

The Conceptual Planning for the Development of Tourism Resources in Ruichang City Based on the Transformation of Tourism Industry

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Abstract: With the international and domestic tourism industry continuing to heat up, the number of tourists sustainable growth, and the social environment changing, the economy increasing, people experience fundamental changes in their expectations, purposes and modes of travel. Self-help travel is the mainstay. Self-help and group travel complement each other. As the important part of the tertiary industry, tourism has played an essential role in the development of local economy and increasing of employment rate.

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1. The outlook of tourism

Premier Li Keqiang pointed out that “tourism do not just represent service industry or consumer industry. It is a composite of all the industry”.

1.1 Macro Background of Tourism Development

Chinese authority takes the tourism industry as the main body of tertiary industry, to form a comprehensive industry in which the first, second and third industries participate. Tourism industry make the incomparable economy value, which can launch fresh impetus, promote the development of related industries, stimulate GDP, and increase the number of employment in the current stage of our industry which lack of innovation capacity and cultural product. The “Report of Tourism Development in China” published by the first world’s conference of tourism development that is

held by Chinese government and the World Tourism Organization. The content shows that China's tourism industry has accounted for more than 10% of GDP, which has reached the global average, and the number of employment that comes from tourism has occupied 10% of the total, as well as causing social depreciation also accounted for about 10%. Three 10% has represented that tourism represents the significant industry in peacetime.

1.2 Cultural and Social Value of Tourism Development

The development of tourism reflects many aspects of men's live. People choose to travel which is expressing different desire. (Fig.1 2 3 4)

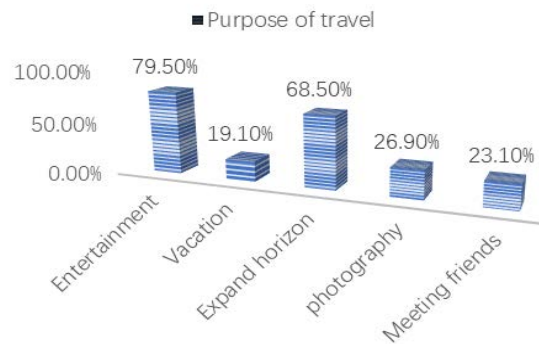


Fig. 1 Purpose of travel



Fig. 2 Points travelers' attention

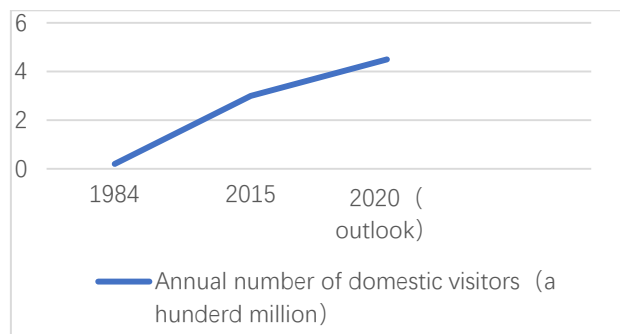


Fig. 3 Annual number of domestic visitors

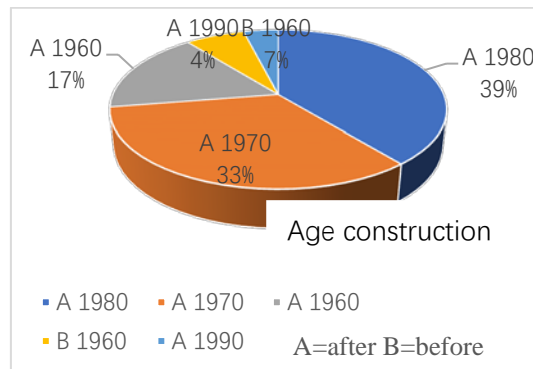


Fig. 4 Age construction

Tourism also contains cultural and social value. Tourism as a method of outdoor education should be incorporated into the human education system. Perfect personality training requires outdoor education. Orientals emphasize the education and experience in history and culture. Therefore, a statement from the ancients: “read thousands of books, and travel thousands of miles”.

In the process of Chinese industrialization and urbanization, which has caused ecological problem. Therefore, while developing the tourism industry, it must also shoulder the banner of environmental protection and ecology, emphasizing the Green and Low carbon.

As we know, China has basically completed the process of urbanization with coastal cities as the mainstay, especially the industrialization process. Generally, international industrialization and urbanization are proceeding at the same time. However, Chinese-style urbanization is slower than industrialization, and industrialization and urbanization have reached high levels in the coastal areas. In this stage, the authority takes emphasize on the tertiary industry is reasonable, and this mode can also be found from international experience, such as: The United Kingdom, the United States, Japan, and South Korea.

At the begin, the second industry is the largest, and then the tertiary industry gradually exceeds the second industry in economy. We can find that in competitive country the economy of tertiary industry accounts for 60 to 70%, the secondary industry takes up for 20 to 30%, and the agriculture stands for 2% to 5%. Industrialization in most developed regions in China has completed, and urbanization will complete soon. The tertiary industry gradually possesses the conditions to become the main driving force and thruster of local development.[1]

1.3 The prospect and direction of the future development and transformation of tourism

At present, tourism is changing from traditional sightseeing to entertainment. However, the main barrier is lack of the quality of entertainment products.

The reasons as following: Firstly, most of the tourism resources or spots are managed by the government in China, not fully market-oriented, leading the ineffectiveness of resource allocation. Secondly, we can find the property rights system is confusion and it is also the core of the problem. China's property rights system is not clear. For example, tickets for scenic spots are charged by the government, but the surrounding services are not uniformly arrangement, causing the chaos of local tourism in some extend.

The confusion of property rights system can operate in the era of tourism for sightseeing, but for entertainment it may hard to run. Because tourism for sightseeing only make the income from tickets, however, for entertainment it will need more quality services and uniform management or organization.[2] The ideal vacation places should have community engagement, which is the provider for the leisure lifestyle, and combine with local life.

1.4 Complement each other in the future development of tourism and related industries

With rise of rural tourism, homestay have emerged. The direct cause is rapidly urban expansion and urbanization. In the future we can predict, the environment of city will be awful comparing with the country, and urban diseases will continue exist such as congestion and pollution. Therefore, during the holidays, people may make the rural tourism for fresh environment as long as the city is medium-sized that can develop ancillary facility about entertainment products. But, with developing of rural tourism products in different places, we need to avoid the homogeneity. We could make the differences basing on the traditional planning methods.

Firstly, the different country with own value of culture, we could value the resources of deserved exploitation, then finding the most competitive resources. Secondly, for the characteristic countries we can make variant orientation and development for different groups.[1]With the “internet +” and “big data” heated, we should make new technology combine with the construction of scenic spots and the combination of data when plan scenic area. For instance, we can conclude the migrants of one city in the past 5 to 10 years, the way of travel, and time of stay for attractions. Then we could make a convincing conclusion from the collective information and manage these data, which will lead the progress of planning process. The relative departments can quantify all local information from scenic spots, attractions, foods, and transportation, form an online distribution center, provide support for tourists' decisions, and the behavior of tourists can change accordingly.

2. Ruichang City Tourism Concept Planning

2.1 Overall Overview of Ruichang City

Ruichang City, attach to Jiujiang City, Jiangxi Province, is located in the northern part of Jiangxi Province, on the south bank of the middle and lower reaches of the Yangtze River. The population size is 465,300 (at the end of 2016) and it is the birthplace of “Chinese bronze smelting culture”. The Tongling site is the earliest copper mining industry in the world. Ruins, approximately 3300 years ago. Paper cutting of Ruichang and bamboo knitting are listed in the National Intangible Cultural Heritage List and it is the “township of Chinese folk art”. The climate is mild and the four seasons are distinct. It located in the continental humid climate zone, with an average temperature of 17.5°C, annual rainfall of about 1700mm, annual sunshine hours of 2000 hours, and the frost-free period of 240-260 days one year.

2.2 Overall Strategy for Tourism Planning in Ruichang City

The Jiujiang authority attaches great priority to tourism, proposes to make Jiujiang become a leader city of tourism in Jiangxi province, a model of nationwide, and a world-renowned tourism city, take full strength for promoting tourism development.

The development of tourism in Ruichang City should be integrated into the development strategy of Jiujiang Cultural Tourism, create characteristic entertainment products and supporting facilities. Authorities could make the strategies as a breakthrough to carry out integrated development for promoting tourism and fully consider the integration of Ruichang Tourism connecting to the tourism of Jiujiang City and Dagu Mountain., take efforts to build Ruichang as an important position of the tourism belt of Mount Lushan, and provide theoretical foundation for customized plan of tourism and strategy of implementation in Ruichang.

A SWOT Analysis of Tourism in Ruichang City.

	Strengths 1. Excellent natural conditions, close to the mountains and pleasant weather. 2. Rich tourism resources and rich cultural heritages 3. The agricultural industry has a good foundation, with various agricultural products and abundant output. The industrial zone has regional characteristics. 4. Adjacent to Laoshan, Jiujiang, Wuhan, Nanchang, which are the flow of people with great potential for development.	Weaknesses 1. Weakness of infrastructure, most of the area is mountainous, poor accessibility 2. Lack of own advantageous products and special cultures; Did not combined with its peripheral resources to promote local tourism 3. Lack of tourism projects with high quality. 4. Lack of abilities for large-scale receptions. 5. Low degree of development of scenic resources
Opportunities	S&O	W&O
1. National macro-policy guidance, precision poverty alleviation, global tourism, 2. Rapid development of rural tourism 3. Adjustment and promotion of industrial structure 4. People long for exploring different cultures	1. In line with national policies, combining local resources with “deep+” “Internet+” to create distinctive Tourism. 2. Promoting rural and cultural tourism in the context of precision poverty alleviation.	1. Respond to accurate poverty alleviation policy, improve rural infrastructure and ecological environment. 2. To mobilize the enthusiasm of the villagers, increase their income and knowledge.
Threats	S&T	W&T
1. Serious brains drain, facing the pressure of aging 2. Inconsistent industrial development; short board effect obviously. 3. Construction of innovation is increasingly difficult 4. Challenges from similar products in adjacent places	1. Focus on digging out own distinctive culture, which is a brand to integrate the internal and external industries in the countryside	1. Build the industrial chain to form industrial complementarity for promotion 2. Actively study from developed regions, and introduce advanced management models and development ideas

2.3 Industrial Transformation Strategy under Tourism Development in Ruichang City

In the first industry, turning the agricultural cultivation base into an open tourism zone, and some farmers were converted to service personal to assist management, interpretation, and sale of agricultural products, which can increase the sales volume of agricultural products, accelerate the circulation speed, increase the income of the locals, and promote the development of the local economy.

In the second industry, Ruichang has some industrial foundation. There are number of industrial plants along the Yangtze River and military factories near the mountains. With advancement of science and technology and transformation of industries, the scale of operations in some plants has contracted. Some has been abandoned for a long time or transformed into red education bases or sites for industrial relics.

In the third industry, through the development of tourism, we can drive the vitalities of service industries such as catering accommodation, culture and entertainment, stimulating expenditures, and at the same time, we may concentrate advantageous resources, such as agricultural, cultural and

technological products or related industrial, put them into concentrated areas of people so that increasing sales. In turn, it will make the chain of agriculture and industry get promotion, and transforming some agricultural and industrial bases into tourist areas may also promote the development of the whole industrial chain and increase the rate of employment.[3]

2.4 Ruichang Tourism Resources and Product marketing

Building the four major themes of Ruichang Tourism system: 1) Tourism of Cultural Industry 2) Agricultural Ecotourism 3) Tourism of Natural Scenery 4) Tourism of Red Education. Set the global bus system to connect various attractions. Combine industrial, agricultural, and service industries into a combined model of 1+1+1>3.[4]

We could set up Smart Tourism system, fully use the internet data, develop the APP for city travel, which could update tourist information in real time and provide convenience for tourists to choose. At the same time, we need to improve the quality of attractions and diversify the content. Authorities may launch two schemes for vacations, such as: the 4th and 7th days of vacation in Ruichang, optimize supporting system and build tourism products with feature of Ruichang.



Fig. 5 Map of Ruichang to illustrate Figure and ground

The conceptual plan

Theme of four days

The main development sites: Tourist resort of Saihu lake—Hot spring of Wujiao—Jiangzhou Shipbuilding Site—Tongling Copper Mine Site—Jiang Jialing Ancient Village—Longquan Temple

Theme of seven days (After the three days +)

The main development sites: Luohe Leisure Villa—People's Machinery Factory—Hongxia village—Hongyi Revolutionary Site—Hole of buddha—Karst caves—Fan town

3. Conclusion

The development of entertainment tourism has taken the market orientation as the core and tourists as the main service targets, which is committed to building new mechanisms and new realms for development of tourism. Guided by the programme of new ideas, under the era of informatization industry, we should make tourism provide more convenient services to enterprises, tourists, and governments while paying more attention to the integrity of regional tourism. The tourism of entire space is not to be fully developed in the region, but to go beyond the traditional tourism model and achieve the expansion from scenic spot tourism to no-point tourism. The expansion of space is not simply an extension of the region. More importantly, it is to expand the tourism function within the scope of space and to build tourism products for entertainment.[5] Fully exert the functions of "tourism+" and "Internet+" to deeply integrate the tourism industry with other

related industries to form a positive interaction for the entire industry.

Acknowledgements

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