

On the Mechanism and Path of Tourism Urbanization in Southwest National Area

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Abstract—China’s southwest national area is rich in tourism resources. Therefore, the development of tourism urbanization in this region has certain representativeness across the country. This paper first analyzed the tourism urbanization basis of the region and found that good urbanization foundation and tourism development momentum can provide important industrial support and guarantee for the development of tourism urbanization. Then, it put forward the constraints of tourism urbanization development. In the end, it proposed to implement the all-for-one tourism to promote the tourism urbanization, relying on scientific and technological innovation, and create an efficient tourism supply chain to optimize the quality of tourism towns.

Keywords—tourism urbanization; development mechanism; southwest

I. INTRODUCTION

According to the needs of the research, starting from the distribution and typicality of tourist towns, the southwest national area (mainly including Yunan, Guizhou, Sichuan, and Guangxi provinces) were selected as representative of ethnic regions for study. Ethnic minorities are intensively distributed in this area. As of 2016, the minority population in the five southwestern provinces is 53.714 million, of which 6.29% are from Sichuan Province, 6.5% reside in Chongqing, 36.11% belong to Guizhou Province, 33.41% are in Yunnan province, and 37.94% are from Guangxi Zhuang Autonomous Region. Sichuan and Chongqing have a relatively small population of the ethnic minorities (the population of ethnic minorities in Sichuan Province was 5.1627 million in 2016 and 2.1032 million in Chongqing). The minority population in Yunnan, Guizhou and Guangxi respectively accounted for more than one-third of the province’s population. They are the great national provinces and minority areas. Except Chongqing, the overall economic development level and urbanization level of the region are not high, so their urbanization guided by tourism has certain representativeness.

II. BASIC ANALYSIS ON TOURISM URBANIZATION IN THE SOUTHWEST NATIONAL AREA

A. Tourism development with a sound momentum

Bearing with quality tourism resource, the southwest national area performs relocation in the market circumstances of a new historical stage and put priority on the development of tourism industry, aiming at boosting domestic demand, developing border areas and improving lives of people there,

ensuring ecological security, conservation culture, ethnic harmony and border stability. Accordingly, especially based on supply-side structural reform and all-for-one tourism strategy, various provinces constantly push supply-side structural reform in tourism, promote its transformation and upgrading, and improve service quality with infrastructure construction and brand building [1]. Sichuan, Yunnan and other provinces increasingly advance convergence between tourism and other industries. Since 2010, tourism has seen a new round of rapid development with the nation’s top increase in reception and revenue, while rural, recreational and convention tourism demonstrate diversified development. Great economic benefit has been generated by tourism development (Table 1).

TABLE I. 2017 ECONOMIC INDICATORS OF TOURISM IN ETHNIC PROVINCES

Province	Overseas Visitor (10 thousand)	International Tourism Receipts (100 million \$)	Overseas Visitor (100 million)	Domestic Tourism Receipts (100 million ¥)	Total Receipts (100 million ¥)
Yunnan	1364.66	35.50	5.67	6682.58	6922.23
Sichuan	336.2	14.5	6.7	8825.4	8923.1
Guizhou	232.4	13.7	7.44	6932.3	7116.64
Chongqing	358.35	19.48	5.42	3176.55	3308.04
Guangxi	512.44	23.96	5.18	5418.61	5580.36

B. Continuously improved tourism infrastructure systems

Since 2010, transportation infrastructure network has been tremendously improved in ethnic regions, in which perfected extending high speed rail lays dominant effect on the development of tourism economy. Shanghai-Kunming high-speed railway opened to traffic since 2017, shorting the Beijing-Kunming journey from 40 hours to 13 hours. In this way, Guiyang, Kunming and other cities are involved in the nationwide high-speed rail network and visitors in east China can arrive in Yunnan province in one day’s journey. Additionally, Nanning-Kunming high-speed rail provides southwest national area with access to the sea and Yangtse river delta economic area, showing its great significance in attracting visitors from these areas. Guilin, an international tourist attraction in Guangxi province, has benefited a lot from the development of high-speed train. The completion of Chengdu-Chongqing and Xi’an-Chengdu high speed railway has brought bold changes to minority areas’ tourism growth while the under-construction Chengdu-Guizhou high speed railway and the planned Chengdu-Kunming and Chongqing-Kunming high speed railway will help eliminate

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poverty and backwardness in southwest China. In addition to the high speed rail, transportation infrastructure has grown rapidly in recent years. Construction of expressways has been unremittingly advanced so that the length of expressways in southwest national area is up to 25,748km at the end of 2107, accounting for 20.5 percent of China's total length of expressways. Not a single expressway could be found in southwest China thirty years ago, while now dense high-speed networks and efficient traffic & transport system has been completely established (Table 2). As for air transportation, the ethnic region has shown its strength in airline quantity and passenger throughput, and plenty of airports have been

constructed in tourism destinations to connect large and medium-sized cities on a national scale for visitors' convenience. Airports like Lugu Lake Airport in border area of Sichuan and Yunnan provinces and Jiuzhai Huanglong Airport located in the North Sichuan Plateau and others can provide direct flights service for tourists in Beijing, Shanghai, Guangzhou and other regions. In 2017, Chengdu Shuangliu Airport and Kunming Changshui International Airport ranked top 6 in passenger throughput, and simultaneously, there were more than 10 airports providing service in Guizhou, Sichuan and Yunnan province. Furthermore, another 60 airports are in future planning and construction in the southwest.

TABLE II. TOURISM TRANSPORTATION INFRASTRUCTURE IN SOUTHWEST PROVINCES OF ETHNIC AREAS

Province	Length of Expressways (km)	Length of High-speed Railway (km)	Airport Quantity	Density of Railway Network (km per 10,000 km ²)	Density of Expressway Network (km per 10,000 km ²)
Guizhou	5833	1254	10	135.2	308.6
Yunnan	4134	672	16	76.7	107.8
Sichuan	6675	894	15	82.9	135.4
Chongqing	3847	599	1	216.8	330.1
Guangxi	5259	1137	7	201.5	194.4

C. Rapidly increased infrastructure in tourism town

Infrastructure construction indicates cities' general proficiency. With rapid economy growth and advanced urbanization in southwest national area, municipal infrastructures have achieved rapid development. Although gap still exists when comparing with national average level,

the improvement is witnessed by people and some significant index present excellent performance, such as the number of hospital beds for 100 thousand patients and lavatories for the public, as well as the decontamination rate of urban refuse. Chongqing, an international metropolis at high urbanization development level in southwest national area, has taken the lead in urban infrastructure on all sides (Table 3).

TABLE III. INFRASTRUCTURES IN SOUTHWEST CITIES OF ETHNIC AREAS (2017)

Region	Gas Penetration (%)	Internet Penetration (%)	Buses for Every 100,000 People	Hospital Beds for Every 100,000 People	Urban Road Area per Capita(m ²)	Park Green Area per Capita(m ²)	Green coverage rate of built-up area (%)	Lavatories for Every 100,000 People	Decontamination Rate of Urban Refuse (%)
Guangxi	96.36	47.8	12.43	68.47	18.28	13.66	39.6	2.43	98.2
Chongqing	97.24	56.9	17.22	88.69	16.05	18.99	43.3	3.40	98.6
Sichuan	94.31	48.4	15.52	87.90	15.63	14.96	39.9	3.14	97.8
Guizhou	88.36	46.2	14.27	119.64	13.22	14.94	38.5	3.24	95.1
Yunnan	84.09	47.1	15.6	116.32	16.23	14.57	39.2	4.14	94.6
National	93.22	55.8	16.8	103.2	15.8	15.12	38.4	3.2	97.3

D. Urbanization in a more scientific and reasonable way

Restricted by environment and resource, the traditional urbanization way would bring irreversible effects to the southwest national area so that land use urbanization and large-scale demolition and reconstruction are replaced by green, intensified, and low-carbon urbanization based on the region's resource environmental bearing capacity and characteristic industries [2]. Opinions of the State Council of the Central Committee of the Communist Party of China on Accelerating the Construction of Ecological Civilization published in April, 2015 strongly advocates green urbanization instead of the inappropriate model with high emissions, pollution and energy consumption to ultimately realize new industrialization, informatization, urbanization, agricultural modernization and green development in a coordinated way. Considering its practical situation, southwest national area conducts the new-type urbanization of green development and

strictly follows the characteristic and green model in recent years, gradually replacing industries of high pollution and energy consumption with hydropower, tourism, characteristic agriculture and other green industries to boost urbanization.

III. THE CONSTRAINTS ON THE DEVELOPMENT OF TOURISM URBANIZATION IN SOUTHWEST NATIONAL AREA

A. The vulnerability of the tourism economy will make the overall development of tourism towns unstable

The development of the tourism industry has greatly promoted regional economic development in many areas. However, if the economic development of a certain region is overly dependent on the tourism industry, instability to the economy will ensue. This is mainly due to the vulnerability of the tourism industry itself, which refers to the sensitivity, reaction, resilience and other behaviors of the tourism when reflected by the external environment [3]. The vulnerability of

the tourism industry is often related to certain factors, such as political factors, social factors, and natural factors. For example, some emergencies will affect the number of tourists in a certain area, and then cause damage to the local tourism industry. Such example can be seen in 2004 SARS which made the national tourism revenue drop sharply. The development of a tourist destination must undergo several stages, such as germination, growth, maturity and decline. In some stage, regional tourism ecological environment may be damaged by tourists, resulting in the decline of the overall quality of tourism services, and eventually incur the recession which will affect the overall economy of the regions that rely on the tourism industry as a pillar industry.

B. The excessive dependence on tourism resources is not conducive to the rationalization of regional industrial structure

The tourism industry which depends on resources differs a lot from traditional technology-dependent manufacturing industry. The development of regional tourism industry must be based on tourism resources which determines the quality of tourism products, and the scale and development potential of the tourism industry. By contrast, the traditional manufacturing industry can develop through technology updating. However, the tourism industry is hardly to regenerate tourism resources of which the attraction can last for only a certain period. In the long run, if we attempt to fuel the regional economic development through the tourism industry, and pay little attention to the development of high-tech industries and modern manufacturing, the economic development of the region will be stagnant when the tourism resources are exhausted or the quality of tourism declines. As an important branch of the tertiary industry, the tourism industry has made great contributions to revitalizing the tertiary industry. However, some tourism resource-dependent urban developments are prone to fall into the trap of high proportion of the tertiary industry with weak industrial base. Although the tertiary industry with the support of tourism has developed rapidly, the industry still lags behind, which is not conducive to the rationalization of the industrial structure in the region.

IV. THE DEVELOPMENT STRATEGY OF TOURISM URBANIZATION IN SOUTHWEST NATIONAL AREA

A. Carry out all-for-one tourism

In March 2018, the *Guidance on Promoting the Development of All-for-one Tourism* issued by the General Office of the State Council of the People's Republic of China pointed out that to develop all-for-one tourism, we need to select a certain area where we can plan the layout, optimize public services, promote industrial integration strengthen comprehensive management, implement systemic marketing with tourism as an advantageous industry. In this way, we can improve tourism modernization, intensification, quality, and internationalization, and better meet the needs of tourism consumption. The most fundamental goal of all-for-one tourism is to break the restrictions of scenic spots and turn the entire area into a tourist destination. First of all, from the perspective of space, it is to change the tourism space economic system with the scenic areas as the main structure, and to build a tourism destination with scenic spot, resort,

leisure area, comprehensive tourism service area, characteristic town, landscape, and theme park, promotes the shifting from the scenic spots as the framework to tourism destination as the focus. [4] Secondly, with regard to industrial factors, the all-for-one tourism aims to replacing the industrial structure with single tourism form with a composite industrial structure with tourism as a platform, promoting the development of tourism plus industry, making full use of existing industrial resources to build a large tourism industry. Thirdly, regarding socio-economic factors, the tourism is to change the tourism development model with the tourism resources as the core, and to build a model with tourism and capital, tourism and technology, tourism and residential life, tourism and urbanization development, tourism and cities, so as to promote the development of social economy, strengthen infrastructure construction, improve the social security system, and coordinate urban and rural development. Taking the tourism towns development as a complex of all-for-one tourism, we can promote the scientific development of tourism by the overall progress of tourism urbanization, and tourism will in return contribute to urbanization.

B. Accelerate urban science and technology innovation

Scientific and technological innovation is the productive force of social development and the soft power of urbanization development. The urbanization of the southwest national area of China develops slow as it is subject to the weak industrial base and insufficient industrial driving. As an important mode in the China's diversified urbanization, tourism urbanization plays an important role in promoting the urbanization of the southwest ethnic regions with tourism development advantages. In order to adapt to the new trend of the tourism market, tourism towns must accelerate the transformation and development and upgrading, and technological innovation has become an important driving force for the transformation and development of tourism towns. It greatly promotes an intelligent, intensive and low-carbon urbanization. In recent years, in the absence of strong industrial support and a good external environment, there emerge problems in the development of tourism towns in southwestern ethnic regions, such as inadequate tourism drivers, backward urban construction, low level of the overall tourism service and poor competitiveness of tourism towns, and the widening gap with the development of eastern cities. Given this, it is urgent to speed technological innovation to build a new technology tourism town so as to realize the leap-forward development of tourism towns.

C. Improve the tourism supply chain operation in the city

The implementation of tourism supply chain management will definitely bring about major changes in the development of tourism industry and tourism towns. The tourism supply chain is based on tourism total integrators as the core enterprise, together with direct suppliers of tourism food, accommodation, travel, shopping, purchase and entertainment, and other indirect suppliers of tourism. To meet the needs of tourism, they coordinate and control information flow, service flow and capital flow, in the process of design, production, combination, packaging and sales of tourism products. The supply chain management, in essence, is to break the traditional operation mode of enterprises, and through the

integration of resources and the convergence of elements, form a strong resource cooperation and operation with the support of information technology, and set the operation mode with the purpose of meeting the needs of tourists, allowing regional elements to participate and share profits and risks [5]. The tourism supply chain management and operation level is related to the development and prosperity of tourism urbanization. The overall increasing supply chain management level of enterprises can enhance the competitiveness and profitability of enterprises and improve the overall service quality of tourism. From the perspective of the impact of urbanization on the supply chain, tourism supply chain management needs a good local platform, including government policies, social and economic development environment, institutions and humanities, which can be provided by the tourism urbanization as it is committed to building good external environment and the comprehensive urban environment. With the government and society supports for tourism, the tourism supply chain can develop rapidly.

V. CONCLUSION

As one of the important modes in China's current urbanization, tourism urbanization has made great

achievements in ethnic areas, and it can effectively promote the striding development of urbanization and characteristic development in backward areas. However, in the context of all-for-one tourism development and industrial integration, government planning and policy guidance are particularly critical for tourism urbanization which needs to be guided by a new development path.

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