

Thoughts on "Tourism+" in Jilin Province

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Abstract. The proposal of "tourism +" is to achieve the growth of tourism supply through the integration of related industries and tourism consumption. "Tourism +" can promote the development of new tourism format, solve the bottleneck problem of tourism development, better meet tourism needs, promote industrial optimization and upgrading, and also can promote the development of enterprise groups. Its impact is extensive and far-reaching. Jilin Province's tourism industry should be further integrated with agriculture, industry, culture, new pension, sports and education industries, so as to promote global tourism.

What is "Tourism +"

"Tourism +" refers to giving full play to the pulling power, integration ability, and catalysis role of tourism, providing a tourism platform for the development of related industries and fields, forming a new business format, and enhancing its development level and comprehensive value. In this process, "tourism +" also effectively expands the space for tourism development and promotes the tourism transformation and upgrading.

The essence of "tourism +" is to take the tourism industry as the leading factor, with its strong market development ability and people's desire to pursue a better life, through the substantial integration of tourism and related industries, realizes the linkage development of tourism and related industries in the form of new forms of tourism, thus forming new productivity and competitiveness, and ultimately let tourism borderless.

As an industry with strong demand and huge potential, "tourism +" have the following four distinct characteristics:

"Tourism +" is Demand-driven and Market-driven

With huge market power and market mechanism, "tourism +" builds a huge supply and demand docking platform for all parties.

"Tourism +" Creates and Enlarges Value

"Tourism +" is not a simple "1 + 1", but an organic integration, which will produce a "1 + 1 > 2" effect. The charm of this "+" lies in its ability to create new values and surprises.

"Tourism +" is A People-oriented, Universal Participation

"Tourism +" is a process of "plus" which can be widely participated, benefited and shared. Moreover, the process of "plus" is a process of human capital development and creativity stimulation. Tourism is a humanistic economy, and the core of "tourism +" is human development. In essence, it is through people to realize "plus" and serve people with "plus".

"Tourism +" can be Fully Expanded

"Tourism +" is naturally open and dynamic. The object, content and mode of "tourism +" are constantly expanding, enriching and diversified. The speed of "tourism +" is getting faster and faster. The more progressive the economic and social development, the richer and more colorful the "tourism +" will be.

The Necessity of Developing “Tourism +” in Jilin Province

“Tourism +” is becoming an irresistible trend of development and trend of the times, which has a strategic and global impact on economic and social development and promotes the arrival of a new era.

“Tourism +” Can Promote the Development of New Forms of Tourism and Solve the Bottleneck Problem of Tourism Development

The essence of “tourism +” is the integration of tourism industry. Tourism industry is a borderless industry, which is easy to integrate with other industries. The mutual penetration and intersection of tourism and other industries has formed a new format, injecting new vitality into the development of tourism, and is the new value growth point and power source of tourism economy. In addition, the tourism industry is developing rapidly, but it also encounters many bottlenecks.

First, resource constraints. The traditional tourism development model consumes a large amount of material resources; the growth cost is the gradual disappearance of natural resources and environmental damage. Therefore, resource and environment constraints have become a bottleneck in the development of tourism industry.

Second, capital constraints. Tourism industry has been known as “low input, high output” industry, but practice has proved that this view is not entirely suitable for China. Building luxury resorts and improving infrastructure require a lot of capital investment. When weighing the input-output benefits, we can find that the development of tourism industry is constrained by capital.

Third, environmental constraints. Tourism industry is also known as the smokeless industry, but in the process of development also brings great harm to the environment. Through the integration and development of tourism industry and other industries such as traditional agriculture and industry, it not only reduces the excessive dependence on traditional resources, widens the development space of tourism industry, saves investment capital, but also promotes the development of low-carbon tourism and eco-tourism, thus bringing about environmental benefits.

“Tourism +” Can Better Meet Tourism Needs

The international development law shows that the per capita GDP of a country or region exceeds 5,000 US dollars, and tourism has entered the stage of popular daily consumption. China’s per capita GDP exceeds 7000 US dollars, which is in the period of explosive growth of tourism consumption demand. Tourism demand also presents new characteristics.

Firstly, the level of demand is upgrading, people are no longer satisfied with the primary consumption level of tourism, but tend to a high-level tourism needs with experience, entertainment, enjoyment and culture in one.

Secondly, the demand structure is comprehensive. Tourism demand has gradually changed from sightseeing to leisure, vacation, business and sports tourism.

Thirdly, the demand characteristics are individualized and diversified. The individualized and diversified characteristics of tourism demand are determined by the complex and diverse psychology of tourism consumption. With the improvement of people’s income level, this trend becomes more and more obvious. Driven by the consumer market, the demand structure and consumption pattern promote the development of tourism industry convergence.

“Tourism +” Promotes Industrial Optimization and Upgrading and Enterprise Group Development

The integration of tourism industry plays an important role in upgrading traditional industries and promoting industrial optimization. The new business forms generated by industrial integration have become new economic growth points. The integration of tourism industry is an effective way to transform and upgrade the tourism industry, transform the mode of tourism economic growth and optimize the development of tourism industry. “Tourism + ” provides an environment for mass entrepreneurship and innovation. The integration of tourism industry is also an important form of promoting tourism group, and makes the forms of tourism group more flexible.

The Impact of “Tourism +” is Extensive and Far-Reaching

The impact of tourism on the national economy is not only reflected in the consumption level, but also a new growth point to enhance national well-being, improve national health and promote social harmony. It is also a new growth point to optimize regional layout, coordinate urban and rural development, and promote the construction of new urbanization. Promoting “tourism +” is of great significance to steady growth, adjust structure, benefit people’s livelihood and promoting employment. It is also conducive to promoting new urbanization, new industrialization, network information, agricultural modernization and ecological development.

Suggestions of Countermeasures on Developing “Tourism +” in Jilin Province

“Tourism + Agriculture”

Combining agriculture with tourism is agricultural tourism. It is a new type of agricultural management form that attracts tourists to visit by using agricultural landscape and rural space [1]. It is also called sightseeing agriculture, tourism agriculture, rural tourism, leisure agriculture, etc. There are four main types of agricultural tourism development models: rural agricultural tourism, folk-custom tourism, agricultural popular science education tourism and leisure tourism. Agricultural tourism has now become an important force in China’s tourism development. Agricultural tourism is in line with the spiritual pursuit of modern people to return to nature, escape from the city and keep healthy and leisure. At the same time, due to the increasing convenience of urban and rural transportation, the improvement of living standards of residents, and the increase of holiday supply and other factors, agricultural rural tourism has gradually become a trend, and a new agricultural tourism industry system has been established.

Jilin Province has good resources for the development of agricultural tourism. The eastern part of Jilin Province is mountainous areas, the central part is plain, and the western part is wetland. It has a temperate continental monsoon climate, distinct seasons, fertile land and pleasant climate. Since ancient times, Jilin Province has been a granary. The long history of farming determines that Jilin Province has abundant agricultural civilization and rich cultural resources in the countryside. From the leisure agricultural tourism resources in Baicheng and Songyuan in northwest part with Mongolian culture as the main line to the leisure agricultural tourism resources in northeast part with Korean culture as the main line, from the holiday agricultural tourism products built by cities in the north to the leisure agricultural tourism products developed by mountains in the southeast, the characteristics are very distinct.

Therefore, Jilin Province can focus on building the urban agricultural plate around large and medium-sized cities, multicolored pastoral leisure agriculture plate including Changchun, Jilin, Siping, Liaoyuan, Gongzhuling in the central part, mountain forest leisure agriculture sector including Yanbian, Baishan, Tonghua, Meihekou in the eastern part, and leisure agriculture sector with pastoral customs in Baicheng and Songyuan in the west part.

“Tourism + Industry”

Its fusion product is industrial tourism, which has been welcomed by many people in recent years. The industrial tourism refers to the process that people visit and learn about industrial landscape, production line, technological process and labor scene, deepen their understanding so as to acquire knowledge. Industrial tourism has developed quite maturely in developed countries [2].

As an old industrial base in Northeast China, Jilin Province has a strong industrial base and is also an important industrial production base in China. It has basically formed a relatively complete industrial system with transportation equipment manufacturing as the main body. At the same time, machinery, chemical industry, medicine, food and other industries also have a benign development trend. The conditions for developing industrial tourism are superior.

Therefore, industrial enterprises should actively develop various levels of industrial tourism products according to their resource advantages, design more participatory tourist routes, increase the

interest of tourists and increase their stay time. Strengthen cooperation with travel agencies, train professional tour guides and improve service level.

“Tourism + Culture”

Nowadays, the coincidence degree between culture and tourism is getting higher and higher. Culture and tourism are becoming the same industry. The integration of tourism and culture means that tourism is the carrier of culture and culture is the soul of tourism.

Cultural tourism in Jilin Province has its own characteristics. Jilin Province is located in the geographical center of the three northeastern provinces. The customs of Guandong are more prominent here. Manchu, Korean and Mongolian nationalities thrive here, forming a unique folk culture. Jilin Province has many unique historical and cultural heritages of ethnic minorities in northern China, with obvious characteristics and great value. The plasticity of folk art and culture is very strong. Jilin Province has a long history of folk art, such as Erren Duet, Northeast Yangge, Jiju Opera and Peasant Paintings, Langmugen Carving, Songhua Inkstone with rich local color and profound cultural accumulation. The cultural resources with distinct regional characteristics have high artistic appreciation and inheritance value. If these cultural resources with distinctive regional characteristics are designed and developed, they will inevitably be transformed into unique tourism resources. Therefore, the future development of the integration of tourism and culture in Jilin Province is promising.

“Tourism + Health”

Health tourism can be regarded as a new form of integration and development of tourism and health industry. Nowadays, with the improvement of material living standards, people's desire for “health, pleasure and longevity” becomes more and more intense. Simple health preservation can hardly satisfy people's pursuit of high-quality life. Integrating the rapid development of leisure tourism nowadays, health preservation tourism ushers in significant development opportunities. Health tourism is to choose a fresh place to stay, to avoid serious pollution, and to achieve the purpose of mental relaxation, physical health and mood pleasure by means of health physiotherapy, fitness and nutritious diet. Nowadays, the international health tourism industry has begun to take shape. In many countries, products with core competitiveness and unique selling points have been formed. Such as Chinese culture regimen, Japanese hot spring health, Thailand beauty body health, French manor health, Swiss anti-aging health, Korean beauty regimen, alpine health, etc.

Jilin Province can learn from these models and vigorously develop health tourism. For example, Tonghua has developed health tourism vigorously in recent years with its rich resources of ecology, traditional Chinese medicine and so on. At present, there are more than 300 scenic spots which can provide health services of traditional Chinese medicine. It has launched more than 30 traditional Chinese medicine health tourism routes.

“Tourism + New Old-age Care”

With the improvement of living standards and the change of pension concept, more and more elderly people have joined the tourist army. Tourism pension has become a new way of providing for the aged, which not only meets the needs of the elderly for high-quality leisure pension, but also injects new vitality into the economic development of tourist destinations.

Because of the freedom of travel time, the elderly prefer to travel in the off-season to avoid the peak period of tourism. This not only relieves the worries of overcrowded peak tourism, but also injects vitality into off-season tourism, making off-season no longer “light”. Therefore, the development of old-age tourism will help break the seasonality of tourism and conform to the direction of supply-side reform of tourism. In addition to the traditional short-term tour with the group, the current domestic residential pension is more typical of migratory bird pension, according to climate change, winter to the south, summer to the north to live in other places, such as migratory birds. This is generally considered by the industry as the most common type of residential pension at present.

Jilin Province belongs to the temperate continental monsoon climate, with rich summer resort resources such as Changbai Mountain. The climate suitability index of summer resort tourism in Jilin Province is obviously superior to the average level of China. Therefore, Jilin Province can vigorously develop the summer tourism pension project, make full use of information technology, artificial intelligence and internet thinking, innovate the pattern of pension service, set up medical institutions in pension institutions, improve the service standards for tourism pension, vigorously cultivate tourism pension nursing talents, and form an alliance with other cities. Alliance promises to meet the needs of leisure tourism, health care and old-age care for the elderly through exchange and alternate residence within the alliance.

“Tourism + Sports”

As a new leisure way, sports tourism has become a hot spot of consumption. Sports tourism, as a new form generated by the cross-penetration of the tourism industry and sports industry, is a new form of tourism based on sports resources to attract people to participate in and experience sports activities and natural interests. According to the data released by the World Tourism Organization in 2018, the output value of sports tourism industry has exceeded 450 billion euros per year, and it has become the fastest growing category in the global tourism market. The growth rate can reach 14% per year, which is far higher than the growth rate of the tourism industry as a whole of 2% - 3%.

At present, there are three kinds of development modes of tourism and sports integration: the integration of sports, fitness, leisure Industry and Tourism, coastal sports leisure vacation, ice and snow sports leisure vacation and mountain outdoor sports leisure vacation are the main products; the integration of sports competition and performance industry with tourism industry, including watching games and participating games; the integration of stadium service industry and tourism.

Jilin Province has abundant natural resources and good policy advantages, profound ice and snow culture, colorful and diverse ice and snow events. Its ice and snow sports tourism industry has high resource endowment, large consumption pull, good market prospects, strong comprehensive driving force and huge development potential. At the same time, Jilin Province has a large proportion of ethnic minorities. It can develop sports tourism projects with ethnic characteristics and hold ethnic sports events, so that tourists can understand folk culture and be deeply attracted.

“Tourism + Education”

“Tourism + education” is educational tourism. The term educational tourism refers to any “program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location”. [3]

At present, the penetration rate of China’s educational tourism industry is only 5.5%. Compared with the countries with mature educational tourism industry, there is huge room for improvement. It is estimated that by 2020, the market size of educational tourism industry in China will reach 120 billion yuan. So now the development of educational tourism market is ushering in golden development opportunities. Tourism enterprises should follow the trend.

Jilin Province is rich in educational resources, but the educational tourism products are not rich and targeted. In the future, Jilin Province should further tap educational tourism resources, constantly enrich educational tourism projects, deepen the building of educational tourism brand, combine the unique advantages of various regions, innovate tourism development model, actively explore and practice the new model of “rural tourism + education”, truly examine products from the perspective of education, and then build a brand of educational tourism.

There is no boundary for the extension and expansion of tourism industry. As long as there is market space, it will cross the border and merge. We also expect the “tourism +” in Jilin Province to develop new vitality.

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