

Current Situation and Prospect Analysis of Cycling Tourism in Zhuhai City, China

Kai Liu ^a, Weijie Li ^b

Zhuhai College of Jilin University, Zhuhai, China

^a308592473@qq.com, ^b434845827@qq.com

Abstract. With the continuous development of the social economy, the public's requirements for a healthy living environment and lifestyle have become more and more urgent. A new format of the industry, the development of cycling tourism is not only a fashion logo, but also a low-carbon economic behavior, which has greatly improved the economy and people's life progress. This paper takes the Zhuhai city as an example, mainly carries out SWOT analysis on the current situation of cycling tourism activities in Zhuhai. Then according to the survey results and the actual situation of Zhuhai city, the corresponding countermeasures and suggestions were put forward for the cycling tour from the market operation mechanism, personnel team, infrastructure construction, propaganda guidance and so on.

Keywords: Cycling tourism; Zhuhai City; SWOT analysis; Tourism resources.

1. Introduction

With the continuous development of social economy, the public's demand for a healthy living environment and lifestyle has become more and more urgent, Low-carbon and fashionable cycling tourism has attracted more and more people to participate in it. Cycling tourism has the remarkable characteristics of strong experience, highlighting personality and high participation, which is very in line with the current trend of experiential tourism. Qinghai Lake International Road Cycling Race is held every year in Qinghai Lake Scenic Spot, which brings great social and economic benefits to Qinghai Scenic Spot. In 2018 alone, the economic benefits of the race reached 468 million RMB, and the social benefits of the media reached 434 million RMB [1]. Highly qualified events also stimulate more people to enjoy cycling tourism.

Zhuhai is an important node city in Guangdong-Hong Kong-Macao Greater Bay Area, and the core city on the West Bank of the Pearl River Estuary. It is the only city to be selected as the "Forty Best Tourist Resorts in China" with its overall urban views. It is also the city in the Pearl River Delta with the largest ocean area, the largest islands and the longest coastline. Such geographical environment undoubtedly provides excellent natural conditions for cycling tourism and sports. At present, the research and analysis of the cycling tourism market in Zhuhai can find out the shortcomings in the development of the cycling tourism, and provide feasible suggestions for the future development of the cycling tourism market, which has realistic reference value.

2. Literature Review

Cycling tourism is a kind of activity in which tourists leave their place of residence or work to another destination in their leisure time by means of bicycle. It can improve the physical and mental health and experience outdoor activities, events and natural scenery [2].

At present, many countries and regions attach great importance to cycling tourism as a new form of tourism. For example, the Australian Cycling Association reports to the Australian Tourism Department on the development of cycling tourism every year, and strives for the greatest support from the tourism department for cycling tourism in the next year [3]. On this situation, many European and American countries account for 5% to 10% of the total tourism market. Cycling tourism in Britain has a turnover of 635 million a year, and the industry has been regarded as the fastest growing part of the UK's tourism industry [4]. In September 2016, a study showed that cycling tourism could generate 44 billion euros in total annual turnover in Europe and create an average of 2.3 billion cycling

trips per year. And bring tourists and their accompanying economic value to more rural areas that ordinary tourists do not care about [5].

Compared with the development status of foreign cycling tourism, it is still in a relatively backward stage in China. Cycling tourism originated from a very small number of cycling enthusiasts sponsored independently, in which college students play a leading role in cycling tourism [6]. In recent years, although cycling tourism, which is mainly organized by college students, cyclists and clubs, has promoted the development to a certain extent, it is still in its infancy as a branch of the tourism industry. The construction of cycling path, the improvement of reception ability of travel destination and the establishment of professional guide organization will enhance the experience quality, convenience and security of cyclists during their travel.

3. SWOT Analysis of Cycling Tourism Market in Zhuhai

3.1 Strength

3.1.1 Rich Tourism Resources

Zhuhai is rich in tourism resources, such as mountains, islands, beaches, urban landscape and so on. Zhuhai is the "Forty Best Tourism Cities" and "Excellent Tourism Cities" in China. In 2014, Zhuhai ranked first among the most livable cities in China. With such abundant natural resources, Zhuhai has many mountainous and downhill highways with certain physical requirements. Rural trails shuttle between villages and houses, roads that can experience the pleasure of sprinting, and highways that can slowly enjoy the seaside scenery and urban art. Various cycling roads can provide tourists with their own choice. In a city like Zhuhai, where life is relatively slow and leisure, riding a bicycle to savor every scenic spot is obviously more integrated into the rhythm of Zhuhai than the traditional form of horse-walking and flower-watching.

<The Master Planning of Zhuhai Greenway> indicates that by 2020, Zhuhai will have built an urban greenway as long as 1000 kilometers, and basically cover the whole city's greenway network pattern. By the end of 2017, it has built a greenway of about 968 kilometers in Zhuhai, with 48 rest stations, and more than 300 community parks along the greenway network line. With the help of the original road resources, various greenway projects built by leisure cycling experience have gradually formed a network of interchange development in all directions of Zhuhai. The tourism resources with the theme of ancient towns in Zhuhai have also become alternative destinations for short and medium-distance cycling tours. Such abundant and superior tourism resources are bound to promote the development of cycling tourism market.

3.1.2 Developed Tourism Industry

As early as 30 years ago, the tourism industry in Zhuhai began to develop gradually, and the development is getting better and better. In 2017, Zhuhai received nearly 5 million inbound tourists annually, with a total income of 1.3 billion US dollars, domestic tourists reached 35 million, with a total income of nearly 30 billion RMB [7].

In recent years, vigorous development of leisure tourism industry has become a major highlight of Zhuhai's economy. So far, Zhuhai has initially formed a leisure tourism product system featuring theme parks, island oceans, hot springs, conferences and exhibitions. There are more than fifty scenic spots in Zhuhai, including Lovers Road, Haidian Park, Meixi Memorial Archway and other famous scenic spots.

The development of tourism in Zhuhai is getting better and better, which will surely lead to the development of cycling tourism in Zhuhai.

3.1.3 Location Advantage

Zhuhai is an important tourist city along the southeast coast because of its superior location. Located in the southwest of the Pearl River Estuary, it is 36 nautical miles away from Hong Kong Waterway in the east, Xinhui and Taishan in Jiangmen City in the West and Zhongshan City in the north. Zhuhai is also an important port city in China, with three land ports in Hengqin, Gongbei and

Zhuhai-Macao cross-border industrial zones, five water ports in Jiuzhou Port, Wanzaii Port, Zhuhai Port, Doumen Port and Wanshan Port, totaling eight first-class ports in China, which is the second largest port city after Shenzhen.

The superior location advantage will certainly drive the development of Zhuhai's tourism industry. There is a huge space and potential for the development of Zhuhai's tourism industry.

3.2 Weakness

3.2.1 Lack of Professionals Related to Cycling Tourism

Cycling tourism has a high demand for participants' safety awareness and preventive measures. The guidance and management of professionals are very important for the promotion of cycling tourism. At present, many cycling enthusiasts in Zhuhai have not received professional and scientific training in sports. Once they encounter unexpected situations in the process of cycling, it is easy to cause confusion. Many insurance companies basically sell travel accident insurance, but many cyclists will not buy insurance when they travel. This also reflects to a certain extent that the current lack of professional knowledge of cyclists in Zhuhai, and the lack of professional cyclists will inevitably restrict the development of the cycling tourism market in Zhuhai.

3.2.2 The Ancillary Facilities of Cycling Tourism Market are Incomplete

The most special point for cycling tourism is to enjoy the natural and humanistic scenery of Zhuhai, and a relatively quiet and safe environment is very necessary for cyclists. There are basically bicycle lanes on both sides of road in Zhuhai, but there are often bicycles, electric vehicles and pedestrians in the lane, which makes the narrow bicycle lane more congested. Compared with urban, the conditions of cycling roads in other districts and towns are worse. Many roads do not have bicycle lanes and are mixed with non-motor vehicles. The poor road conditions make cyclists tense and unable to relax and enjoy the beauty and romance of Zhuhai. The poor road conditions and fewer dedicated bicycle lanes hinder the development of cycling tourism in Zhuhai.

3.3 Opportunity

3.3.1 The Pursuit of Health Brought about by Aging

Cycling is obviously more in line with peoples' pursuit of health than other travel forms. Cycling can improve muscles of legs and physical endurance, which is very helpful to cardiopulmonary function. And cycling can also consume excessive fat to keep fit. Our living environment needs to be protected, and cycling tourism can meet national green transportation plan, reduce carbon dioxide emissions to prevent global warming. Most cycling enthusiasts prefer to avoid traffic congestion, and choose to ride on the narrow road, because the narrow roads with less traffic are often fresh and comfortable. Promoting cycling tourism and let more citizens participate in it. In a word, the beautiful environment of Zhuhai is very fit for the pursuit of green, low carbon and environmental protection of cycling tourism participants.

3.3.2 Greenway Construction in Zhuhai City

Beginning in 2010, Zhuhai has fully combined its natural advantages to create a special urban greenway according to local conditions. In 2010, Zhuhai took the lead in connecting through Zhuhai section of No. 1 and No. 4 Guangdong greenway. By the end of 2017, Zhuhai had built a greenway of about 968 kilometers, 48 rest stations and more than 300 community parks along the line. Among them, the provincial greenway No.1 from Zhuhai-Macau rest station north to Xinyi rest station, along the Lovers Road can pass through the seaside park, Zhuhai Fishing Girl, island of Wild Foxes and other scenic spots. The Doumen section of No. 4 in Zhuhai is built along the mountains, farmland, riverside and pond, linking Lantern landscape township, Huangyang mountain, Jintai temple, Doumen ancient street and other scenic spots and historic sites. By 2020, it will have to build about 1,000 kilometers of urban greenways in Zhuhai, forming a network of greenways that basically cover the whole city [8]. To sum, the construction of Zhuhai urban greenway network will undoubtedly promote the development of cycling tourism market.

3.4 Threat

3.4.1 Lack of Relevant Laws and Regulations

Compared with other forms of tourism, cycling tourism is more dangerous. While tourists enjoy cycling, there are also many potential safety hazards. The tourism department lacks the publicity and supervision of the relevant laws and regulations on cycling tourism. When most cyclists encountered unnecessary troubles and dangers, they are confused about whether they can be compensated or who they should seek. This shows that the imperfection of laws and regulations is one of the important reasons that restrict the development of cycling tourism.

3.4.2 Faced with Competition from Neighboring Cities

Because of the abundant tourism resources, the development of tourism in the cities of the Pearl River Delta is particularly rapid. After the opening to traffic of the Hong Kong-Zhuhai-Macau Bridge, the tourism competition in the West Bank cities of the Pearl River Delta has been intensified. The advantages of tourism products in Zhuhai are not obvious, and there are even problems of aging scenic spots and tourist aesthetic fatigue. Zhuhai Municipal Government should pay attention to this problem and implement corresponding policies to improve it, otherwise the tourism industry in Zhuhai will be greatly affected and there is a risk of being marginalized. For example, Zhongshan City, which is adjacent to Zhuhai, has increased investment in urban infrastructure, environmental governance and tourism industry in recent years. If Zhongshan develops short-term tourism projects around eco-tourism and sports tourism in the future, it will undoubtedly have a great impact on the tourist sources of cycling tourism and other tourism projects in Zhuhai.

4. The Development Strategy of Cycling Tourism Market in Zhuhai

4.1 Perfecting the Operating Mechanism of Cycling Tourism Market

Zhuhai can further tap the cycling tourism market by combining its own advantages and characteristics to lay a foundation for the development and popularization of cycling tourism. In addition, the Zhuhai Municipal Government should formulate and improve the relevant laws, regulations and provisions of cycling tourism, standardize the management of cycling tourism, clarify the responsibility division of each role in the process of cycling tourism, and let tourists' rights and interests are fully protected.

4.2 Strengthen the Training of Employees

The development of the cycling tourism market in Zhuhai is closely related to the cultivation and growth of relevant talents. It is necessary to strengthen the training and screening of talents for the cycling tourism related talents and their shortage in Zhuhai. Through the relevant departments to organize the establishment of personnel training institutions, and learn from foreign experience combined with China's national conditions, conduct public training for major tourist attractions and cycling tourism leaders in Zhuhai.

4.3 Infrastructure Construction of Cycling Tourism

The Traffic Department should attach importance to the development of cycling tourism, avoid the obstruction and occupation of cycling roads caused by car parking disorderly, and at the same time, the government departments should strengthen the transformation and construction of cycling greenway. It is urgent to solve the contradiction between cycle track and motor vehicle road in traffic. The relevant government departments need compulsory restrain traffic conditions through relevant laws and regulations, in order to guarantee the travel efficiency of Zhuhai and the development of cycling tourism.

4.4 Increase the Propaganda and Guidance of Cycling Tourism

In order to develop the cycling tourism market in Zhuhai, the media and the government's propaganda and guidance are very important. Government departments should vigorously promote green travel, the media should also carry out large-scale propaganda assistance, green travel public service advertisements should be broadcast in large numbers, so that citizens can fully understand and recognize the advantages of cycling tourism. Moreover, the government and relevant departments can organize more cycling events, encourage citizens to participate actively, and create a good environment-friendly tourism atmosphere.

5. Conclusion

The existing roads, traditional tourism resources and built greenways have laid a foundation for the development of cycling tourism in Zhuhai. In addition, there are many mature cycling tourism routes in Zhuhai, such as road cycling, gentle slope cycling, downhill cycling, rural free cycling, etc.. It can match various demands of the tourist. In the planning and design of greenway, Zhuhai should emphasize the sustainable development of ecology, and green travel mode has a positive impact on environmental protection. The integration and development of cycling tourism and other sports tourism projects in Zhuhai are the innovative and attractive projects for tourist. Relevant sports events can also be held and the participation of the whole people encouraged. The news media can vigorously publicize and promote, so that more citizens can understand and participate, and increase the popularity of cycling tourism. In the specific operation of Zhuhai cycling tourism, logistic support and cycling road resources etc. still need to be further perfection and improvement.

References

- [1]. Xiaojie Lin: Research on Development of Cycling Tourism and Events Based on Synergy Theory in Hainan. (Master, Hainan Normal University, China 2016). p.49.
- [2]. Neves J M O, Esperança J P. Bike Usage Andcycle Tourism: The Pattern of Portuguese Associated Bike Riders. *Tourism & Management Studies*. (2012) No. 1, p. 191-200.
- [3]. Linhong Wei: The Research of Tourism Development about Riding Greenway in Lijiang River Scenic Area. (Master, Guangxi Normal University, China 2016). p.77.
- [4]. Bing Den, Lingling Chen, Xuan Zhang. A Literature Review on Overseas Cycling Tourism Research. *Tourism Tribune*. Vol. 30 (2015) No. 3, p. 116-126.
- [5]. Yanxia Liu. Some Problems and Advice on Traveling by Bike. *Journal of Tianjin Trade Union Administrators' College*. Vol. 22 (2014) No.1, p. 63-64.
- [6]. Zuwei Qin: A Study on the Prospect of Guilin City's Cycling Tourism Market (Master, Guangxi Normal University, China 2014). p. 55.
- [7]. Yudong S. An Analysis of Characteristics and Development Proposals of Bicycle Tour. *Shangye Jingji*. (2010) NO. 8, p. 99-102.
- [8]. Yajun W., Rui M. Analysis on the origin, current situation and development trend of bicycle tourism. *Journal of Taiyuan University*. Vol.10 (2009) No.2, p. 55-56.