. There are not only famous local snacks in Wuhan, but also characteristic snacks in other parts of the country, at the same time as close to the mall and well-known attractions at the gate of yellow crane tower, growing more than tens of millions of tourists every year. But everyone know a lead of lane, narrow crowded the roadway on both sides of small shops, making all kinds of food, this street in the middle aisle is crowded, all kinds of flavor mixed, tourist experience is very poor, Basically, all the shops have only one small shop, and there is no room for in-class food. And the crowded and noisy environment greatly affects the mood of tasting delicious food, and the sense of travel experience is not high.

#### 3.2 Traffic development in Wuhan

As a megalopolis in central China, Wuhan is the largest land and water transportation hub in China. The high-speed rail network covers more than half of China. Currently, Wuhan has 53 international direct routes<sup>[2]</sup>, and it is the only city in central China that can directly fly to four continents in the world. At present, Wuhan's transportation mainly includes highway, railway, air and water transportation. It has become the largest railway transit station in China<sup>[3]</sup>, among which Wuhan station, Hankou station and Wuchang station are three stations known to passengers, and Wuhan can form "half-day life circle" with 20 cities <sup>[4]</sup>. At present, the passenger transportation in Wuhan is mainly by railway and highway. The passenger volume of railway and air is on the rise, and the

aviation industry develops rapidly. In terms of tourist turnover, railway and aviation have obvious advantages, especially railway. Although the current passenger volume of aviation is relatively small, from the perspective of future development trend, the passenger volume and tourist turnover of the aviation industry still have a lot of room for growth.

### **3.3 Analysis of Wuhan's tourism resources**

Wuhan is a famous river city in China, where the Yangtze River and the Han River converge to form a magnificent landscape with three towns standing side by side. It has the largest lake in the city -- East lakes in China, with interlaced lakes in the city, therefore, it is known as the "city of hundreds of lakes". As one of the main cradles of Chu culture, it was a prosperous commercial zone as early as ancient times. With a history of 3500 years, it is a famous historical and cultural city in China. Because of its unique geographical advantages, it became the center of the democratic revolution in modern times, with rich historical and cultural heritage, represented by The Three Kingdoms culture, Chu culture, yellow crane culture and ShouYi culture. It has been rated as China's excellent tourist city since 2000. Various tourism resources stand out. Overall, the tourism resources in Wuhan city sort is more, quantity is also very significant, but the tourism resources are mainly composed of historical landscape and city parks, national 5 a-class tourist scenic spot is limited, in the whole of tourism resources in the humanities landscape is bigger, majority of tour landscape, with static, history as the theme, the product is relatively single, participation and experience is not high.

### **3.4 Travel shopping and entertainment in Wuhan**

With the continuous development of tourism, shopping tour has become a major form of tourism at present. Wuhan featured souvenirs are mainly snacks. Wuhan Zhou Black Duck, CAI linji hot-and-dry noodles and Wuchang fish are the main brands. Their products are single in form and lack of innovation. However, in recent years, the gradual development of shopping street, such as Chu milky Street, Optical Valley walking street and Jiangnan road, has provided tourists with many choices, not only limited to tourist souvenirs, but also all kinds of commodities that can be purchased. The recreational activities of tourism are the purposeful needs of tourists, which are generally reflected in two aspects: the specialized entertainment places and hotels, and the recreational facilities and activities in scenic spots. The former, such as the Qintai grand theater in Wuhan, serves not only tourists but also local residents. The latter includes gym, KTV, cafe, special performance and so on. The demand elasticity of entertainment in modern tourism is very large. From the current development trend of tourism, people's demand for spiritual consumption is increasing, so the development prospect of tourism and entertainment is huge.

## **4. SWOT analysis of Wuhan's tourism development**

Combined with the analysis above, each of the six elements of tourism development has played a different role in the development of Wuhan's tourism industry. Combined with the SWOT analysis method, each element is summarized as follows:

**Advantage:** Geographical advantage, the transportation is convenient. The transportation network covers a wide range and has the ability to absorb and accept a large number of tourists and human flow. As the largest transit station in central China, the perfect and convenient transportation has the capital to attract tourists to visit Han. Road, rail, air and water transportation options are diversified, which can provide more choices for tourists. The construction of "half-day living circle" also facilitates tourists to visit the surrounding scenic spots. The establishment of shopping centers in various business districts provides tourists with more choices for shopping, with diversified brands, which can quickly solve the needs of shoppers. The high-end and atmospheric shopping environment can increase the tourism experience of tourists. Jiangnan road, a century-old building with fashionable shops, and a charming night view of Chu milky Street and a design of petty bourgeoisie shops, can all bring tourists great satisfaction.

**Disadvantages:** although Wuhan has an advantage in the number of tourism resources, it has a

single type of tourism resources, and the tourism resources themselves are not very attractive to tourists. Taking a large number of historical and cultural landscapes as the main direction of development deviates from the modern tourism that attaches great importance to tourists' experience and interaction. At the same time, the marketing and publicity of the brand is not enough, and its popularity is low. Lack of understanding of resources, the positioning of the main development is not correct, the overall image is not prominent, popularity among tourists is not high. In the aspect of catering, it is not enough to create characteristics. Although there are two ACES in Hubu Lane and Jiqing streets, the whole environment and atmosphere need to be further improved. Zhou Black Duck, CAI lin ji and other brand chain stores do not consider customers' dining and consumption experience when developing, which hinders their further development. The development of the hotel lacks theme and characteristics, and the choice provided to tourists is small. The check-in experience is not obvious, so the hotel cannot form its own characteristics and brand, and it is difficult to have loyal customers.

**Opportunities:** At present, the tourism industry is booming and has made great contributions to the regional economic development. Wuhan complies with the development trend of The Times and vigorously develops the tourism industry with the support of the government. A series of documents have been issued, such as Wuhan city master plan (2010-2020) and Wuhan tourism development master plan, etc<sup>[5]</sup>. And set up a special tourism coordination committee in Wuhan to promote the development of Wuhan's tourism industry, Tourism is known as the "smokeless industry", under the external environment of the world actively promoting the development of tourism, combined with the government policy support, the future development prospect is huge. As a transportation hub in central China, Wuhan plays an increasingly prominent role as an economic bond. The largest transit station not only facilitates people's travel, but also provides opportunities for the development of Wuhan's tourism industry.

**Threats:** Wuhan does not have many forms of tourism resources. The three gorges dam, three gorges family, Mount wudang, the sacred site of Taoism, Shennongjia primitive forest, Jingzhou ancient city wall and other tourism resources in Yichang, Hubei province are abundant and diversified, which will undoubtedly affect the tourism development of Wuhan. The rapid development of transportation makes the distance between different places shorter and shorter. In addition to Hubei province, the development of tourism in surrounding cities will also impact Wuhan, such as Changsha and xi 'an.

## 5. Summary

According to the above analysis, Wuhan's tourism development is faced with many opportunities and challenges. We should make use of Wuhan's unique position and well-developed transportation network, find the target market positioning, determine the development direction of tourism brand, deeply develop tourism resources, improve the overall image of tourism resources, and make good brand strategy. At the same time, we should strengthen the construction of supporting tourism facilities and standardize the development of catering industry. From the perspective of paying attention to consumers' consumption experience, we should take "what we eat is not food, but our feelings" as the positioning to improve the dining environment and improve the dining satisfaction. Vigorously promote the construction of star hotels and chain economy hotels, focus on the development of popular homestay, emphasize the characteristics and services, balanced hotel layout to increase the number of hotels in Hanyang area; Cooperate with the government and other relevant departments to design and recommend tourist souvenirs in line with the characteristics of Wuhan, increase the types of tourist souvenirs, do not stick to the form, expand the sales scale; In terms of entertainment, we follow the international market trend, learn from relevant excellent experience, and keep developing to meet the needs of consumers.

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