

Transformation and Upgrading of Tourism Industry in Zhongshan City

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Abstract. Tourism resources and environment are the important basis for the survival and development of tourism industry. In addition, those resources with potential value and irreplaceable resources are prerequisites for the development of regional tourism. Therefore, for the transformation and upgrading of tourism industry in of Guangdong-Hong Kong-Macao Greater Bay Area (GBA), more and more in-depth tourism resources can be excavated. Under the conditions of fixed location (the location of tourism resources has characteristics), accessibility and regional economic level, hZhongshan tourism industry can achieve better tourism economic level. However, the attributes of resources themselves are immovable, especially natural tourism resources, so the evolution of time is mainly due to the awareness of the country in assessing the time differences of different resource classes and types. Therefore, the change of time is also reflected in the change of tourism space dislocation.

Introduction

For Zhongshan City, especially with the help of the construction of GBA, the focus of tourism resources has changed. With the growth of time, the abundance of some tourism resources has gradually improved. For example, influenced by the concept of cultural and tourism integration, Sun Yat-sen's cultural tourism resources have gradually become the focus of development. Therefore, in the process of the construction of GBA, the tourism enterprises within the regional agglomeration of tourism industry should actively construct a competitive and cooperative mode to participate in the external market competition by means of foreign direct investment and attraction of foreign capital, joint development of tourism products (services), sharing of tourism information and opening up overseas tourist market. Maintain the openness of regional tourism industry agglomeration, promote the exchange and complementarity of tourism resources and tourism products (services) within and around the agglomeration environment, and avoid the risk of industrial agglomeration caused by closure[1].

Considering the dislocation between the abundance of tourism resources and tourism economy, we need to further analyze the causes of the dislocation, and then optimize the allocation of resources and coordinate the relationship between tourism resources and tourism economy. Among them, system regulation, information technology and so on play an important role. The main body of coordination is the government and enterprises[2]. From the perspective of effective utilization of tourism resources, we consider the impact of the role of government and tourism enterprises on the dislocation. From the perspective of the main body, we can understand more dynamically the impact of the interaction between the government and enterprises on the dislocation in the dynamic process of dislocation, and further put forward more targeted suggestions. Through the analysis of this topic, we can see that the formation and development of regional agglomeration of tourism industry in Dawan District of Guangdong, Hong Kong and Macao are the result of the interaction of internal and external dynamic factors[3].

Literature Reviews

Marshall (1961) systematically analyzed the external economy of industrial agglomeration at an early stage. Later, scholars began to study the dynamic mechanism of industrial development on this basis or research basis. The exhibition platform forms tourism industry agglomeration, industry chain extension and expansion (tourism + other industries), innovation and entrepreneurship investment of tourism enterprises, construction of tourism infrastructure (public service system), etc. (Liu Lili, Biyan, 2009) [4]. In practice, the key to the transformation and upgrading of tourism industry lies in the driving force of improving the quality of tourism products (services). Tourism enterprises respond to the higher-level needs of tourism products (services) through tourists, and then ensure that tourism products (services) meet the personality of tourists by improving the level of market supply. Chemical requirements (Cinta & Salvador, 2016). The transformation and upgrading of tourism enterprises in Zhongshan City is an important part of the high-quality development of tourism industry in GBA. Through the construction of GBA, it gradually leaps to a higher level. The transformation and upgrading of tourism industry within the region can be achieved through the gathering of tourism enterprises through experience exchange and knowledge sharing to jointly develop, design, innovate, produce and provide high-quality tourism products (services) system (Li & Tao, 2003) [5]. The evolution law of tourism industry chain shows that the more dependent on the two ends of tourism industry chain, namely R&D and marketing, the greater the dependence of tourism industry development on innovation and creativity, and the greater the added value of these two ends, just like the smile curve in international trade (Yamashita et al, 2001). It should be pointed out that statistical high-tech industries, if in the industrial chain processing and production links, also belong to labor-intensive industries, what they need is relatively inexpensive labor with low educational level. At present, with the implementation of the supply-side reform strategy at the national level, more attention should be paid to the transformation and upgrading of the tourism industry from the perspective of supply, focusing on the high-quality development path dependence of the tourism industry, rather than the development of the tourism industry only from the perspective of expanding domestic demand (Zeng Bowei, 2015). Li Feng (2018) believed that the construction of the Great Bay Area of Guangdong, Hong Kong and Macao was conducive to giving full play to its unique advantages, drawing lessons from international experience, nurturing world-class Bay Area economies, such as San Francisco, New York, London and Tokyo, and building a new platform for high-level participation in international economic cooperation[6].

Based on the above-mentioned research foundation, this paper holds that according to the present situation of tourism industry development in Zhongshan City, the transformation and upgrading of tourism industry can be discussed from two aspects: one is the enterprise level, with the start of the construction strategy of Guangdong, Hong Kong and Macao Great Bay Area, the tourism resources in the region can be further effectively integrated and the tourism enterprises can be promoted continuously. To improve competitiveness, tourism enterprises will increase their profits by increasing the added value of tourism products (services), continuously release the potential of tourists' consumption, strive to tap the cultural connotation and elements of tourism products (services), deeply build and optimize the existing tourism products (services) system, and promote tourism. High-quality development of industry and its transformation and upgrading (Tang Shushuan, 2017), and then promote the transformation and upgrading of tourism industry in Zhongshan from the micro level; secondly, at the regional level, the relevant policies of GBA have been continuously introduced, implemented and perfected. The transformation and upgrading of tourism industry in Zhongshan City involve preferential policies and tourism industry in GBA. At this time, the development of tourism industry in Zhongshan should promote the optimization of industrial structure. And through this optimization to achieve the sustainable development of tourism industry in Zhongshan City, which is also from the macro level to promote the transformation and upgrading of tourism industry in Zhongshan City[7].

Dynamic Mechanism

The integration of tourism industry can form new formats, promote innovation and enhance industrial competitiveness. In fact, the transformation and upgrading of tourism industry is not one-sided emphasis on the introduction of high-tech. For example, in view of the relatively weak tourism resources in Zhongshan compared with GBA, we can consider the integration of culture and tourism (IP tourism resources development) in Zhongshan City, and organically integrate innovation and creative ideas into the tourism industry. The transformation and upgrading of tourism industry have a process of time dynamic evolution (Wei Min, 2018). In this study, according to the time sequence, the driving mechanism of transformation and upgrading of tourism industry in Zhongshan City can be divided into front-end driving force, middle-end driving force and back-end driving force under the background of the construction of GBA, which act together on the high quality of tourism industry. The development of each level (resources, technology, functions and markets), and then promote the transformation and upgrading of tourism industry in Zhongshan City. In each stage, resources, markets and platforms occupy different positions, ensuring the time succession and space coexistence of each stage in the process of transformation and upgrading of tourism industry, and systematically realizing the transformation from traditional business to new business (Li Chenghua, 2012).

Front-end Dynamics (Resource Reconfiguration)

Under the background of relatively scarce tourism resources in Zhongshan City, how can tourism industry and enterprises combine existing cultural tourism resources and innovative ideas organically to promote knowledge accumulation, technology application, learning and creation to create and integrate tourism resources, so as to realize the transformation and upgrading of tourism industry? Because this way of resource integration and development is the starting point of the transformation and upgrading of tourism industry, resource reconstruction can be regarded as the front-end driving force for the transformation and upgrading of tourism industry in Zhongshan City [8]. The tourism resources of Zhongshan City are relatively insufficient compared with those of GBA. Therefore, knowledge accumulation and other factors are of great significance to the transformation and upgrading of tourism industry in Zhongshan City. In practice, depending on the economic activities of traditional tourism industry, how much new knowledge has been generated (technology, learning and creation can be seen as the effect of integrating cultural resources into tourism industry) [9]. Accordingly, the capital stock function of tourism industry can be constructed (the transformation and upgrading of tourism industry can be approximated by value-added promotion, which is also regarded as dependent variable). The stock of knowledge (an important factor of resource reconstruction) is the function of capital stock. Therefore, the behavior of only one stock variable is endogenous. This paper chooses the power function commonly used:

$$A(t) = BK(t)^\phi, B > 0, \phi > 0 \quad (1)$$

In Eq(1), $A(t)$ is capital stock of tourism industry; B is exogenously given parameters (constants), which is used to explain the effects of other factors; ϕ is Knowledge Increasing Effect Caused by Tourism Industry Investment; K is knowledge stock; t is time. Driven by the front-end dynamic mechanism, the role of knowledge (innovative ideas, cultural tourism integration) can promote the explosive growth of tourism industry economy (geometric series), which is manifested in the substantial increase of capital stock in a specific period (t).

The reconstruction of tourism resources in Zhongshan City cannot be achieved without the integration and deep excavation of cultural resources. The cultural core has contributed to tourism economy. The GBA has its unique geographical location (transportation and other infrastructure, economic development, etc.) and cultural background (the convergence of multi-cultures, i.e. "East-West convergence, South convergence". Zhongshan City can take advantage of the great opportunity of the construction of GBA to excavate and integrate cultural tourism resources. At present, it is quite successful, such as Zhongshan Film and Television City. This project is a large-scale comprehensive cultural tourist attraction and film and television shooting base with the theme of displaying the

revolutionary life of a generation of great man Dr. Sun Yat-sen. It is composed of China Hui Group and China International Television. By the end of 2018, more than 5 million tourists had been received and nearly 150 film and television production crews had been received by the state-owned municipal enterprises jointly established by the TV Headquarters Company, which greatly enhanced the visibility of Zhongshan tourism. On December 6, 2017, Zhongshan City created a city image of "savoring Zhongshan and enjoying life slowly", and held a special promotion meeting of Zhongshan Tourism in Shenzhen to show the image and charm of Zhongshan Cultural Tourism to relevant people, which laid the main foundation for the transformation and upgrading of Zhongshan's tourism industry[10].

Mid-end Motivation Mechanism (Market Mechanism)

Based on the theory of industrial economics, this paper establishes the capital-return equation of enterprises (under the condition of market competition), uses the regional (provincial) statistical data of China and the capital-return equation of tourism industry as the basis, empirically analyses a series of factors affecting the efficiency of tourism industry in Zhongshan City, and tries to explain the construction of GBA. Under the background, the correlation between the profit margin and capital flow of tourism enterprises in Zhongshan City is established. According to the previous study of this paper, it is found that in other regions, the return on capital is often one of the important factors affecting capital flow. However, with the improvement of the market system in Guangdong, Hong Kong and Macao, the competition of enterprises in the market is more standardized and orderly. It may directly or indirectly promote the transformation and upgrading of tourism industry in Zhongshan City. Therefore, strengthening the market system construction of GBA, which combines independent innovation with production, education and research, and giving full play to the basic role of market mechanism in resource allocation can effectively promote the optimal allocation of tourism resources (including other related resources) in GBA, and then effectively promote the transformation and upgrading of tourism industry in Zhongshan City.

Backend Dynamics (Environment Platform)

In the aspect of hard environment, the government further strengthens the construction of infrastructure such as transportation and tourism public service system; in the aspect of soft environment, it promulgates the transformation and upgrading of tourism industry to promote policies and effective policy supply. Tourism industry (enterprises) can improve their own operating efficiency by means of the construction of the GBA (such as the improvement of business environment). The government should also facilitate the support, synergy, execution, innovation and influence of tourism enterprises, and provide relevant policy support for tourism enterprises to train high-skilled practical talents and high-level entrepreneurial teams[11].

According to the previous analysis, we can find that the dynamic mechanism of tourism industry transformation and upgrading can be divided into three stages: front-end dynamic mechanism, middle-end dynamic mechanism and back-end dynamic mechanism. Moreover, the three stages are characterized by strong temporal evolution. In the early stage of tourism industry transformation and upgrading in Zhongshan City, the dynamic mechanism can be divided into three stages: front-end dynamic mechanism, middle-end dynamic mechanism and back-end dynamic mechanism. Resource restructuring attracts passenger flow, and then forms a driving force to promote the added value of Zhongshan's tourism industry; Zhongshan's tourism industry transformation and upgrading is on the right track, and the soundness of the market mechanism has gradually become the decisive driving force for the transformation and upgrading of Zhongshan's tourism industry; and when the market mechanism has been functioning normally, the government. Platform security (including the strategic policies of Guangdong, Hong Kong and Macao) has become the focus of promoting the transformation and upgrading of tourism industry in Zhongshan City[12]. It can be seen that the three stages of the dynamic mechanism of the transformation and upgrading of the tourism industry in Zhongshan City are successive in time. Moreover, under the background of the construction of GBA, the three dynamic driving stages studied in this paper run through all the links and processes of the transformation and upgrading of the tourism industry in Zhongshan City.

Therefore, the transformation and upgrading of tourism industry in Zhongshan City is often accomplished under a certain dynamic mechanism. Under the background of the construction of GBA, the innovation ability can make up for the lack of resources, and even create new resource advantages (the success of Changzhou's Chinese Dinosaur Park and Guangzhou's Changlong Happy World has been verified) which are in line with the market changes. Fit. Driven by the dynamic mechanism, if the tourism industry upgrades successfully, it will build up new advantages (Tu Civilization, 2012). The measurement of transformation and upgrading of tourism industry in Zhongshan City can take tourism income as dependent variable and innovation ability, resource advantage and market change as independent variable. The model is as follows:

$$Y = a + bK + cE \cdot I \cdot S \quad (2)$$

The meanings of each variable are as follows: tourism industry income (Y), net fixed assets (K), average length of education for employees (E), investment in construction (I) and R&D costs (S), and a, b, c are constant. According to the above model, if Zhongshan is integrated into the construction of Dawan District in Guangdong, Hong Kong and Macao, its tourism industry income is positively correlated with fixed assets net value and R&D investment, it shows that the environment of GBA can promote the transformation and upgrading of tourism industry in Zhongshan to a certain extent.

Finally, according to the timing evolution of the dynamic mechanism of transformation and upgrading of tourism industry in Zhongshan City, we can see that under the background of the construction of GBA, the government first led the implementation of supply-side reform to realize the reconstruction of tourism resources in Zhongshan City; secondly, further improve the market system and cultivate a large number of excellent through market competition. Thirdly, the government further optimizes the business environment and infrastructure of GBA, constructs a platform for the integration of tourism industry and other industries such as culture, and ensures the transformation and upgrading of tourism industry in Zhongshan City. Finally, technology (including innovative ideas) penetrates into tourism industry in Zhongshan City. The whole process of industry transformation and upgrading, directly or indirectly, continuously promotes and promotes the increase of added value of tourism industry in Zhongshan City.

Conclusion

The construction of GBA has brought great opportunities for the transformation and upgrading of tourism industry in Zhongshan City. The integration of Guangdong, Hong Kong and Macao promotes and supports the integration and development of enterprises or products within or between industries through innovation, accelerates the trend of integration of tourism industry in Zhongshan City and opens up the market demand of tourism industry. In order to improve its profit margin to a certain extent, and ultimately realize the transformation and upgrading of tourism industry in Zhongshan City. In the early stage, the cultural elements of Zhongshan City were integrated into the tourism industry, enriching the connotation of the tourism industry, expanding the types of tourism products and enhancing the image positioning of the tourism industry. In the mid-term, in the construction of Guangdong, Hong Kong and Macao Bay Area, the infrastructure has been further improved. With the cultural products of Zhongshan City displayed in the form of tourism, their forms of expression and consumption experience can be enriched. Through industrial integration, more cultural brands can be created, the tourism industry market of Zhongshan City can be expanded, and the development of cultural industry can be promoted. At the same time, integration can also produce scale effect, and promote the development of related industries.

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