

Research on the Construction of Tourism Town Planning System in Southwest China

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Abstract—Tourism town planning is a completely new planning method based on the new era of current urbanization development. This paper puts forward the method of implementing “multi-planning integration” for the tourism town planning in southwest China, divides the tourism towns in the region into different types and implements the development strategies of differentiation planning, breaks down the administrative barriers of space to form the overall spatial layout and development ideas, and puts forward the development path and strategy.

Keywords—tourism town, planning, southwest region

I. THE PROPOSAL OF TOURISM TOWN PLANNING SYSTEM

Over the past three decades, environmental pollution and urban-rural contradictions have become more and more serious. People begin to pay attention to the sustainable development of economy, society and environment. However, it is difficult for the traditional urban system planning theory and methods to adapt to the rapid development of industrialization, urbanization, marketization and globalization. The discussion of new urban system research and planning theory emerges at the historic moment. Town planning is an important program to guide the healthy development of urbanization in China. The scientific planning system has made an important contribution to the tremendous achievements of urbanization in China. Although there are various problems in the development of urbanization, a more scientific and reasonable summary of urban planning methods can help us to solve the current problems and difficulties. As a kind of important pattern of urbanization, tourism urbanization plays an important role in guiding the future development. Up to now, there has not been a case of tourism town planning for a tourism town in China. However, with the more distinct urbanization development characteristics of this development mode in some areas, the role of tourism town planning is self-evident to realize the sustainable development of tourism urbanization. The particularity of tourism urbanization planning lies in that it should not only adapt to and satisfy the needs and reality of the new urbanization development in the future, but also consider the potential of tourism development in the future. At the same time, it must consider in an all-round way and promote the construction of tourism town planning system under the cross-comprehensive influence of regional development, global tourism implementation, resource and environment constraints,

poverty alleviation and development and other fields.

Southwest region is an area with relatively rich tourism resources in China. With the development of tourism, different levels and scales of tourist towns have been formed in the region, and tourism has become an important form to lead the development of regional urbanization. The rise and development of tourist towns not only promote the rapid development of regional economy and urbanization, but also bring about some problems. The transition and disorderly development of urbanization have a tremendous impact on the sustainable development of regional cities and towns. Based on this, how to scientifically construct the planning and development system of tourism towns has become an important problem that needs to be solved. This paper intends to explore and study this problem.

II. THE METHOD OF CONSTRUCTING TOURISM TOWN PLANNING SYSTEM: MULTI-PLANNING INTEGRATION

In view of the current situation that various regional spatial planning coexist and can not be effectively linked, the Central Working Conference on Urbanization and the *National New Urbanization Planning (2014-2020)* clearly propose to “establish a spatial planning system, promote planning system reform” and “promote the ‘multi-planning integration’ in conditional areas, such as the overall economic and social development planning, urban planning and land use planning”. Combined with the reality of tourism urbanization development in southwest ethnic minority areas, starting from the multiple dimensions of tourism urbanization's demand for industrial development and the need for regional ecological environment, the “multi-planning integration” specifically refers to the “three-planning integration” of the main functional area planning, tourism development planning, and urban system planning (Table I).

The national economic and social development planning is the strategic planning and overall deployment of the national economic and social development in a certain period and scope. Its core content includes the formulation of development goals and the determination of recent tasks. Its main features are: (1) comprehensive planning; (2) setting goals and the target system containing anticipated targets and obligatory targets; (3) focusing on recent development, generally with a planning period of five years, which can be expected to 10 years; (4) as a development planning, basically not involving spatial layout.

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TABLE I. THE BASIC SITUATION OF EACH PLANNING IN "MULTI-PLANNING INTEGRATION"

Planning Titles	National Economic and Social Development Planning	Main Functional Area Planning	Tourism Development Planning	Urban System Planning
Hierarchy System	Three-level Planning: State-Province-City/County	Two-level Planning: State-Province	Four-level Planning: State-Province-City-County (some cities and counties with abundant tourism resources)	Four-level Planning: State-Province-City-County (townships covered by overall planning)
Core Contents	Define the development strategy, development goals and target system (anticipated targets and obligatory targets); clarify the development priorities, relevant policies and the guarantee measures for the implementation of the planning	Divide the main functions, and then determine the number, location and scope of various main functional areas, and clarify their orientation, development direction, development sequence, control principles, etc.	Put forward the new trend of tourism development in a certain scale, and clarify the development fields and key links.	Clarify the development goals and strategies of urbanization; determine the nature, scale and spatial layout of cities and towns; improve the safeguard mechanism of urbanization development
Planning Features	①comprehensive planning; ②set goals: indicators of economic and social development; ③basically does not involve spatial layout	①basic and binding planning; ②macro comprehensive planning; ③county-level administrative districts are basic spatial units	①comprehensive and regional planning; ②relatively clear objectives and specific assessment indicators; ③the planning period is generally five years.	①comprehensive planning; ②focus on the spatial distribution and development orientation of cities and towns

The main functional area planning is a planning which is based on the main functions of different regions, and is the implementation of the national economic and social development planning in spatial development and layout. Its core contents are to evaluate the carrying capacity of resources and environment, current development density and development potential of land and space, determine the number, location and scope of four main functional areas, i.e. optimized development zone, key development zone, restricted development zone and forbidden development zone, clarify their orientation, development direction, development timing and control principles, and improves the regional policies corresponding to the seven categories of finance, investment, industry, land, population management, environmental protection, performance evaluation, and performance appraisal. Its main features are: (1) basic and restrictive planning, emphasizing the overall regional objectives, and guiding the formulation of planning policies related to subsequent development and construction; (2) macro comprehensive planning, which is divided into national and provincial level planning, mainly regulates the government's policy formulation, not directly related to the development and construction activities of units and individuals; (3) taking county-level administrative region as the basic unit [1].

Tourism development planning is the overall deployment process of the development goals and the realization methods of the tourism system in a regional complex. The planning, after being approved by the relevant government, is the legal basis for tourism development and construction of various departments in the region. The planning is required to start from the overall situation and the whole of the system, focus on the overall optimization of the planning object, correctly handle the complex structure of the tourism system and consider and deal with problems from the development and three-dimensional perspective. The contents of the tourism development planning include the overall requirements and

development objectives of tourism development, the requirements and measures for the protection and utilization of tourism resources, as well as the requirements and promotion measures for the development of tourism products, the improvement of tourism service quality, the construction of tourism culture, the promotion of tourism image, the construction of tourism infrastructure and public service facilities. Its main features are: (1) comprehensive and regional planning, generally from the state, provinces to some cities and counties with rich tourism resources, all will formulate tourism development planning; (2) having relatively clear objectives and specific assessment indicators; (3) the planning period is generally five years; (4) focusing on the assessment of the performance and expected objectives of tourism development implemented by tourism authorities at all levels.

III. INNOVATIVE THOUGHTS ON TOURISM TOWN PLANNING SYSTEM

A. Spatial Planning of Regional Tourism Towns: Urban Classification and Differentiation Development

The main goal of urban system planning is to achieve the sustainable development of the whole region. Therefore, we must solve the problems in the development of agriculture, rural areas and farmers, the tourism and economic development, ecological environment and local cultural protection based on the overall perspective and the overall requirements of new urbanization. It is necessary to change the deficiency of emphasizing cities over townships and neglecting the ecological base in the past, and to construct a regional planning with full coverage of spatial elements. Differentiated spatial divisions are carried out according to the objective development conditions of the region itself. Due to the influence of natural endowments and historical opportunities, regional differences exist objectively, but "differences" are not "gaps". Differences are the basis to adjust measures to local

conditions, develop strengths and avoid weaknesses, and form an overall, coordinated and optimum regional development pattern. Regional development conditions can be different, but human rights to development are equal and should not be different [2]. Therefore, “differentiation of regional development” should be the core idea and basic working method of urban system planning. Based on the diversified characteristics of tourism urbanization in southwest China, the tourism towns should be firstly classified in urban planning, and different development plans should be implemented according to different types of tourism towns, which will be more in line with the specific actual needs of development.

Make overall planning and all-round consideration and define the development goals, models and paths of regional differentiation. According to the basic differences between resources and environment, and on the basis of fully demonstrating the basic conditions of differentiation and market demand, make overall planning and all-round consideration and define the development goals of differentiation to enhance the integrity of benefits and balance the fairness of interests. In the planning, the scope and degree of differentiation are embodied through the control measures such as the existence of planning objectives, the level of indicators, the proportion of elements, and the timing of implementation. Make differentiated development path

according to the target, and define the steps, strategies and specific methods to achieve differentiated goals.

At present, there are many studies on the classification of tourist towns in academic circles, among which the representative one is that Zhao Qinghai (2002) classified tourist towns into three types: resource type, participation type and reception type from the perspective of development. Yunnan Provincial Government (2005) divides tourism towns into five types from the perspective of urban tourism resources: national culture construction type, historical heritage preservation type, ecological environment construction type, characteristic economic cultivation type and compound type; from the perspective of urban tourism development, tourist towns can be divided into three types: protection and promotion type, development and construction type and planning and reserve type. According to the above classification study and combined with the attributes and characteristics of tourist towns in southwest China, the author believes that the tourism towns in the southwestern region can be divided into four types: resource-oriented type, location-driven type, industry-driven type and compound type (Table II). Through the division of different tourist towns to clarify and orientate its development planning policies and priorities, and ultimately form different tourism town planning and development measures.

TABLE II. DIFFERENTIATION PLANNING AND DEVELOPMENT STRATEGIES FOR DIFFERENT TYPES OF TOURISM TOWNS

Types of Tourism Towns	Major Towns	Differentiation Planning and Development Strategies
Resource-oriented type	Jiuzhaigou, Lijiang, Guilin, Xishuangbanna, Leshan, Shangri-La, etc.	Focus and emphasize the development and innovation of tourism attractions, accelerate the construction of tourism brands, and pay attention to the sustainable development and protection of resources.
Location-driven type	Mianyang, Yibin, Guangyuan, Dali, Anshun, etc.	Strengthen the construction of regional radiation capacity, focus on promoting the core role of the region through the construction of transportation infrastructure, and take the establishment of high-quality reception destinations as the main goal.
Industry-driven type	Nanning and Guiyang	The goal is to enhance the overall influence of the tourism industry, to improve the development ability of the whole tourism industry chain, and to build tourism industrial agglomeration areas and major tourism commodity production and circulation bases.
Compound type	Kunming, Chengdu and Chongqing	With the goal of becoming an important tourist center city in China, a regional tourism distribution center should be built to form an important tourist hub city facing both inside and outside the region as well as southwest China.

The realization of the target needs the corresponding policy measures, and the realization of the differentiated goal is more inseparable from the difference of the corresponding policies and measures. Urban system planning should focus on the study of differentiated policies and measures to promote and guarantee the realization of regional differential goals, mainly including industrial access, investment orientation, environmental access, facilities guidance, financial transfer payments and ecological compensation, land use index allocation, and differentiated assessment system.

B. Urban Spatial Structure Planning: Breaking Administrative Space Segmentation

Urban spatial structure is the spatial projection of economic and social activities. Market plays a decisive role in the allocation of resources. In terms of scale structure, there is no fixed proportion in large and medium-sized towns, and the key

is the coordinated development. With the main role of market allocation resources to promote the free flow of elements, the space evolves from equilibrium to imbalance. The interrelated towns are not limited to administrative regions, and the basic units of urban spatial organization are not limited to single towns. Diversified spatial organization units such as metropolitan area, metropolitan circle, urban belt, urban axis and dot shape have emerged. Therefore, it is necessary to gradually change the current inverted planning method that is limited to the administrative divisions and unilaterally emphasizes the promotion or control of scale, the integrity of hierarchical structure, and regard the urban system planning as planning an “urban system”. The overall relationship within the scope of economic zoning should be considered as a whole. On the basis of market connection, the connection of employment, population, transportation, capital and information flow should be comprehensively analyzed, and the urban spatial organizational unit should be reasonably determined. Starting

from the planning of urban system in Southwest China, along with the large-scale development of tourist belts in Southwest China, some tourist belts guide the urban spatial structure to form a congregation in some regions. For example, the tourism towns in the upper reaches of the Yangtze River are distributed in Hubei, Chongqing, Sichuan and other provinces and regions. The planning and development of this kind of tourism town space cannot rely solely on the single planning made by the provinces, but should break down administrative barriers and form the overall planning of tourism towns in the region. In addition, the formation of tourism town spatial agglomeration in the provinces and regions, such as Northwest Yunnan tourism town spatial agglomeration, Guilin-Nanning-Beihai tourism city agglomeration, needs to formulate corresponding tourism town spatial planning from the provincial level.

Moreover, we should strengthen market leadership and dilute the scale and grade requirements in the planning. The essence of the coordinated development of large and medium-sized cities is the coordinated development of the market of large and medium-sized cities, which should be achieved by controlling and regulating the types, levels and quantities of jobs in specific. With the gradual diversification of investment and development subjects, the allocation of resources is mainly accomplished through the market, which changes the past government's "self-direct and self-performance" planning mode, and the supply of urban jobs is more affected by the market force. Therefore, planning should guide cities to take the initiative according to market changes, constantly adjust and upgrade, optimize industrial structure, improve urban functions, and cultivate the core competitiveness and characteristic competitiveness of cities.

IV. PATH OF CONSTRUCTING TOURISM TOWN PLANNING SYSTEM

Combined with the methods and the thinking innovation related to tourism town planning, according to the implementation and application of the southwestern tourism towns in the future planning and development, this paper puts forward the following main path of tourism town planning system.

A. Innovate in the Planning Methods of Tourism Towns

As a tourism town in southwest China, on account of its relatively small area, and the integrated work of strategic positioning, urban development, tourism development and characteristic construction, it seems that any single type of planning can not adapt to the planning formulation of tourism town. Strategic planning and overall planning can better grasp developing direction, development orientation and overall layout of tourism towns, but they can not be deeply involved in the specific characteristic construction, and it is difficult for them to put forward specific grasping projects. Regulatory plan and urban design can put forward creative design content, but it is difficult for them to grasp the strategic positioning and overall layout and go deep into the specific key projects to construct features [4]. Therefore, we believe that only by exploring an integrated design method of tourism cities that combines travel planning ideas and covers overall strategic positioning, systematic creative design and characteristic

design of key areas, can we better adapt to the planning and compilation of tourism towns, can we better adapt to the planning and compilation of tourism towns, and implement the characteristics construction at all levels.

B. Clarify the Theme and Characteristics of the Towns

Different tourism towns have different tourism theme brands and characteristics. All the development goals should be planned and developed around their own characteristics tourism towns in the planning of tourism towns. For example, some tourism towns are to build recreational tourism destination, then the planning is more about the project investment and land use planning for the construction of recreational bases. And some tourism towns are based on the theme of tourism development of ancient towns, so the tourism town planning pays more attention to the innovative development and environmental protection of the characteristic tourism products of the ancient towns. In a word, different characteristics of tourism towns determine the different priorities of their planning and development.

C. Strengthen Market Links and Rationally Determine Urban Spatial Organizational Units

Whether the spatial structure of tourist towns is reasonable or not is related to the urban layout and future development in a certain region. However, the spatial layout of tourism towns must be based on the role of market allocation of resources, and determine the development scale and future role of the towns according to development of the market. The rash development of tourism towns may have an impact on the unsustainable development of tourism destinations. The reasonable number and scale of towns is an important guarantee for the development of regional towns.

D. Adapt Measures to Local Conditions and Embody the Principle of "Protection, Utilization, Transformation and Development" to Develop Tourism Towns

Most of the tourism towns in southwest China are important distribution sites of tourism resources and historical culture, ethnic culture and historical relics, in which the tourism resources development should implement sustainable protection and development. Tourism development reflects the utilization and transformation of regional tourism destinations, rather than destruction and pollution. Only by realizing the win-win modes such as tourism development and the improvement of the ecological environment in tourism sites, and the protection of ethnic cultural tourism resources, can tourism towns achieve scientific development [5].

V. CONCLUSION

Tourism town planning is a form of many development plans, and compared with the traditional planning tourism town planning involves many fields such as tourism, town, land, ecological and environmental protection. Implementing the "multi-planning integration" is an important way to promote the innovative development of tourism town. Through the classification and development of different towns in southwest China, comprehensive planning is carried out on the basis of

clarifying their target location to form a planning system and strategy in line with the regional reality.

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