

# The Spatial Mismatch Discussion on Tourism Resources and Tourism Economy In the Region Around Tarim

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**Abstract:** Tourism resources are the basis of tourism economic development, the tourism economy provides the strong guarantee for the development and protections of tourism resources, and the relationship of them is complicated. In general, the tourism develops better in the region with rich tourism resources and has a higher level of tourism economy, but for many regions with rich tourism resources in the region around Tarim of Xinjiang, the tourism economy level is not very high, and the tourism develops slowly. The spatial mismatch phenomenon of tourism resources and tourism economy arises, restricting the rapid development of tourism in Xinjiang region. Based on this, the author of this thesis mainly discusses the spatial mismatch of tourism resources and tourism economy in the region around Tarim, hoping to find out the problems in the development of tourism resources and tourism economy in the region around Tarim, and promoting the development of tourism in the region around Tarim better and achieving the great goal of the development of the western region.

## Introduction

Tourism resources are a general term for natural and social factors that are attractive to tourists. It is the material basis for the emergence and development of tourism, and is also an indispensable prerequisite for developing tourism. In general, the level of development of a country or region's tourism economy, in a certain extent, depends on the abundance and quality of tourism resources, the tourism develops better and the level of development of tourism economy is higher in the region with rich tourism resources; but in some cases, in the region with rich tourism resources, its tourism economic development level is very low, and the tourism develops slowly, this is the spatial mismatch phenomenon of tourism development. The research of the spatial mismatch of tourism resources and tourism economic development and the finding of the reason restricting the development of tourism economy are beneficial to take full advantage of tourism resources, to change the the advantage of tourism resources into the advantage of tourism economy and accelerate the pace of development of tourism, thus promoting the overall development of regional economy.

## Research methods

In the paper, the author uses the method of calculation of spatial mismatch index model of tourism for analyzing spatial mismatch of tourism in the region around Tarim, and selects the number of A-grade tourist attractions as the index on tourism resources, and the total tourism income is used to express the tourism economic development level. A-grade tourist attractions is the the tourist attractions of national standard and have a very important representative meaning in the comprehensive evaluation of its quality and grade. They not only represents the richness of tourism resources, but also reflects the quality of tourism resources. The total income of tourism is as the measure of tourism economic development level, including both the domestic tourism income and the inbound tourism income, more fully reflects the level of development of tourism in the region around Tarim River.

## **The reason analysis on the spatial mismatch of tourism resources and tourism economic development**

Positive mismatch. That is, the region whose actual tourism income is higher than the expected tourism income. Their actual level of development of tourism economy are more than expected, although these regions are not rich in tourism resources, they overcome the shortage of tourism resources. The development trend of tourism is very good, playing a very important lead role of tourism development in the region around Tarim River.

Negative mismatch. That is, the city whose actual tourism income is lower than the expected tourism income, which means there is some deviation between the level of development of tourism economy and the resource abundance in many regions around Tarim, the advantages of tourism resources has not been fully brought into play and there is a serious phenomenon between resources and the development of tourism economy. Relatively serious waste of tourism resources is caused, restricting the development of tourism in the region around Tarim River and the development of Xinjiang characteristics tourism.

I have to say that there are both synchronism and mismatch between the development of tourism economy and tourism resources abundance. Some region with rich tourism resources often has higher level of development of tourism economy and some region with poor tourism resources often has lower level of development of tourism economy; but in some regions without rich tourism resources, its tourism develop very good, in some regions with rich tourism resources, they have a low level of development of tourism economy, for such a phenomenon of spatial mismatch. The author believes that may be the following several circumstances results in the spatial mismatch of tourism;

Firstly, there are significant differences in the economic level of different regions themselves. A region with higher economic level often has the significant impact on the development of tourism in the region. This is because the higher the level of economic development in a region, the higher the per capita income, the stronger the consumption ability, the more need for tourism; meanwhile for the higher the level of economic development, the more abundant the region's finances, the necessary facilities for tourism development will be more perfect, such as tourism management level, the local traffic level, the quality of tourism services are relatively high, which can better attract the domestic and foreign tourism enthusiasts. And the region around Tarim River is located in the remote areas of western China, restricted by many conditions like traffic, the development of tourism resources is still rather difficult, the growth of tourism economy is relatively slow.

Secondly, the industrial structure of different regions has a great impact on tourism. Industrial structure and its conditions of change have a decisive impact on the growth of economy and the development condition of each industry. Tourism is an important sector in the tertiary industry and its development needs the support from the tertiary industry such as transportation, business services, food and entertainment. In recent years, with the continuous optimization of industrial structure in the areas of Xinjiang, the tertiary industry develops rapidly. The developed industrial base in many regions has also increased the investment ability in infrastructure and tourism facilities, and the tourism facilities have made great progress, providing a guarantee for the development of regional tourism economy. However, some regions are the heavy industry energy-type regions that mainly depends on the industrial development, the development of the tertiary industry needs to be further strengthened, transforming into a tourist city still needs to go through a certain stage. The speed and scale of the development of the tertiary industry are limited, the support provided to the tourism is limited, and there is a big gap in the development of tourism compared with the other areas in the province.

Then, the popularity and cultural deposits of tourist attractions have a significant impact. The higher the popularity of a country or region, the stronger the ability to attract visitors, the greater the number of visitors to visit, the higher the income of tourism. The historical, cultural deposits of the region and human cultural attractions have a great attraction for visitors, some tourist attractions promote tourism image of their own cities through making advertising videos, and further improve the popularity, while some tourist attractions, despite the long history and culture, rich tourism

resources ,its popularity in the tourism market is far less than Dalian and Shenyang because of poor publicity, restricting the development of tourism in the region around Tarim in a large extent.

Finally, the level of tourism product development has a significant impact on tourism. Tourism product development is the combination of planning, designing, planting for tourism resources, tourism service facilities and tourism human resources according to the demand of the tourism target market,including the planning and development of tourist areas,the design and combination of tourist routes. The more the number and type of tourism products in a region, it will have a strong appeal to tourists, the level of regional tourism economic development will be higher. In the process of transforming tourism resources into tourism products,their own characteristics needs to be highlighted and the existing advantages shall be used fully. Tourism goods is also an important part of tourism products,and the tourism shopping occupies an important proportion in tourism consumption,which is an important source of increasing the tourist income. The developed tourism products in some regions around Tarim are very attractive,but despite some regions have their own unique tourism resources,they do not carry out the reasonable development and utilization, meanwhile the level of supporting tourism facilities and services are relatively low,tourism resources has not transformed into attractive tourism products; on the development of tourism goods, there is no unique souvenirs in the region around Tarim for in-depth development, the grade and type of tourism goods is not many and the characteristics are not strong.

### **Strategic suggestions on promoting the balanced development of tourism in the region around Tarim**

There is the spatial mismatch phenomenon between the tourism resources and tourism economic development in the region around Tarim. In particular,there is the negative deviation between the level of tourism economic development and the resource abundance,and there is still a great potential of the tourism economic development to exploit. The author believes that it can promote the balanced development of tourism resources and tourism economy in the region around Tarim through the following aspects.

Make use of the lead function of developed tourism cities in Xinjiang and rely on the advantages of location,transportation and tourism resources in the developed tourism areas of Xinjiang to transport visitors resources for the tourism in the region around Tarim, promote the development of tourism resources and tourism economic development in the regions of negative mismatch, play the core role of well-known tourism cities in Xinjiang, cooperate well with other cities in the economic zone,promote the tourism development of other cities, and promote further development of their own tourism at the same time.

Enhance the propaganda of the region around Tarim,raise the popularity of tourist attractions in the region around Tarim,especially raise the popularity of tourist attractions in the region of negative mismatch, create the distinctive tourist image,enhance the propaganda, strive to expand popularity, to attract more visitors to come. Try to extend the visitors' detention time in local and increase the per capita consumption of tourists in local.

In the process of developing tourism resources into tourism products, we should do a good job in cross-regional tourism resources development, avoid disorderly development, blind development and vicious competition, increase the scale, uniqueness and complementarity of tourism. For example, in the development of national cultural tourism products of Xinjiang characteristics,firstly we should pay attention to tourism products and their characteristics, we should also combine the actual situation in the region around Tarim to develop the true unique cultural tourism products with the characteristics in Tarim regions.

Through the establishment of the form of tourism development integration group, we improve the use efficiency of tourism resources and the overall competitiveness of tourism,establish the long-term cooperation mechanism, coordinately solve the development problem of trans-regional tourism, work together to create Xinjiang special cultural barrier-free tourist area to protect the interests of all parties in maximum,to achieve cooperation and win-win and strengthen tourism and transportation cooperation within the region,to improve the accessibility of tourist attractions

between the areas;to carry out the regional tourism promotion and the regional tourism line cooperation. We connect the quality tourism products of each region with splendid tourist routes to achieve the sharing of tourists and benefits.

Give some policy slant to the regions which fall behind in economic development and tourism development through the help from the government, provide the policy support for the development of the tertiary industry especially the tourism, increase the financial transfer payment, adopt the tax preference to improve the investment environment in these areas,to attract foreign funds for further development and utilization of tourism resources. Improve the use ratio of tourism resources and transform the advantageous tourism resources into advantageous tourism products, thereby we can attract more tourists and increase regional tourism revenue. At the same time, local governments of all levels should increase investment inputs in tourism infrastructure construction, and put tourism promotion, personnel training, public services, etc. into the local financial budget.

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