

Study on the Improvement of Post-disaster Reconstruction Tourism+ Industry Chain

-- a Case Study of Heishui County

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Abstract. To improve living standards, most of the quake-hit areas used tourism as a production industry. Taking Heishui county of Sichuan as an example, this paper explores how to use tourism to rebuild the economy of the disaster-stricken area, which was originally backward. The tourism industry after the disaster should be linked with multiple industries to form a compound tourism+ industry, promote the comprehensive progress of the industrial chain, and promote the sustainable development of the economy of the disaster area.

Keywords: Post-disaster reconstruction, tourism+, complex industry chain.

1. Research Background and Purpose

It has been 11 years since the Wenchuan earthquake in 2008, but its impact is still reflected in the post-disaster reconstruction areas. Impact of the Wenchuan earthquake and not limited to poorer some lagging economic region, the government's task is not only repair area, it also shoulder the task of promoting regional comprehensive development level, at present most of the new post-disaster industry is the tourism industry . Tourism has become the most extensive reconstruction industry, because our country has a long history, and most affected areas where remote and local culture has worth mining and development potential, and the region's tourism mostly depends on the local site and the natural ecology, start-up capital is relatively small, so these areas will be selected as reconstruction of industry tourism. However, if tourism cannot communicate and flow with the daily industry, making the money flow into a passive state, the industry chain is not effective. Therefore, how to build an effective and mobile tourism industry chain after the disaster has become an important problem.

Heishui county, the reconstruction area in western Sichuan province of China, is a typical remote and severe disaster area. After the earthquake, the county was built with the assistance of jilin province. The following article will take Heishui as an example to explore the development of various industries in Heishui industry chain, determine the development situation and existing weaknesses of Heishui tourism industry chain, and put forward Suggestions on establishing an effective tourism industry chain after the disaster.

2. Research Status

For post-disaster industry chain in the study of the major developments in the industry, the tourism industry as the main industry of post-disaster reconstruction of Beichuan, the cultural tourism industry with comprehensive functions, is an important part of tourism industry, so the development of cultural tourism industry will become the post-disaster reconstruction is the fastest is important one annulus [1-2]. Yang hong selected six cities and 30 counties in Wenchuan earthquake stricken areas for investigation. [3].

From the industrial chain, wang's team studied the post-disaster reconstruction of Wenchuan industrial layout and structure, and reconstruction of phosphorous chemical industry in shifang give experience: can be made use of the industrial chain to scientific layout and adjustment plan the overall planning of restoration and reconstruction after earthquake in the mainland[4]. Xu Jiupin in Wenchuan earthquake reconstruction of industrial cluster adjustment are analyzed, from their natural resources, social resources, economic resources three dimensions to analyze and evaluate

effectiveness into the disaster area reconstruction, from the environmental, economic, planning plan and platform four aspects the affected areas of the industry cluster solution [5].

As can be seen from the above studies, tourism is the focus of post-disaster reconstruction. The following will take the tourism industry in Heishui county, Sichuan province as an example to explain use the tourism industry in disaster areas as a recovery industry, then the region must have a cultural core that can accurately locate and attract target groups. From the overall industrial chain, modern tourism industry should be linked to various industries, is a multi-functional tourism industry chain, can promote the progress of people's life. Disaster areas have a high development of the main industry at the same time to match the modern thinking, the development of modern industrial chain, to achieve the sustainable development of industrial chain.

3. Analysis of the Status Quo of Tourism Industry Chain after the Disaster

3.1 Status Quo of Heishui Tourism Industry Chain

Centering on the tourism industry chain of Heishui, the operation of the industry chain from scenic spots, accommodation, catering, entertainment and other sections is described, and the problems of the tourism industry chain of Heishui are analyzed.

(1) Scenic spot:

Heishui is mainly a red tourist destination and natural scenery. The red site is mainly the ruins of the reed flower club meeting. The natural scenery is dominated by dagu glacier, which belongs to jiuzhaigou scenic spot. Mao zedong held the "maergai conference" under the dagu snow mountain, which is also the most beautiful red-leaf viewing area. Therefore, the red-leaf viewing period in autumn will become the peak season for Heishui tourism.

(2) Accommodation:

Tourist accommodation in Heishui is widely distributed, among which the most representative one is the Yangrong village which is specially used for accommodation. Except for Yangrong village, the accommodation is of different quality, widely distributed. Heishui's accommodation industry is largely closed in winter due to the impact of off-peak tourism season.

(3) Diet:

The special food of Heishui is the Tibetan special food, the main representative is the knife cuts beef and the Tibetan hot pot. In addition to special catering, the quality of black water agricultural products is also very high, representative is black water honey, black water Tibet fragrant pig and so on.

(4) Entertainment:

The main tourist entertainment of Heishui is in dagu glacier, with cable car and other ornamental entertainment facilities. Compared with other tourism areas, there is a lack of entertainment. Tourism is only limited to sightseeing and buying local specialties, with no follow-up entertainment measures.

(5) Traffic:

The outside traffic in Heishui is very inconvenient. The main highways do not pass through Heishui, which makes the time to enter Heishui longer. Besides, there are landslides and debris flows on the roads entering Heishui. However, in recent years, yakexia tunnel around Heishui has been built, which has promoted the development of Heishui transportation

(6) Derivatives:

Heishui has its own e-commerce business, but sales have been low. Although Heishui has local specialties, but does not have a profound impact on representative products.

After the earthquake, Heishui county started to assist Jilin province, and finished the construction in 2012. However, after field investigation, Heishui tourism development is not ideal, and there are obvious weaknesses in entertainment, transportation and other aspects. The following will specifically analyze the weaknesses and reasons of tourism.

3.2 Heishui Tourism Industry Chain Weakness

1) Single and weak industrial chain

The main industrial chain of Heishui is tourism industry chain. However, people in Heishui show excessive dependence on tourism. For example, the living quality of the community in Heishui is relatively good. As Jiuzhaigou is the only way to Jiuzhaigou, it has both advantages and disadvantages. The disadvantages lie in the fact that compared with Jiuzhaigou, the tourist attractions in Heishui are less attractive, which makes Heishui tourism profitable only in the autumn peak season and directly shut down in winter (almost no tourists).

2) Insufficient publicity for industrial chain operation and insufficient derivative development

At present in the community, the Jiazu village and other places have been formed e-commerce platform location, Heishui county of aba was developed comprehensive agricultural public brand "pure land in aba" and Heishui county comprehensive agricultural application of public brand Jacques "Yakexia", also made the Heishui county brand products such as "Jiuqiannian water" in nine thousand, "Sewan Tibetan pig" "Chinese bee honey" in the Heishui, but these platforms are lack of deep inquiry and professional operation, leading to low income.

3) Each industry in the industrial chain is not closely linked and its development is unbalanced

According to the analysis of 3.1, entertainment, transportation and derivatives in the tourism industry of Heishui are in a weak position, which makes it inconvenient for tourists to come to Heishui. There is not enough entertainment for them to stay in Heishui, and there are no souvenirs for them to leave images. Therefore, the first priority of tourism in Heishui is to develop transportation arteries to facilitate the inflow of people. The second is to strengthen the development of entertainment industry and landmark derivatives to retain tourists and improve their viscosity.

4. Establish a "Tourism+" Scientific Tourism Industry Chain

Based on the trend of The Times now, single tourism has been unable to attract more visitors, if you want to build the sustainable development of tourism industry chain, the region needs to combined with other tourism industry complex tourism industry chain, tourist elements penetrated into various industries, using other industries driving the development of tourism, and tourism can promote sustained growth in all walks of life. With Heishui actually owning materials, it is suggested that four ways of "tourism + agriculture", "tourism + culture", "tourism + ecology" and "tourism + network" can be established. The industrial chain model simulating Heishui's "tourism +" is shown in figure 1. The following is the four aspects of Heishui tourism's "tourism+" Suggestions.

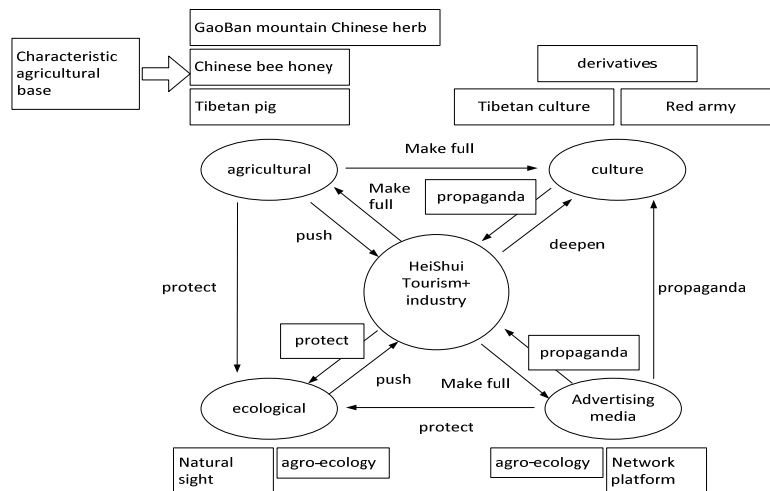


Figure 1. model of Heishui "Tourism+"

(1) Tourism + agriculture:

In addition to Tibetan fragrant pig and Chinese honey, Heishui also operates large plots of featured fruits and medicinal plants. Heishui at the same time in order to achieve the country

revitalization of also has a wide range of ecological agriculture demonstration base, include Xili village and son on 15 demonstration base, the specific distribution are shown in table 1[6]. The above Heishui tourism should be combined with local agricultural demonstration garden, both to make up the weakness of the lack of recreational facilities, can also strengthen publicity Heishui special local product brand awareness.

Table 1. Heishui Featured agricultural products distribution

Featured products	Distribution
Sewan Tibetan pig	Zhimuling village
Heishui Fengwei chicken	Seguer chicken farm
Heishui Chinese bee honey	Luhua cillage
	Ci dam
	ZHimuling village
	Wabo village
Gaobanshan Chinese herb	Qiugao mountain
	Kalong town
	Wabo village

(2) Tourism + culture:

Heishui should pay attention to two cultures, one is the local Tibetan culture, the other is the red culture. The local Tibetan culture brings with it special food and accommodation, which makes the Tibetan culture naturally join tourism. In fact, it also realizes "tourism + food" and "tourism + accommodation". There are also relief sculptures and newspapers related to the red army on the streets of Heishui. Heishui should strengthen the tourism publicity of red culture, and contact with the outside world for cooperation in group building activities to gain high value-added income.

(3) Tourism + ecology:

In addition to the agricultural ecological demonstration base mentioned in 1), Heishui and dagu glacier deserve to join the ecological demonstration. The agricultural demonstration base can build original ecological picking for recreation and education, while dagu iceberg can be connected with the educational significance of global warming. Adding ecological construction to tourism is also in line with the current "green mountains are mountains of gold and silver" call policy.

(4) Tourism + advertising media:

Heishui now has its own e-commerce platform, but it does not have enough visibility due to insufficient organization. In order to develop the popularity of Heishui tourism, Heishui should hire a professional team to operate the e-commerce. On the other hand, Heishui's online publicity should be updated in a timely manner, designing new page layout and setting up new publicity platforms such as WeChat public account. For better publicity, Heishui should develop its own representative peripheral products as soon as possible to attract tourists.

5. Summary

Tourism is a common option in post-disaster reconstruction, and to build a sustainable tourism industry chain needs balanced development in various aspects. Heishui, for example, post-disaster reconstruction tourism should be a full completion of the tourism industry chain, at the same time to discover the core of tourism culture, expand Internet propaganda and derivatives, to strengthen tourists impression do matting for subsequent development, in the development of the industry at the same time to do other peripheral industry common development and achieve more "travel +" industry, make progress together.

Acknowledgements

This research was financially supported by “Sichuan Province 2018-2020 Higher Education Personnel Training Quality and Teaching Reform Project (JG2018-478), Chengdu University of Technology Teaching Reform Project (JG182011), college students training model research and Practice based on cross-professional alliances in the field of innovation and Entrepreneurship” and “Foundation for Innovation and Entrepreneurship Education of Local Undergraduate Colleges and Universities, Research on the Training System of Innovation and Entrepreneurship Talents in the Whole Chain of "Self-Organizing" Cultural Industry, No. SCZ2018004”.

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