

A Study on the Competition and Cooperation of Tourism Along the “Silk Road Economic Belt”

A Case Study of Five Provinces in the Northwest China

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Abstract—The construction of the "Silk Road Economic Belt" has brought about good opportunities for the five northwestern provinces to carry out in-depth cooperation and share tourism resources to achieve new tourism development. Based on Porter's diamond theory, this paper evolves the diamond model of enterprise competition into a diamond model of tourism competition, compares the competitiveness of tourism in the five northwestern provinces, and analyzes the differences. Further, it uses big data platforms to obtain data such as the number of tourists and source areas, analyzes the current status of the tourism industry market, and researches the current situation of competition and cooperation in the five northwestern provinces from the perspective of tourism products. The results show that most of the self-service travelers traveling to the northwest come from first-tier cities or regions; the regional cooperation effect is not ideal; there are not many types of inter-provincial cooperative tourism products, lacking high-end products, and the tourism routes involving multiple provinces are countable. This paper attempts to establish a tourism cooperation model and mechanism in the five northwestern provinces and a coordinated development system for regional tourism, in order to provide reference for the evaluation of the level of regional tourism synergy development in the future.

Keywords: *the Silk Road Economic Belt, five provinces in the northwest China, competitiveness, regional cooperation, collaborative development*

I. INTRODUCTION

In the "Blue Book of China's Tourism Economy (No.10)" Analysis of Tourism Economic Operation in 2017 and Development Forecast for 2018", it was mentioned that the quality of China's tourism services is steadily rising, and public opinion on holiday travel is positive, especially Tourist satisfaction in tourist destinations along the Silk

Road Economic Belt has improved significantly. Due to the development of tourism in the central and western regions is accelerating and their growth rate of tourist income and tourists is higher than that in the eastern region. Many projects and resources are taking shape gradually; the central and western regions receive much attention.

Relevant research shows that regions with relatively less developed economies are more dependent on tourism [1]. By evaluating the competitiveness of the regional tourism industry, the development potential of the tourism industry in the region can be tapped to provide a basis for the government and enterprises to formulate targeted tourism planning and development business strategies. Some provincial and municipal areas are blind in the process of tourism development, and lack of understanding of their own development when formulating tourism policies. In recent years, scholars have continued to study the measurement and evaluation of regional tourism competitiveness [2], in order to put forward suggestions and countermeasures for the development of tourism in the region. It is conducive for each region to correctly understand the development of its tourism industry, and to be able to clearly identify the position of the research area from the scientific ranking of various indicators of competitiveness, so as to find gaps with other regions and seek regional joint development. However, few scholars have explored regional tourism cooperation from the perspective of tourism products. Due to the proximity and similarity of tourism resources in the Northwest, its tourism products can rely on the advantages brought by the "Silk Road Economic Belt" to seek cooperation and development.

Therefore, this paper studies the development and competition of tourism in the five provinces (regions) of the Northwest, starting with tourism products, exploring the

current status and mode of cooperation, and exploring the establishment of a coordinated development system in the region, with a view to making recommendations for the sustainable development of the tourism in the Northwest.

II. LITERATURE REVIEW

The earliest studies on competitiveness began in the 1980s abroad. Among them, the most influential and representative is the diamond model of Professor Michael Porter. This theory of competitive advantage can also be used as a theoretical basis for the evaluation of tourism competitiveness. Related research is later in China than abroad. It started in the 1990s. So far, many scholars have used diamond models to analyze the current status of provincial tourism competitiveness [3] [4] [5]. To clarify the problems and obstacles highlighted in the development of tourism, and by establishing a diamond model of the competitive advantage of the tourism industry. In China, research on the competitiveness of the tourism industry mainly focuses on the influencing factors of tourism competitiveness, the evaluation index system and methods, and promotion strategies [4]. Among them, studies from different spatial scales and perspectives are involved.

At present, there are many researches from the perspective of the influencing factors of tourist destination resources, and scholars from all walks of life have also conducted researches on this subject by using diversified analytical methods. Based on the traditional indicator system, Lin et al., tried to establish a model, and took the Yangtze River Delta as an example for empirical analysis [6]. Zhang Hong, Gu Chaolin et. al., made an empirical analysis, took the Yangtze River Delta as an example by using TOPSIS method to analyze the advantages and disadvantages of tourism competitiveness of 16 cities, and put forward relevant suggestions [7]. Li Guobing and Tian Yaping used TOPSIS method to compare the competitiveness of tourism resources in the Pearl River Delta Region, and selected 13 indicators, including the number of world heritage sites and the number of state-level key scenic spots, to calculate the competitiveness of tourism resources in each region, and then obtained the competitiveness ranking of each city based on its tourism development level [8]. Zhu He and Liu Jiaming selected data from 2000 to 2013, studied the tourism competitiveness of 12 eastern provinces by using principal component analysis, and predicted the tourism competitiveness of eastern China based on regional differences and dynamic changes [9]. In terms of the selection of indicators, most indicators are built on the basis of external competitiveness indicators and internal competitiveness indicators [10] [11]. Although there is no mature indicator system, they can basically cover the specific factors affecting competitiveness. Yang Yongdeng considered not only decided by the local tourism resources, tourism competitiveness and tourism production factors about utilization and sustainable development ability, thus to attract ability, reception ability and efficiency of three main factors to build index system, using the factor analysis, regression analysis method analysis of China's tourism

competitiveness level [12]. Guo Xiangyang et al. constructed the index system from the three dimensions of tourism status, basic environment and potential competitiveness, evaluated the tourism competitiveness level of 8 border states in Yunnan by using factor analysis method, and proposed integration measures for all border states in Yunnan province based on qualitative research [13].

There are few researches on tourism competitiveness from the perspective of tourists' perception, which are mainly carried out in the form of questionnaires. Shi Chunyun constructed the structural equation model of tourist destination competitiveness from the perspective of tourist perception, and verified the effectiveness of the model through empirical research on Jiu Zhai Gou and Lushan Mountain. It has been confirmed that overall satisfaction of tourists has an important impact on loyalty, and it provides a new perspective for the study on competitiveness of tourist destinations [14]. Shi Zhao, Wen Qian based on tourists perception perspective, using the questionnaire, mainly from the level of the destination tourism perception evaluation, service perception of tourism destination competitiveness comprehensive evaluation score three aspects on the basis of the classification level of satisfaction, it is concluded that the Guangxi and Guiyang city tourism competitiveness level, put forward reasonable suggestions for specific problems [15].

There are few researches on tourism cooperation in cities along the "Silk Road Economic Belt" in China, which mainly focus on the analysis of influencing factors, urban spatial distribution of tourism, and regional cooperation. Jiang Haixu and Liang Juan used principal component analysis, projection pursuit model and analytic hierarchy process to evaluate the competitiveness of major cities in the Chinese section of the Silk Road, and explored their spatial distribution [16]. Zhang Yongfeng and Du Zhongchao selected 10 cities along the Silk Road in northwest China to study their tourism competitiveness in order to provide corresponding countermeasures for the future tourism development of cities [17]. He Yuwei and Zhang Hui pointed out that cities along the belt and road need to carry out exchanges and cooperation in cooperation platform construction, tourism product cooperation development, infrastructure construction and other aspects, so as to promote the sustainable development and coordinated development of tourism along the "Silk Road economic belt" [18]. Ma Zhen took cities along the Silk Road economic belt as research objects, and used time series data to empirically study the relationship between tourism consumption and economic development [19]. On the basis of the theory of coordinated development, Ma Binbin et al. put forward the coordinated tourism development strategy of five provinces and regions in the northwest of China, so as to promote the development pattern of "center rising, all sides flying together" [20]. Based on the theory of regional cooperation and development, Zhang Guangyu et al. proposed that cooperation mechanisms such as international regional tourism infrastructure and smart platform development should be established and guaranteed through political consultation [21]. Nan Yu analyzed the development status

of the tourism center in northwest China, and proposed the key points of the construction of the five metropolitan areas in northwest China and the development goals of cooperative development [22].

It can be seen from the studies on the mutual competition and cooperation in the field of domestic tourism that the domestic research perspective on tourism competitiveness is relatively single, mostly using quantitative analysis methods. And there are many studies on the competitiveness of a province or city. However, there are few studies on tourism competitiveness based on specific regions and specific urban agglomeration. After putting forward the initiative of leading the belt and road, the key points of domestic tourism cooperation are as follows: 1. study on the mode and system of inter-regional tourism development cooperation. 2. Despite the current focus on "area" under the background of tourism development of the research is more, but more research is mainly focused on the relationship between tourism and economic and social development, and mostly focus on the good traditional advantages of regional tourism industry development in our country, and for China's relatively underdeveloped northwest five provinces and regions, the coordinated development of the tourism industry and problems of the research is still inadequate.

III. ANALYSIS OF TOURISM COMPETITIVENESS

A. Development status of tourism in the five provinces and regions in the northwest

The five provinces and regions in northwest China studied in this paper are rich in topography and landform in China, and have characteristic tourism resources. It includes ecological landscape tour, characteristic historical and cultural tour, outdoor sightseeing tour, self-driving tour and so on. According to the study on the tourism development status of five provinces and regions in northwest China by Li Si et al., Shaanxi, Gansu, Xinjiang, Qinghai and Ningxia are ranked as follows in terms of the abundance of tourism resources [23]. Tourism competitiveness is the basis for tourism to obtain comparative advantages. The analysis, research and comparison of the status quo and

competitiveness of tourism in northwest China are conducive to the adjustment of targeted industrial development strategies, so as to improve the overall competitiveness [24].

In recent years, the economic aggregate of the five northwestern provinces and autonomous regions has continued to grow. Living conditions improved significantly, and the tourism consumption market was released. Tourism enterprises are actively developing new tourism products, with increasingly rich tourism services, effectively improved tourism and entertainment facilities, further extension of the tourism industry chain, and continuous optimization of the tourism market structure. The government creates a favorable environment to promote the development of the tourism industry. In a word, the tourism industry of the five northwest provinces and regions is continuously creating new development potential [25] to ensure the sustainable development of the tourism industry.

1) Comparison of the competitiveness of the five provinces and regions in the northwest

Enterprise competitiveness of Porter Diamond model similar competition, competitive advantage can be divided into enterprise quantity and production elements, demand condition, related support industry and apply it to the tourism industry, the influence factors of the tourism industry A competitive advantage as A grade a number of scenic spots, tourist hotels, tourism infrastructure, ticket prices, were selected to reflect the specific circumstances of indicators are: domestic tourism income, number 5A grade scenic spot, the number of years of tourists, the number of national chain restaurants, as shown in "Fig. 1".

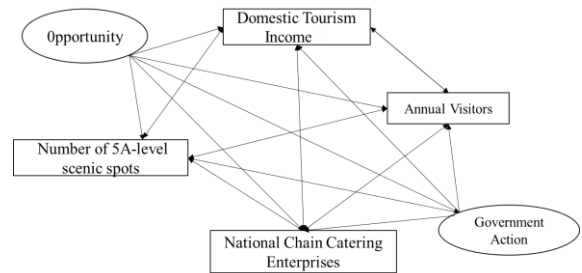


Fig. 1. Diamond model of tourism industry competitiveness.

TABLE I. MAJOR INDICATORS OF TOURISM COMPETITIVENESS OF THE FIVE PROVINCES AND REGIONS IN NORTHWEST CHINA FROM 2013 TO 2017

Province	Domestic tourism income (hundred million RMB)					Annual Visitors (100 million)				
	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
Shaanxi	2135	2521.4	3005.8	3813.4	4630.26	4.32	4.52	3.86	4.49	5.19
Gansu	620.2	780	975	1219	1540	0.16	0.08	1.56	1.9	2.35
Qinghai	158.5	252.03	280.31	310.3	381.53	0.09	0.09	0.1	0.29	0.35
Ningxia	127	142.69	161	205	278	0.014	0.05	0.184	0.21	0.31
Xinjiang	637.3	650.07	1022	1390	1822	0.52	0.952	0.61	0.81	1.07

TABLE II. MAJOR INDICATORS OF TOURISM COMPETITIVENESS OF THE FIVE PROVINCES AND REGIONS IN NORTHWEST CHINA FROM 2013 TO 2017

Province	Number of chain restaurants nationwide					Number of 5A-level attractions				
	2013	2014	2015	2016	2017	2013	2014	2015	2016	2017
Shaanxi	174	181	199	202	282	5	6	7	8	9
Gansu	33	37	35	36	37	3	3	3	3	3
Qinghai	0	/	/	/	/	2	2	2	3	4
Ningxia	1	/	/	/	/	3	3	3	3	3
Xinjiang	148	164	169	167	165	6	8	9	10	10

TABLE III. NORTHWEST CHINA RANKED TOURISM DESTINATION HEAT INCREASE IN 2017

Ranking	Destination	Heat Gain
1	Qinghai	346%
2	Xinjiang	251%
3	Gansu	228%
4	Ningxia	205%
5	Shaanxi	186%

^a. Note: The data comes from the Malaysian cellular tourism big data platform.

"Table I" shows that from 2013 to 2017, among the domestic tourism revenue of the five northwest provinces and regions, Shaanxi has the highest average of 402.646 billion Yuan, followed by Xinjiang with an average of 138.036 billion Yuan, and Ningxia has the lowest with an average of 22.842.2 billion Yuan. The tourism industry in Shaanxi and Xinjiang is relatively strong, and its tourism industry is the pillar industry. Other regions are relatively backward, and the corresponding tourism development contribution is small. The number of tourists received each year is directly related to tourism revenue, with Shaanxi and Xinjiang still higher than the other three provinces. Among them, the fluctuation of Gansu, Qinghai and Ningxia was relatively small in the past five years, indicating that these regions still lack the ability to respond to external opportunities and need to adjust their industrial strategies. In terms of the supporting industries of tourism ("Table II"), the number of chain restaurants in Shaanxi and Xinjiang is on the rise, while the growth in Gansu is slow and that in Qinghai and Ningxia is stagnant. This shows that the development of tourism-related industries and supporting industries in the five areas in the northwest is relatively lagging behind, the supporting facilities of tourism are not perfect, and the development of related supporting industries is insufficient. From the perspective of tourism resources, the number of 5A scenic spots has not changed much in the past five years in the other four provinces and regions except Xinjiang, indicating that the five provinces and regions in the northwest have not invested enough in scenic spot construction, and their ability to develop advantageous tourism resources is still weak.

As can be seen from the data in "Table III", among the five regions, the heat of Qinghai is increased by 346%. Such a fast growth rate is enough to show its popularity, and Qinghai is the only one of the five regions with a heat increase of more than 300%. The reason is that in recent two years, Qinghai Lake, such unique experiences and attractions as self-driving, Menyuan rapeseed flower and Chaka salt lake attract tourists, which will help improve its tourism competitiveness. Xinjiang, a region with strong tourism competitiveness, saw its heat increase second only to Qinghai province with its resource advantage.

B. Difference analysis of competitiveness

1) *Resource differences:* There are some similarities in tourism resources among the five provinces and regions in the northwest from the outside, but there are still large differences in resources. Shaanxi province has the most abundant tourism resources and is known as the "natural history museum". Gansu province has good advantages in characteristic cultural tourism, ecological tourism, folk tourism and self-driving travel. The advantages of tourism resources in Qinghai province are mainly embodied in natural scenery, cultural scenery and compound scenery. Ningxia has significant advantages in folk tourism, cultural tourism and ecological tourism. Xinjiang's tourism resources are quite abundant. Xinjiang occupies 56 of the 68 tourism resources in China, accounting for 83% of the country's tourism resources. Although the tourism resources of the five provinces and regions in northwest China are overlapped and similar, they have their own characteristics. Therefore, they show the difference and diversity of resources, and the tourism competitiveness will also be different.

2) *Imperfect tourism infrastructure leads to low competitiveness:* Among the five provinces in northwest China, except Shaanxi province, the economic development lags behind and the regional environment closed, leading to the relatively backward development of tourism. The tourism infrastructure is not perfect enough and the overall competitiveness of tourism is not strong. According to the number distribution of five-star hotels in major tourist cities in eastern, central and western China published by the ministry of culture and tourism, among the five provinces and regions in northwest China, the other three are all

seriously deficient except Shaanxi province and Xinjiang Uygur Autonomous region ("Fig. 2"). Therefore, it can be

seen that there are many differences in supporting infrastructure of tourism-related industries.

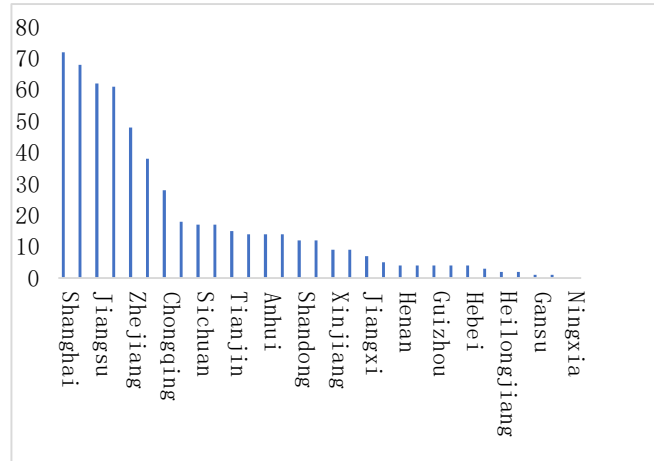


Fig. 2. Distribution of five-star hotels in tourist cities across the country.

IV. STUDY ON REGIONAL TOURISM COMPETITION AND COOPERATION OF FIVE PROVINCES (REGIONS) IN NORTHWEST CHINA

A. Tourism market analysis based on big data

As shown in "Table IV", Most of the self-service travelers in northwest China come from first-tier cities, but the tourist markets are slightly different from each other. According to the data analysis, the largest number of independent tourists in Shaanxi province mainly comes from Beijing, Shanghai and Tianjin. Besides, tourists from surrounding areas also pay more attention to Shaanxi, such as Chongqing and Sichuan. For Gansu, tourists from Xi'an

are the most interested in Gansu after Beijing and Shanghai. In addition, tourists from Chongqing and Chengdu are also keen to travel to Gansu, second to Guangzhou and Shenzhen. The tourists who pay the most attention to Qinghai are from Beijing, Shanghai and Shenzhen. Xi'an tourists yearn for Qinghai more than Guangzhou. Lanzhou, capital of Gansu province, is just an hour and a half from Xining, capital of Qinghai province, so local tourists are also enthusiastic about visiting Qinghai. Apart from Beijing and Shanghai overseas, Xi'an, Chongqing and Chengdu are the most enthusiastic tourists among Ningxia's freedom tourists, beyond the depth. In general, tourists from mostly southern cities are more likely to visit Xinjiang, which has almost twice as many visitors as northern China.

TABLE IV. THE SOURCE OF TOURISTS TO THE NORTHWEST RANKED TOP 15

Ranking	Shaanxi	Gansu	Qinghai	Ningxia	Xinjiang
1	Beijing	Beijing	Beijing	Beijing	Beijing
2	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai
3	Tianjin	Xi'an	Shenzhen	Xi'an	Shenzhen
4	Guangzhou	Guangzhou	Xi'an	Chongqing	Guangzhou
5	Chongqing	Shenzhen	Guangzhou	Chengdu	Chongqing
6	Chengdu	Chongqing	Chongqing	Shenzhen	Chengdu
7	Shenzhen	Chengdu	Chengdu	Tianjin	Hangzhou
8	Shenyang	Wuhan	Wuhan	Guangzhou	Wuhan
9	Wuhan	Tianjin	Tianjin	Wuhan	Tianjin
10	Nanjing	Hangzhou	Hangzhou	Nanjing	Xi'an
11	Hangzhou	Nanjing	Nanjing	Hangzhou	Nanjing
12	Zhengzhou	Shenyang	Changsha	Taiyuan	Changsha
13	Dalian	Changsha	Zhengzhou	Zhengzhou	Shenyang
14	Suzhou	Dalian	Shenyang	Shenyang	Suzhou
15	Changsha	Ningbo	Lanzhou	Lanzhou	Zhengzhou

^a Note: The data comes from the Malaysian cellular tourism big data platform.

B. Regional tourism cooperation status

Regional tourism cooperation can be embodied in the cooperation among tourism products. At present, tourism products in northwest China are relatively single and lack

upscale tourism products. Because of its vast territory and have similar terrain, such as large areas of desert, but the provinces still have their own characteristics. Tourist routes of cooperation has been the important form of the exchange and cooperation between tourism areas, namely Customers -

Resources cooperation [26], there are multiple interprovincial tourism products in Xinjiang, Gansu, Qinghai, Ningxia and Shaanxi, mainly as "A few days' tour", and there are many types of tourist routes, the itinerary ranges from one day to multiple days. According to incomplete statistics in this paper, the main scenic spots in northwest China are

connected through cooperation methods such as "Northwest Tour", "Northwest Five-province Tourism Route" and "Small Silk Road Tour". However, the overall tourism routes in northwest China are far from enough to achieve better regional tourism cooperation.

TABLE V. NORTHWEST FIVE PROVINCES CROSS PROVINCIAL COOPERATIVE TOURISM PRODUCTS

Region	Cooperation area	Itinerary (days)	Number of tourism products by travel agencies	
Xinjiang Uygur Autonomous Region	Xinjiang—Gansu	3	7	
		4	11	
		5	5	
		6	1	
		7	1	
		8	1	
		10	3	
		5	1	
		6	1	
		7	2	
	Xinjiang—Gansu—Qinghai	8	2	
		10	1	
		Xinjiang—Gansu—Shaanxi	7	1
		Xinjiang—Qinghai	7	2
Gansu Province	Xinjiang—Shaanxi	5	2	
		8	1	
	Xinjiang—Gansu—Ningxia	8	1	
		2	1	
		3	1	
		6	1	
	Gansu—Qinghai	7	1	
		8	3	
		9	1	
		Gansu—Qinghai—Xinjiang	13	1
Gansu—Xinjiang		6	1	
		8	2	
Gansu—Ningxia	10	1		
	12	1		
	2	1		
Ningxia Hui Autonomous Region	Ningxia—Shaanxi	3	1	
		3	1	
	Ningxia—Gansu	3	2	
		4	1	
	Ningxia—Xinjiang	8	1	
Qinghai Province	Qinghai—Gansu	3	1	
		4	1	
		6	1	
		7	1	
		9	1	
	Qinghai—Xinjiang	10	1	
		12	1	
		4	1	
Shaanxi Province	Shaanxi—Qinghai	5	1	
		6	1	
		3	1	
	Shaanxi—Ningxia	4	1	
		5	1	
	Shaanxi—Gansu	4	1	
		5	4	
		7	1	
		7	1	
		8	6	

^a. Note: The data comes from the Ningxia China Travel Service, Qinghai China Travel Service, and Shaanxi China Travel Service.

According to "Table V", there are significant differences in the number and types of tourist routes in different parts of

northwest China. On the whole, Xinjiang has the largest number of tourism products and the widest range of routes,

with 8 products covering three provinces and 33 products covering two. Ningxia and Qinghai have relatively few tourism products. Ningxia has only 6 tourism products including four different tourism routes. Qinghai has 7 tourism products, but only 2 cross-provincial tourism routes. This is directly related to local tourism resources and tourism development. Compared with other provinces, there are more National AAAAA Class Scenic Spot in Xinjiang, so there are more kinds of tourism products and more cooperation with other regions.

Differences in tourism product cooperation between regions are also related to spatial location, the provinces are closer cooperative relationship with the adjacent provinces, and characteristics of tourism more than short-term, long-term, only a few tourist routes involving travel around for the three provinces, it shows from the tourism product is the northwest China the tourism cooperation is not good.

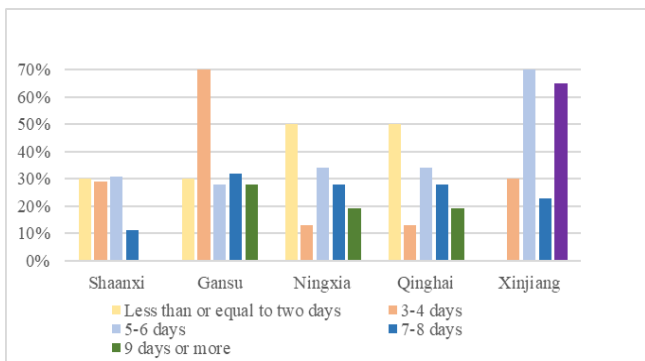


Fig. 3. The average travel time of the five provinces in northwest China.

Combined with big data platform analysis, we can learn about the situation of self service travelers. usually tourists to visit an average of 3.9 days in Shaanxi province, Gansu province in an average of 7.1 days, visit in Qinghai generally choose 6.5 days, average 4 days sightseeing in Ningxia, visit an average of 11 days in Xinjiang, a lot of tourists will choose the "Northwest Tour", visit the five provinces of the northwest China at one time ("Fig. 3").

In order to realize inter-regional tourism cooperation, tourism infrastructure is critical [27]. The economic development of the five provinces in northwest China is lagging behind, which indirectly leads to the lag of infrastructure construction and the relative closure of inter-regional tourism development, which is also the reason why the integration degree of tourism development in the five provinces in northwest China is not high. The development of the silk-road economic belt has actively promoted infrastructure connectivity, bringing opportunities for infrastructure connectivity in the five northwestern provinces and autonomous regions. Tourism routes such as the "Small Silk Road Tour" and the "Northwest Five-province Tourism Route" have been gradually improved thanks to the construction of the "Belt and Road". In addition to economic factors, there exist non-economic factors, and there are significant differences among different ethnic groups in terms of informal constraints such as ideas, cultural traditions and religious beliefs, which also need to be jointly studied by

provinces and regions to find out coping strategies [28]. Furthermore, the five northwestern provinces tourism resources are different, although each provinces have their respective advantages and attract tourists famous scenic spots, in fact it lacks systematic integration [29], which causes the serious development imbalance, therefore, they need to formulate a unified tourism development plan, improve the industrial cooperation development mechanism, and establishing appropriate collaborative development system to promote the tourism development of the five provinces in northwest China.

C. Collaborative development model of tourism in the five provinces in northwest China

Cross-regional tourism cooperation should emphasize the cooperation between tourism enterprises, tourism products, social individuals, social organizations, government agencies and regions along the "Silk Road Economic Belt". However, at present, most of the regional tourism cooperation in the five provinces and regions in the northwest has problems such as low level of cooperation and insufficient strength. Although the concept of "Silk Road Economic Belt" provides an opportunity and platform for the tourism and economic cooperation in northwest China, it does not make full use of regional connectivity to strengthen the inter-provincial coupling, which requires a shift in the concept of tourism development, no longer a split-type development, and not simply emphasizing the competitiveness of each province. It can be seen from the above that Shaanxi and Xinjiang have advantages in tourism development. In order to promote the coordinated development of tourism products in northwest China, driven by Shaanxi and Xinjiang, we can rely on the advantageous characteristic industries of provinces and regions to promote the industrial integration [30] and accelerate the coordinated development of tourism products. On this basis, this paper discusses the cooperative development model of tourism in five provinces and regions in northwest China from the perspective of tourism products near neighbor cooperation ("Fig. 4").

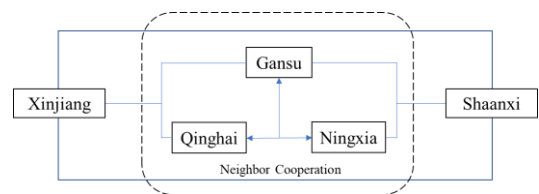


Fig. 4. Five provinces and regions of northwest tourism collaborative development model.

The model for two-layer structure, first of all, Xinjiang and Shaanxi have strong regional tourism competitiveness, with the development of tourism experience and technology spillover effect to improve the tourism development of Gansu, Qinghai, and Ningxia, complement each other's strengths, export tourist resources such as experience and products to the area, finally achieve the purpose of cooperation; Second, Gansu, Qinghai, and Ningxia are regions with poor tourism competitiveness and regional cooperation foundation. In addition to accepting exchanges

from Shaanxi and Xinjiang, they also need to constantly improve themselves, make use of the resources they received, and make them better. Only in this way can they develop in more coordinated way.

V. CONCLUSION

In addition to focusing on the development of inter-regional tourism, how to strengthen cooperation with other regions in the fierce market competition is particularly important. Regional industrial division of labor and cooperation are the core content and basis of regional cooperation, and promote the integrated development of tourism in the five northwestern provinces. Jointly building a harmonious, open, sharing, and long-term tourism industry cooperation model and mechanism is also an important part of jointly creating an industrial community and a community of interests along the Silk Road Economic Belt. It is also the general direction for the areas along the line to respond to national strategic requirements and policy guidance to achieve innovative development of the tourism industry. Modern tourism is to make tourists feel that the journey time is short, the tour time is long, there are many tourist attractions but few repeated routes, and the tourist experience is large but the travel costs are small. This requires each province to give full play to its proximity and actively cooperate to realize benefits. Sharing and cross-regional tourism develop together.

This paper studies the current situation of tourism competition and cooperation in the five provinces and regions of northwest China along the Silk Road Economic Belt and evaluates the tourism competitiveness of each region by quantitative analysis. Based on the level of tourism competitiveness and analysis method of tourism market with big data, then integrated analysis of inter-provincial tourism products in the region, and try to build a coordinated development system of tourism in the five northwestern provinces.

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