

# Research on the Transformation and Upgrading of Tourism Industry in Underdeveloped Areas in China

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**Abstract.** Transformation and upgrading are the only way to realize the sustainable development of tourism industry because there have been many problems in underdeveloped areas' tourism industry. For this the government must innovate, plan the total situation and actively explore the way of transformation and development of the tourism industry. This article based on analyzing the situations and problems of tourism industry in underdeveloped areas comprehensively lists the advantages under the leisure era in resources, traffic and policies in underdeveloped areas. In order to promote the transformation and upgrading of tourism industry in underdeveloped areas, it comes up several policy strategies from the development concept, orientation, model, characteristics and other aspects.

## The Situation and Problems of Tourism Industry in Underdeveloped Areas

(1) The lack of right cognition of transformation and upgrading in tourism industry.

At present, many underdeveloped areas are also underdeveloped in tourism industry. All of these areas usually have a certain amount of ecotourism, natural landscapes tourism resources and so on. However, since these areas just singly pursue viewable and rapid economic increasing, it lacks planned, long-term and sustainable development in tourism industry. The transformation and upgrading is meant to transform the traditional development mode. As a comprehensive cross-type compound industry, if the managers, organizers, participants of tourism development don't in harmony with the environment as the premise and goal, it will not be good to promote the scientific transformation and development of local tourism industry.

(2) The region is not distinctive.

In tourism industry these underdeveloped areas due to the lack of the spirit of adapting measures to local conditions will lead the exploration or development unscientific. It may mainly performance on the more imitations, less creative tourism modes and lack region characteristics or styles. Because of the immaturity of regional tourism market and its aggressive development in industrial economy, most areas may have difficulties in overall considering or segmenting the market. It is also a struggle to attract majority or minority tourists with its own characteristics, hard to efficiently integrated all the distinctive tourism resources or the developing modes and even unable to integrate and optimize the regional tourism development system.

(3) The lack of advertisement.

There is a characteristic which underdeveloped areas generally have. It just meant that there is a weak connection between the local tourism industries and the outside emerging businesses. It is attractive and effective only in limited local areas. This small range and simplified regional tourism mode is useless to make strong radiational drive effect to the local economy. Because these underdeveloped areas cannot make full use of the new media, don't have a strong sense of tourism advertisement and lack the fund of early development and operation, it makes these regions can't fully apply the internet to widely advertise their own tourism products, cannot attract more tourists in advertisement, so finally is impossible to realize a good economic and social profits.

(3) The lack of high-quality talents.

Most often, high-quality talents prefer to some developed areas such as Beijing, Shanghai and Guangzhou, etc. Just minority talents will actively choose to go to some underdeveloped areas like Henan, Hebei, Sichuan and so on. The tourism administrative talents are the same. So, most talents

prefer the developed areas which more suitable to their own long-term development to the underdeveloped areas when they graduate and as a result there are few talents will be glad to go to the underdeveloped areas. In addition, the tourism management talents and teachers are relatively weak in underdeveloped areas, so the quality of the talents in regions are not high. It leads to the limited talents number in regions. With the large talents of tourism management outflow and small inflow, it directly or indirectly restricts the effective development in underdeveloped areas. So for ensuring the supplement of the talents, the regional tourism enterprises can only reduce the requirements of the staff recruitment. Working without strict training or examination is a reason why the serving quality of tourism is keeping a low-development. It straightly lower regions the quality of tourism.

### **The Development and Opportunities of Tourism Industry in Underdeveloped Areas**

#### (1) Leisure time.

With the rapid development and improvement of social economy and people's living standards, relaxation, health and education are becoming questions that people concerned. More and more people begin to participate and involve in various leisure activities. And with the increase of personal property and leisure time, pursuing a leisure life is an important way to realize a quality, diversified and personalized development. Now people are rapidly stepping into a leisure time. Under this situation, a healthy, green and fashionable tourist leisure is the first choose in people lives and it becomes a normal life style.

#### (2) Congenital advantages.

China has a vast territory; the differences of regions and climates are obvious. This leads to a rich and variety tourist resource. These resources are widely distributed throughout the country and it forms a solid foundation for the regional tourist development. Especially since the develop speed of economic and urbanization are slow, the development of tourist resources in underdeveloped areas is low and the nature reserve is highly integrated. So, the tourist resources are rich and unique. For example, Henan has a very long historical culture, it has obviously geographical and resource advantages. First in cultural tourism resources, there are a large number of cultural remains underground or aboveground in this area among the largest in China. It contains Longmen grottoes, Yin ruins, the southern section of the Silk Road and other world cultural heritage sites and is an ancient capital of many dynasties like Xia, Yinshang and Caowei. there are also amounts of remains such as ancient towers, tombs, grottoes statues. Besides, Kungfu like Shaolin Kungfu and Chen tai chi are contained too. Second in nature resources, the rivers and seas are crossed, the mountains Funiu, Taihang, Dabie and Middle mountain are towering standing, all of them are graceful and meandering. The flowers like Luoyang peony and Kaifeng chrysanthemum are in full bloom. Except Henan, the underdeveloped areas in China such as Hebei, Sichuan and Shanxi also have their own congenital advantages in tourism resources. Based on their rich and unique tourism resources, each region is devoting to promoting the transformation of traditional tourism to diversified development of a sightseeing, leisure, vocational and ecological tourism.

#### (4) Traffic facilities.

With the rapid construction and development of China's transportation infrastructure, traffic roads all over the regions are increasingly improved. It provides great convenience for people travelling. Even the underdeveloped areas also have a sound road traffic system. For example, in the middle China Henan has already built four civil airports include Zhengzhou Xinzheng international airport, Luoyang Beijiao airport, Nanyang, Jiangying airport and Xinyang Minggang airport. The newly planned five civil airports include Shangqiu, Lushan, Anyang, Zhoukou and Sanmenxia. Besides, since the construction of the railway network which type is imitating the Chinese word "米" with Zhengzhou as the center, intercity railways of several lines in the province have been opened for operation or planned constructionist the development of social economy, the traffic patterns of underdeveloped areas include Henan are gradually constructing and improving. It has brought great convenience for traffic and is good for gathering more people, fund and materials to exploit the

tourism market in underdeveloped areas.

(4) The support of policies.

Our government has provided contemporary tourism industry various policy supports and encouragement. The document *Several Opinions on Promoting the Reform and Development of Tourism* published by the State Council in 2014 has pointed out the way for the scientific and normative development of tourism industry. The document *Some Suggestions on Further Promoting Tourism Investment and Consumption* published in 2015 shows the country's support for the development of tourism industry once again. It has pointed out the way for tourist investment and consumption and effectly answers the question in tourism development. Under the guidance of country documents and policies, every region includes underdeveloped areas are actively researching and publishing policy documents of tourism development. It provides strong policy supports for local tourism development.

### **The Strategies of Transformation and Upgrading of Tourism Industry in Underdeveloped Areas**

(1) Innovating development concepts and implementing integrated development strategies.

For realizing the transformation and upgrading of tourism industry, first is the innovation of concepts. Insisting the concepts 'priority' and 'leading' of development is adhering to the priority of planning, basic, concepts, environmental protection, taste and scale in the whole process of the development of tourism industry. It is scientific and in need to using innovated concepts to lead the transformation and upgrading of the tourism industry in underdeveloped areas. Implementing integrated development strategies are meant to realize the coordination and unity, mutual promotion and comprehensive development in underdeveloped areas in economic, environmental and cultural aspects. Increasing the construction of regional environmental facilities and coordinating with the development of tourism resources can promote the development of urban and rural integrated tourism based on the development of all regions. Actively exploiting and utilizing regional tourism resources can promote the integration of folk spiritual cultural construction and the tourism development. Establishing diversified concepts of tourism development can help realizing the integration and development of tourism culture, leisure and activities. Setting up the overall concept can coordinate the step of regional tourism development and economic development and realize the radiation economic development to promote the tourism chain.

(2) Developing innovated positions and establishing new tourism patterns.

Innovation is the driving force and premise of development. It is the spirit of tourism industry. It is very necessary for underdeveloped areas to realize the sustainable development and promote the transformation and upgrading. The innovation of the transformation is aimed to base on expanding the geographical effect and market space to innovate in traffic, serve and products, etc. The tourism in underdeveloped areas cannot be limited in a limited area. It should pursue a multi-directional development with the region as the core and aim at the high tourism market positioning. It contains the innovated positioning of traffic ways, serve concepts and product quality to ensure travellers a refined travel experience to establish a high-quality tourism service brand. In the innovated development positioning, the region should focus on establishing new tourism patterns. It is meant to scientifically improve the levels of tourism development, transform the traditional operated mode. Such as in underdeveloped areas especially in the regions full of the landscape resources can turn the traditional mode to the mode 'travel +sport'. Regions can build running roads and sport center around the natural lakes. In addition, fishing picnics, folk experiencing and even outdoor photography can also be developed.

(3) Innovating the developing modes and coordinating projects.

The problems of 'scattered, small, weak, poor, shallow and deficient' generally exist in tourism industry in underdeveloped areas. It mainly shows the immaturity and unscientific of regional tourism market and develop system. It must be solved so that the transformation and upgrading of regional tourism industry can be realized. For this, regions should reasonably allocate the common resources and fund, prudently invest and operate, build and package the key tourism projects. Such

as, since the self-driving travel is more and more popular, regions can devote to developing the all-regional driving lines and changing the situation of the driving lines. With the overall development and design of projects, the travel routes can be built more fine, professional. At the same time if increasing the construction of supporting services, ensuring the full supplement of leisure places, car maintenance and camping centers can improve the travel quality and reflect the tourism experience of the forward consciousness.

#### (4) Cultivating and establishing local characteristics

Because of the vast territory, long history and the obvious regional and climate differences, there is forming a variety of unique landscapes. The tourism resources not only have certain commonalities, but also have significant differences. All these are good for creating local unique tourism products and service. For example, 'red revolution' 'ecology' and 'remains' are the common characteristics of underdeveloped areas. Except these commonalities each region can attract people by segmenting the market with their own unique tourism cultural resources.

### **Conclusion**

The problems that directly limit the transformation and upgrading of regional tourism industry in underdeveloped areas are unscientific cognition, weak regional characteristics, weak publicity and the lack of talents. So, the regions must focus on the transformation of developing modes and directions to search a successful developing road. At present, the leisure era is coming, underdeveloped areas must pay attention to their own advantages in resources, traffic and policies, change their concepts actively, implement the integrated development strategies, innovate their development positioning and development modes, establish new tourism patterns, coordinate projects and cultivate and establish local characteristics to promote the transformation and upgrading of tourism industry in underdeveloped areas.

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