

Research on the Integration Path of Regional Tourism in Shandong Peninsula

Pingqing Zhang¹ Yang Wang^{1,*}

¹College of Humanities, Yantai Nanshan University, Yantai, Shandong 265713, China

*Corresponding author. Email: 448290381@qq.com

ABSTRACT

With the acceleration of the belt and road construction and the new and old energy conversion Comprehensive Experimental Zone in Shandong Province, the development of regional tourism is facing greater opportunities for development. In view of the problems existing in the regional tourism of Shandong Peninsula, the paper puts forward the principles, objectives, conditions and path selection of the regional tourism integration of Shandong Peninsula, unifies the regional tourism resources of Shandong Peninsula, promotes the promotion of joint tourism products, and develops channels together, speeds up the integrated development and development of regional tourism of Shandong Peninsula, and promotes the transformation and upgrading of the regional tourism economy of Shandong Peninsula.

Keywords: Shandong Peninsula, regional tourism, integration path

I. INTRODUCTION

In January 2011, the belt and road to the development of the Shandong Peninsula Blue Economic Zone was upgraded to the national strategy and became an important part of the national marine development strategy and the regional coordinated development strategy. In March 2015, Qingdao and Yantai were listed as the pacesetter of the twenty-first Century Maritime Silk Road Construction in the provincial planning of the "one belt and one road" strategy; In November 2015, the tourism cooperation alliance of Shandong Peninsula Regional brigade was officially launched to lead the coordinated development of regional tourism in Shandong Province. In January 2018, the State Council officially approved the overall plan for the construction of the new and old energy conversion comprehensive experimental area in Shandong Province. It is necessary to accelerate the promotion of the core position of Jinan, Qingdao and Yantai, and form the overall pattern of new and old energy conversion for regional integration and interaction. Under this background, the integration of regional tourism in Shandong Peninsula is to ensure the integrity, systematization and overall coordination of the development of regional tourism resources, so as to carry out the overall planning, systematic development and linkage development of regional tourism resources in Shandong Peninsula, it will certainly have an

*Projects: Shandong Province Higher Educational Science and Technology Program (Grant No. J18RA303); Shandong Province Special Subject of Traditional Culture and Economic and Social Development (Grant No. CT201911246).

important impetus to deepen the new and old kinetic energy conversion in Shandong Peninsula.

II. PRINCIPLES OF REGIONAL TOURISM INTEGRATION IN SHANDONG PENINSULA

The integration of regional tourism in Shandong Peninsula needs to be carried out in accordance with the principles of highlighting regional characteristics, theme differences, integrity, protection, ecology, coordination, equality and mutual benefit, so as to achieve better results.

A. Principle of regional characteristics

The scale, flow direction, flow and development direction of tourism industry in a region mainly depend on the quantity, regional combination, grade, distribution and spatial structure of tourism resources in the region. Therefore, the basis of tourism integration must be the unique tourism resources in the region, and the advantages of resource scarcity and uniqueness should be brought into full play, We should try our best to maintain the natural features and characteristic traditions of the region, and highlight the regional local characteristics and reflect the local culture of Shandong Peninsula through integration.

B. Principle of theme difference

The theme is the summary of regional tourism resources, which represents the local characteristics and has a strong integration effect on tourism development activities. The purpose of the integrated development of

tourism resources is to maintain its original characteristics, and carry out integrated innovation on the basis of characteristics, so as to make its characteristics more distinctive and theme differences more prominent. Whether the differences of tourism themes are prominent or not is an important measure of the degree of tourism integration and development. Therefore, the main body difference is the principle that must be adhered to in the integrated development of tourism.

C. Principle of integrity

The principle of integrity includes three aspects: first, from the perspective of the whole, analyze and discuss the feasibility of the integrated development activities of all regions and departments in the region, and then make good decisions, highlight the advantages and differences of competition, avoid repeated development and save resources; second, in the process of integrated development, handle the relationship between tourism industry, environment and other industries To coordinate and unify the development; third, the internal regions should contact each other in terms of resources, culture and other aspects, try to maintain consistency, reflecting their commonality. The goal of tourism integrated development is to establish mutual connection between tourism regions and promote the coordinated and unified development of tourism. Therefore, the principle of integrity is the basic principle that must be followed in tourism integrated development.

D. Principle of protective development

For the long-term development of the tourism industry and the successful construction of the tourism industry channel, it is necessary to implement the principle of protective development in the process of tourism development, to carry out the original protection of the social and human resources and natural ecology of the scenic spots with characteristics, and to widely use the idea of landscape ecology in the design and development of tourism projects.

E. Ecological principle

Tourism integrated development should adhere to the principle of environmental protection, increase ecological construction and environmental protection, and adhere to the sustainable development of the environment. In the process of integrated development of tourism, we should adhere to the principle of ecological orientation, protect tourism resources and products, protect and develop the original ecology of human and natural landscapes with characteristics, plan and develop tourism projects under the guidance of landscape ecology, develop them appropriately under the premise of cultivating ecological stability, and take

early warning measures Prevent and avoid the emergence of natural and human ecological crisis.

F. Principle of coordination

The principle of coordination is reflected in two aspects: one is the coordination of laws and policies of local governments in the region; the other is the coordination of ecological and environmental benefits and social and economic benefits in the process of tourism integration and development. All elements in the tourism system should be balanced and coordinated. In the process of integrated development, all departments should coordinate with each other to improve the overall competitiveness and promote the high-quality development of tourism industry under the principle of coordination.

G. Principle of equality and mutual benefit

Equality refers to the equal status of all parties involved in integration, and the equal partnership between them. Mutual benefit means that through cooperation, all parties involved in integration can get more benefits than before, which is the internal motivation for all parties to cooperate. The principle of equality and mutual benefit jointly affects the firm degree of cooperation between all parties involved, making all parties involved fulfill their obligations and assume responsibilities according to the integration objectives and plans, and jointly enjoy the benefits brought by tourism integration.

III. THE GOAL OF REGIONAL TOURISM INTEGRATION IN SHANDONG PENINSULA

Since the reform and opening up, China's tourism industry has made rapid development, has become a new growth point of the national economy. The integration of regional tourism resources is an inevitable need for the development of tourism in a certain stage, and also a necessary way to realize the cooperative development of resource sharing and market interaction. Under the guidance of big tourism, big market and big industry, all parts of China have entered into the period of regional tourism resources integration. Regional tourism resources integration is widely carried out in all parts of China, and Shandong Peninsula is no exception. According to the objective conditions and external environment of regional tourism integration in Shandong Peninsula, the goal of regional tourism integration in Shandong Peninsula is to improve the attraction and competitiveness of tourism destinations, maintain the sustainable development of tourism industry, and use competition and coordination mechanisms according to different models to integrate tourism elements in different regions, so as to give full play to all tourism elements

On this basis, a new tourism system or regional tourism complex will be formed.

Regional tourism integration is the inevitable need of tourism development to a certain stage and the only way to realize the cooperative development of resource sharing and market interaction. Regional tourism integration in Shandong Peninsula not only involves a wide range, but also involves many levels. Through the integration of regional tourism in Shandong Peninsula, the scale effect of tourism resources, the benign competition and cooperation relationship can be formed, and the decentralized development goals can be unified. Establish the awareness of coordinated development of regional tourism in Shandong Peninsula, promote the integrated development of regional tourism in Shandong Peninsula, and enhance the tourism brand image of Shandong Province.

IV. CONDITIONS OF REGIONAL TOURISM INTEGRATION IN SHANDONG PENINSULA

A. Tourist resources

Tourism resources are the basis of tourism. Each individual of tourism resources has its own uniqueness, but also has the similar commonness of other individuals. Regional tourism integration refers to the trend or state of mutual attraction, cohesion, coordination and integration of various tourism elements in different regional tourism systems. The result is to form a cross regional tourism system or regional tourism complex with new structure and new function. Shandong Peninsula is one of the three major peninsulas in China. The main cities are Qingdao, Yantai, Weihai, Rizhao, etc. the tourism resources are very rich. There are many national level tourist resorts and key scenic spots, but the tourism resources are relatively scattered, and there is no joint effort. Through the complementarity of regional tourism resources in Shandong Peninsula, the overall attraction and competitiveness of the region will be strengthened, and a rich and unique tourism image will be formed, so as to realize the integration of regional tourism.

B. Tourist market

Tourist market is the survival condition of tourism industry, and it is also the leading factor affecting the development trend and industrial layout of tourism industry. As the expansion and change of the market have the continuity before and after, the content of market integration in the regional tourism development and integration must be based on the current regional tourism market in Shandong Peninsula, stabilize the old market, open up new market, and realize the optimization of market structure. Once confirmed by the tourist market, the integration of regional tourism in Shandong Peninsula will change from concept to

reality, and the elements of regional tourism will be integrated on this basis, so as to ensure the gradual formation of regional tourism complex.

C. Geographic conditions

Location relationship mainly refers to the spatial interaction relationship of tourism resources in different regions, the spatial relationship between tourism destinations and tourist market, and the traffic relationship within the tourism area. Shandong Peninsula is the largest peninsula in China. It stretches between the Bohai Sea and the Yellow Sea in the east of Shandong Province and Jiaolai valley. Shandong Peninsula faces the sea three times. It faces Liaodong Peninsula across the Bohai Bay in the north and South Korea in the East. The sea area is 159500 square kilometers and the land area is 64000 square kilometers. Shandong Peninsula has superior location conditions and developed tourism transportation. The formation of cross regional tourism routes is an important content of regional tourism integration, and also an important factor to promote the formation of regional tourism integration.

D. Development environment

Regional tourism development environment includes hard environment and soft environment. The hard environment mainly refers to the natural resources and environment, the level of regional industrial structure and industrial layout; the soft environment refers to the determination and consciousness of the government to develop tourism and the regional industrial development strategy, mainly including the direction of industrial structure adjustment and the choice of leading industries. Shandong Peninsula is one of the key areas for the development of Shandong Province. It is one of the important urban concentration areas in the north and East China. It is also the sea port of the vast hinterland of the middle and lower reaches of the Yellow River in China. At the same time, Shandong is the nearest Province in China to South Korea, North Korea and Japan. Shandong Peninsula has a high level of economic development, a solid industrial base, a relatively complete urban system, a developed comprehensive transportation network, and rich tourism resources and products. In January 2011, the State Council has officially approved the development plan of Shandong Peninsula Blue Economic Zone, which marks that the construction of Shandong Peninsula Blue Economic Zone has officially become a national strategy and an important part of the national marine development strategy and regional coordinated development strategy. In 2017, Shandong Peninsula Blue Economic Zone accounted for 35.67% of the

province's population, 41.88% of the land area, 52.78% of the total GDP, and 50.43% of the total financial resources. Shandong Peninsula blue economic zone achieved a regional GDP of 3536.692 billion yuan, with a good development environment.

V. THE PATH OF REGIONAL TOURISM INTEGRATION IN SHANDONG PENINSULA

The integrated development of regional tourism in Shandong Peninsula is to ensure the integrity, systematization and overall coordination of the development of regional tourism resources in Shandong Peninsula. Centering on the exploration and enhancement of tourism competitiveness, the integrated planning, systematic development and linkage development of the regional tourism resources in Shandong Peninsula are carried out, and the regional tourism information, tourism resources, tourism market and tourism are carried out. Products, tourism image and tourism management should be effectively integrated in order to achieve the strategic goal of integrated development of regional tourism in Shandong Peninsula.

A. Integration of regional tourism information

The government should play a leading role as the main organizer of tourism information cooperation mechanism, establish a cross regional tourism information platform and a large-scale information consulting service company through the unified regional tourism information standards of Shandong Peninsula. In terms of tourism companies, they can take joint ventures, establish strategic alliances and other cooperative ways to explore the tourism information market.

B. Integration of regional tourism resources

The resources with regional concentration in Shandong Peninsula can break through the restriction of administrative division, and can be classified into a resource area. If tourism resources are complementary, that is to say, in the process of tourism development, tourism resources between regions can supply and contact each other, then these tourism resources can be integrated, and the advantages of the integrated tourism resources in quantity and type can be used to enrich the content of tourism activities and extend the time of tourists' tourism activities, So as to enhance the attraction of each individual or factor in the regional tourism integration system of Shandong Peninsula.

C. Integration of regional tourism market

The target markets of tourism resources in Shandong Peninsula are different. Integration of regional tourism market is to bind and jointly develop the basically same tourism resources in the target

market, and to link them into tourism routes. It is to launch them to the target market as a whole to promote the flow of tourists in the target market among these tourist attractions. The original market scope of each scenic spot participating in the integration can be expanded. The integration of the regional tourism market in Shandong Peninsula needs to plan the tourism routes and break the restrictions of administrative division on the construction of transportation routes so as to construct the cross city transportation trunk lines, so that the tourists in the target market can freely flow among the cities and scenic spots and form the regional tourism market in Shandong Peninsula.

D. Integration of regional tourism products

The integration of regional tourism products in Shandong Peninsula can be realized through two ways: first, to make the regional tourism resources of Shandong Peninsula excellent, and to connect and display the most local tourist attractions with one excellent tourism route, which can break the division of administrative regions and promote the integration of tourism products. The second is to make the tourism resources of Shandong Peninsula region as the main body, select a specific theme, select the tourist attractions in Shandong Peninsula region according to the theme, and then launch them as a whole. This way can bring a complete tourism experience to tourists. Through the above two ways to integrate the scattered and weak tourism products, create a new tourism product market image, and form a competitive tourism product.

E. Integration of regional tourism image

Tourism image refers to the comprehensive impression of tourist attractions, products and services in the mind of tourists. The integration of regional tourism image of Shandong Peninsula refers to the reexamination and analysis of the natural situation, historical connotation and customs of the integrated tourism area of Shandong Peninsula, the processing, integration and promotion based on the tourism image, and the re-creation of a new regional tourism image that can represent the regional characteristics of Shandong Peninsula.

F. Integration of regional tourism transportation

Tourism transportation convenience and accessibility are not only the necessary conditions for the development of tourism resources and the construction of tourism destinations, but also an important indicator to measure the degree of tourism development. The integration of regional tourism traffic in Shandong Peninsula is reflected in two aspects: one is the traffic connection between tourist destination and tourist source and distribution center; the other is the traffic connection between scenic spots in tourist

destination. It is necessary to unblock the access of tourist centers, tourist source centers and distribution centers, so that tourists do not go back. According to the requirements of tourism product integration, circular and network lines are formed in central cities, key scenic spots and general scenic spots, so as to reduce the time ratio of tourism and increase the amount of information.

G. Integration of regional tourism management

The tourism industry in Shandong Peninsula is in the period of development, which is dominated by the government. Therefore, the direct intervention of the government to the tourism industry is relatively strong. The integration of Regional Tourism Management in Shandong Peninsula needs to unify the administrative mode and set up the tourism administrative organization, especially in the regions, cities and counties below the provincial level. In the process of regional tourism cooperation, tourism management departments should have a high sense of cooperation and efficiency. Many major cross regional tourism development issues need a coordination mechanism and institutions to deal with.

VI. CONCLUSION

Integration of tourism information lays the foundation for regional tourism integration. Integration of tourism market forms regional tourism market. Integration of tourism image points out the direction for regional tourism integration. Integration of tourism products becomes the core of regional tourism integration. Integration of tourism transportation forms regional tourism integration framework. Integration of tourism management provides guarantee for regional tourism integration. Through the integration of regional tourism in Shandong Peninsula, the awareness of the coordinated development of regional tourism in Shandong Peninsula urban agglomeration is established, the ideas and methods of building regional tourism image are formed, the integrated development of regional tourism in Shandong Peninsula is promoted, the transformation of old and new driving forces of Shandong Province is deepened, and the tourism brand image of Shandong Province is improved.

References

- [1] Liu Lijun. On the integrated development of regional tourism. *Shijiqiao*, 2013, vol.14, pp.84-86.
- [2] Li yuezheng, Yu Jingguo. Evolution mechanism and development of regional tourism market. Tourism Education Press, 2004.
- [3] Qin Xue, GUI Ladan, Li Xiubin. Analysis of the dynamic mechanism of regional tourism cooperation. *Jiangsu business theory*, 2008, vol.9, pp.88-90.
- [4] Ma Gengcun. On the improvement and development of regional tourism system in Shandong Peninsula. *Journal of China Ocean University (SOCIAL SCIENCE EDITION)*, 2002, vol.2, pp.35-38.
- [5] Xu Yi. Research on regional tourism cooperation in Shandong Peninsula. *Market Forum*, 2010, vol.9, pp.78-80.
- [6] Tang Meiyu. Research on integrated development of tourism economy in blue economic zone of Shandong Peninsula. Shandong Normal University, 2012.
- [7] Qu Jie. Research on the integration of regional tourism resources and brand building. *Chinese business theory*, 2017, vol.9, pp.64-65.
- [8] Wang Yang, Zhang Pingqing. The inspiration of South Korea's urban image strategy to the image building of Shandong Peninsula. *Economic Research Guide*, 2017, vol.5, pp.169-170.