

# *A Study on the Companionship of Tourism Real Estate: Based on the Big Data Background*

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**Abstract:** This paper introduces the nature of the association of tourism real estate, analyzes and discusses the policies and factors that affect the associated property of the tourism real estate, and draws some relevant conclusions on the practical significance.

## 1. Introduction

Tourism real estate is a real estate development model which depends on tourism resources and extends for the purpose of tourism vacation. For the definition of tourism real estate, the industry has been more controversial. According to the generally accepted view, tourism real estate includes four categories: the first is tourism scenic spot real estate, which mainly refers to all kinds of sightseeing, leisure and entertainment buildings and related spaces built for tourists in tourist areas; The second category refers to tourism commercial real estate, mainly refers to the tourist area or next to the tourist area to provide tourism services shops, restaurants, entertainment cities and other buildings and associated space; The third category is tourism vacation real estate, mainly refers to the tourists or vacationers to provide a variety of holiday buildings and related spaces, such as tourist hotels, resorts, property hotels and so on; The fourth category is a tourism residential property, which mainly refers to a variety of residential buildings and associated spaces that are highly associated with the tourist area.

## 2. The Companionship of Tourism Real Estate

Tourism and real estate industry are two completely different industries, which intersect and permeate each other. Tourism is a "sunrise industry" and real estate industry has formed many marginal new comprehensive structures, such as property right hotel, time-sharing vacation project, vacation villa area, golf villa area, central recreation area, commercial pedestrian street, shopping mall and so on. Because the tourism real estate is first accompanied by the development of vacation tourism, the development of tourism real estate in our country also from the introduction of time-sharing vacation, the property right hotel begins, the development mode of tourism real estate

presents the industry companion-industry grafting mode. That is to say, with industry, it will promote exhibition, commerce, entertainment and other industries as the driving engine to drive tourism, so as to promote the development of the local real estate industry. Tourism and real estate promote each other, promoting the rapid development of regional economy.

The companions of tourism real estate are as follows: Tourism real estate does not belong to the mainstream real estate in all kinds of real estate development categories. Compared with the "clothing, food, housing and transportation" of residential real estate, it is related to the importance of "national economy and people's livelihood". Compared with the CBD status of commercial real estate, tourism real estate has a subsidiary nature.

The development of tourism real estate is accompanied by sports events and Expo stadiums, as well as accompanying the construction of exhibition properties, such as the Water Cube of the 2008 Beijing Olympic Games, the Bird Nest Stadium, the Haixin Sand Stadium at the opening ceremony of the 2009 Guangzhou Asian Games, and the China Pavilion of the 2010 Shanghai World Expo.

Beijing has built eight new stadiums for the Olympic Games. With the completion and opening of the main venues such as the Olympic Water Cube (National Swimming Center) and the Bird's Nest (National Stadium), Beijing's tourism real estate industry has become richer. Since 2009, under the influence of the World Expo and the Asian Games, the number of inbound tourists in China has continued to rise. According to the National Bureau of Statistics [1], the number of domestic tourists reached 2.1 billion in the whole year of 2010: An increase of 10.6% over the previous year. Domestic tourism income totaled 1.258 trillion yuan: an increase of 23.5 percent. As a famous historical and cultural city, Beijing is rich in tourism resources. In addition, as a result of hosting the 2008 Olympic Games, Beijing's tourism real estate began to develop at a very fast speed, becoming a hot spot of investment. Shanghai tourism real estate is concentrated in Zhouzhuang, Wuzhen, Xitang and other ancient towns around Shanghai.

### 3. The Activity of Tourism Real Estate

The four pressures of Tourism Real Estate under the background of Macro-control: the pressure of Land Reserve, the pressure of financial support and the Ecological Environment Protection and natural and cultural heritage protection pressure, high-end project approval pressure. Under the pressure of "double contraction" of land and finance, the profit space of mainstream real estate is becoming smaller and smaller, and tourism real estate is becoming a new investment hot spot of real estate development enterprises. With the severe new policy of the state cracking down on high house prices, the transaction performance of the once popular traditional housing market is gradually bleak. To a large extent, the new deal has compressed the investment space in the housing market and limited the investment and speculative demand of investors. Under this situation, tourism real estate is favored by investors because of its policy orientation and resource scarcity, and has become the new favorite of the property market.

With the increasingly fierce competition, the investment main body and investment scale of tourism real estate will tend to be large-scale. At present, there are more than 100 [2] companies involved in tourism real estate in China such as overseas Chinese City, Financial Street, Shangfield property, Green Space, Jinding Group, China Travel and other large number of real estate investors, developers, tourism enterprises are optimistic about China's tourism real estate market. There have been the first group, HNA Group, Citic Group, China Travel Group, Pearl River Real Estate Group, Tianhong Group, Vanke Group, Wanda Group, Wantong Group, Qingdao Huiquan Travel Group, Zhongkun Group and other tourism real estate aircraft carrier enterprise groups. This trend will be more obvious in the future. Tourism destination industry with Chinese characteristics emerges as the times developing rapidly.

For example, Dalian Wanda Group is a famous real estate developer in China, which has developed a super-large ecological landscape real estate project in Kunming Dianchi National Tourism Resort. For example, the villas in Xiangshan area of Beijing and the residential areas around the Nanhu National Tourism Resort in Guangzhou have fully enjoyed the favorable influence of off-the-shelf scenic spots. For example, because of Yangshuo's good [3] popularity, tourism real estate is very popular, Sunshine 100 is one of the more famous investment projects. For example, during the development and construction process, in addition to the residential project, the tourism and leisure facilities such as catering food street and agricultural estate have been constructed. With the continuous improvement of the community construction, the tourism brand is gradually established, and the Jifu Farm Farm has become one of the destinations for holiday tourism and leisure of the residents in Guangzhou, and it is the successful representative of the management type of auxiliary tourism residential real estate.

For example, Zhejiang Hengdian Group [4] is famous for its Hengdian film and television base. Although its main business is not tourism real estate, it is more like a business card, a newspaper, to promote the popularity of Hengdian Group through tourism real estate. For example, China Tourism Investment Co. Ltd. has larger tourist areas and land resources in China than Taiwan Island, such as Hubei Zhonghua National Forest Park, Dahongshan National Scenic spot, Jigong Mountain Heilongjiang Lake National Scenic spot. Jiangsu Yixing National Forest Park, the first Mountain National Forest Park, etc., a large number of non-renewable land resources provides considerable development space for the development of tourism destination industry. For example, Hangzhou Songcheng Group [5], the largest private tourism enterprise in China, has invested a series of tourism real estate projects related to ecological leisure and vacation in the surrounding areas of Hangzhou and the surrounding areas of the Yangtze River Delta.

#### **4. The High End of Tourism Real Estate**

Tourism real estate is the product of social and economic development to a certain stage, and the economic base is the necessary prerequisite for its development. Because of tourism real estate is a high-level consumption pattern, its consumption has high-grade sex whether in the consumption behavior or in the way of life. The target consumer group must have higher income as the guarantee, that is to say, must be the middle and high income class of the society. According to a recent survey by hsbc [6] and shanghai fudan university, china's annual income of \$7500 to \$250,000 will rise by 100 million people within 10 years. The main consumption object of tourism and holiday real estate is the middle class in society. According to data [7], China's middle class already accounts for 19%, and the figure is expected to reach 40% in 20 years. With such income, China's tourism real estate has a strong consumer base. People have money and time to enjoy life, which provides a broad space for the development of tourism real estate in China. According to the Hurun Wealth report 2009, there are 825000 multimillionaire and 51000 billionaires in China, 6 out of every 10, 000 people are multimillionaire, which clearly supports the confidence of developers. The Chinese people have money and "leisure", and the tourism boom has spawned the rise of tourism real estate. Since the completion of Shenzhen overseas Chinese City in the late 1980s, tourism real estate has developed rapidly in Beijing, Shanghai, Hainan, Shenzhen, Sichuan and other major cities. Taking Hainan as an example, since 2003, Hainan tourism real estate sales growth rate is as high as 30%. With the development of the world's developed countries, the number of consumers in the world to buy real estate and holiday rights over the first 20 years has been over 20 million families. According to such a development speed, China will have between 5 million and 10 million families in the holiday market in the next 10 years, and will generate the market space of 50 million-1 trillion if it is calculated according to the purchase of the holiday property by RMB 100,000 yuan

per family. The tourism real estate resort project, for the people with the economic strength and the quality of life, is not only the holiday product of the second life with the family, but also the excellent investment choice of the value-added anti-inflation.

The improvement of people's disposable income is the first condition to generate tourism demand. With the increasing disposable income per capita, tourism has ushered in the era of popular tourism. Tourism is no longer an unreachable luxury for most people. At present, the average travel rate of Chinese residents is 84.8%. The higher the discretionary income is the stronger the ability to pay for travel especially the high-end travel capacity represented by leisure and vacation. In the 1960s, the 1970s and the 1980s, there was a process in the 1970s, and China was beginning the process. According to the data, there are currently 300 million people in China reaching a well-off state, For example, in 2008, China's per capita GDP exceeded \$3000 for the first time, Shanghai and Beijing exceeded \$8500 and \$9000 respectively. Many cities' economic income rose, and the number of people hoping to travel in the suburbs also increased accordingly. According to the National Tourism Administration [8], China will become the world's largest tourist destination country in the future, and will have the largest group of tourists and outbound tourists.

## 5. The Universality of Tourism Real Estate

According to data [6], the world economy will grow at an annual rate of 3% or 4% in the future, while China's economic growth rate will be twice as fast as that of the world, reaching about 8%. In the past 30 years of reforming and opening up, China's economy has made remarkable achievements, and the sustained economic growth has strengthened the tourism payment capacity of residents. The emergence of tourism real estate is not only the inevitable choice of the market, but also the benign structure of tourism and real estate industry. There is such a logical structure, that is to say, the increase of people's income level in the end of economic development leads to the rise of tourism. And the rise of tourism directly leads to the demand for tourism real estate. Therefore, in this sense, the rise of tourism real estate is the inevitable result of economic development. China's tourism demand will grow at an annual rate of 8.5 per cent in the next 10 years according to domestic experts. And the future of China's tourism real estate project will be another player in real estate investment.

With the vigorous development of China's economy, the living standards of the people have been greatly improved, and the tourism industry has also flourished unprecedented. At the end of the 20th century, due to the influence of the whole economic cycle, tourism has been developed as a pillar industry in all provinces. On November 25, 2009, the standing meeting of the State Council [9] adopted the opinions on speeding up the Development of Tourism for the first time: upgrading tourism from "important industries" to "strategic pillar industries" of the national economy, which provided a new opportunity for the development of tourism. It is reported that there are 1 billion tourists in China every year, and the annual income of tourism projects can be as high as more than 500 billion yuan. Thus it can be seen that the tourism real estate industry began to enter the stage of rapid development and become a new investment hot spot: in 2004, Hong Kong Hesheng creation Group built 15 square kilometers of "Pearl River Hot Spring City" in Baodi, Tianjin; Kunming Dingye Group opened a new "Tea and Horse Ancient Road" in Lijiang Shuhe; New Hope Group took over Guilin, Guangxi, and built a street of folk houses and villas on the banks of Yulong River. In 2007, housing in Sanya and Haikou, Hainan, also became popular. It is understood that the tourists who buy houses mainly come from economically developed and more developed cities, and the exhibition of economic development and the upgrading of consumption are the economic basis of the type of resident tourism. In the more than 20 projects under construction in Huangshan, Anhui, in 2008, several buildings, including the flat-lake holiday, the Furong State and the Tangkou

impression, have been used as selling points in terms of "property-based hotel", "time-sharing holiday system", "leisure" and other words closely related to the tourism real estate. Many developers have invested in five-star hotels and villa projects as their entry points into Huangshan, and property rights hotels are in China. For example, China Huayuan Group and Hainan Taixin Industrial Co., Ltd. developed "Haikou Crown Coastal Hot Spring Hotel", Beijing Qianglong Real Estate Development Co., Ltd. invested in Yanqing Longqing Gorge "Happy Infinity" Property Hotel, and Zhejiang Qianwang Group developed "Linan Qianwang Hotel" is a successful case.

## 6. The Leisure Nature of Tourism Real Estate

The increase of people's leisure time is a necessary condition for the demand for tourism. The pace of modern life is getting faster and faster, in the tense after work, tourism has become the best form of relaxation. After intense work, tourism is the best form of relaxation. Since the implementation of the dual system in 1995, the state has readjusted the holiday structure in 1999, forming three Golden weeks of "May Day", "National Day" and the Spring Festival. On November 9, 2007, the three long holidays were adjusted to a new model of two length and five small. At present, according to the statistical data [6] of China's economic survey, China's per capita GDP has exceeded US \$4000. There are nearly 1 / 3 holidays a year. Residents' tourism consumption has the conditions of leisure money, leisure time and leisure. And the domestic tourism market has great potential for growth. According to the statistics of the tourism department, the number of Chinese residents participating in domestic tourism activities reached 690 million in 1998, becoming the largest domestic tourism market country in the world. From May 1 to 6, 2000, the number of inbound tourists reached 1.7 million, and the number of domestic residents traveling was three times higher than expected. The tourism cost was 18.1 billion yuan, the average housing occupancy rate of Changsha star hotels was more than 90%. And the opening rate of all hotels in Sanya City, Hainan Province reached more than 100%. The tourist destination industry has become the most dynamic economic growth point. In 2006, the number of outbound tourists in China was 34 million, and the number of domestic tourists reached 1.3 billion. Consumers will spend more holiday time on tourism.

The disposable time of residents has increased, and the government has also promulgated the regulations on paid Annual Holiday for employees. The increase of the total amount of holiday time has led to the growth of the domestic tourism market among which leisure vacation tourism has become a tourism model chosen by more and more consumers. It can be said that after 30 years of accumulation, a leisure-based tourism era is coming. In recent years, for example, in cities such as Beijing, Shanghai and other cities, "5+2" and "11+1" are becoming increasingly popular, 5 days of work in the city, 2 days in suburban areas, or 11 months in big cities, and one month of long vacation to another city for leisure. For example, Furong Ancient City in the western suburbs of Chengdu, only more than 10 minutes drive from the second Ring Road in the urban area that its positioning integrates residential area, cultural district, business district and hotel area which meets the "52" urban life pattern. The city is located in the suburbs, farmers, surrounding cities and other domestic tourists such as Furong Ancient City in the western suburbs of Chengdu. Only more than 10 minutes' drive from the second Ring Road of the urban area and its positioning integrates residential area, cultural district, business district and hotel area. For example, Chongqing Wansheng Black Valley is located in the original forest of Montenegro in Wansheng District of Chongqing, only 23 kilometers from Wansheng City, forming the exquisite ecological landscape of Wuxia, Seven districts, Twelve Peak, 36 Bridge, 99 Waterfall and 108 Pool which is rated as the National Forest Park, the first environmental protection demonstration scenic spot in Chongqing and the national AAAA scenic spot which also meets the leisure urban life pattern.

The life style of 52 provides a rare leisure time for the way of life and production and for the

people with more and more tense pace of life. It has been reported that there are nearly 100 tourism real estate projects in Beijing, Shanghai, Dalian, Qingdao, Hainan, Guangdong, Fujian, Shenzhen and other places with more than 80 leisure vacation houses with the theme of "Golf, Mountain, skiing, surfing, Wild Sports". According to the statistics of the tourism department, in July 2005, the macro-control policy has shown great results in the Shanghai market. Shandong Penglai long Island, a pro-island residential property rights hotel transactions of more than 70 sets a month. In 2006, the bright spot of the real estate market in different places is tourism real estate.

## 7. Dependence on Tourist Real Estate

Whether the travel is smooth or not is directly related to the radiation ability and radiation range of urban tourism. Holiday real estate is optimistic, more mainly due to the improvement of traffic conditions, requiring tourist cities to complete the functions of urban traffic and other infrastructure so that residents of cities and other areas can easily travel and travel such as aircraft shuttle, inter-city high-speed train bus, the popularity of private cars, the construction of high-speed highway network, and the implementation of a number of airport and high-speed rail projects in the 12th five-year Plan. The combination of tourism and real estate development can play a complementary role. Convenient transportation makes the distance between cities shorter or disappearing which is the objective external condition for the rise of holiday real estate.

The development of modern transportation is the guarantee condition for the production of tourism demand. The development of modern transportation plays an important role in the development of tourism. Inconvenient transportation, "brigade tour short" tourism traffic is the lifeblood of tourism development, but also the bottleneck of tourism real estate development. The value of tourism real estate is positively correlated with passenger flow and traffic from the source of tourists. For example, with the opening of the Qinghai-Tibet Railway in 2007, according to the statistics of the tourism department, a total of 4.02 million tourists from home and abroad were received and the number of tourists exceeded 4.8 billion yuan, making it the most brilliant year for Tibet's tourism industry before 2008. Tourism has become one of the most important pillar industries in Tibet, accounting for 10 percent of the region's GDP. After the opening of the Qinghai-Tibet Railway, the latecomer advantages of Tibetan tourism have become increasingly apparent combining the Qinghai-Tibet Railway, Tibetan antelope protection, nature reserves, mountaineering and exploration, Tibetan ethnic customs, and so on, to further develop ecotourism and ethnic customs tourism. Along the way, the Qinghai-Tibet Railway passes through 9 world-class tourism resources( such as Qinghai Lake, Kexili Nature Reserve, Namuchao Lake, Potala Palace and so on)23 national tourism resources, 6 national nature reserves and scenic spots, 198 ordinary tourism resources. From July to August 2006, the tourism in Ta'er Temple, a national 4A tourist attraction reached 283,000 realizing a tourism income of 37 million yuan, an increase of 31%and 48% respectively over the same period of the previous year all of which reaching a record high.

On August 1, 2008, the opening of Beijing-Tianjin inter-city railway marked the arrival of China's high-speed railway era. According to incomplete statistics, the six museums and memorials opened free of charge in Tianjin receiving nearly 4 million visitors free of charge from 2008 to the first half of this year. 20 per cent of whom were foreign tourists of which 90 per cent were tourists from Beijing to Tianjin, an increase of 30 per cent over the period before the opening of the inter-city railway. The regional scope of Beijing's urban tourism circle has been expanded.

Shanghai Yangtze River Tunnel Bridge opened in 2010, Shanghai Chongming Island tourists blowout. More notably, Shanghai has made an overall ecological development plan for Chongming Island, China's third largest island, and a super ecotourism resort will appear in front of the world.

## 8. The Value of Tourism Real Estate

The value of tourism real estate is positively correlated with the value of surrounding scenery, while the value of surrounding landscape is positively correlated with the characteristics of tourism cultural resources. Tourism development of real estate, real estate development to drive follow-up tourism in the process of tourism real estate development, that tourism takes off again through a new development model. Huang Yingyan, Manager of Real Estate Marketing Department of Beijing Century OCT Industry Co. Ltd. outlines the operation of tourism real estate five key points, namely: resources are core, planning is foundation, environment is advantage, supporting is key, culture is characteristic. The theme of tourism should be embedded in cultural resources. Many successful tourism real estate projects in Europe and the United States are communities where artists are concentrated. Under the Alps and in large communities in the United States, they can feel a strong cultural atmosphere everywhere. Beijing, Shanghai and other cities have formed a cultural climate. Some cultural resources and artistic projects not only enhance the value of the project itself, but also inject vitality into the market and become the accelerator of the tourism real estate industry in the future. The cultural resource characteristics of tourism real estate in other cities are as follows:

Shenzhen overseas Chinese City is a pioneer engaging in the development of "tourism real estate" in China. Its four theme parks, namely, China, Folk Culture Village, window of the World and Happy Valley are the most authoritative and mature theme parks in China at present, and the scale is the most in the country. Its positioning is a noble community that integrates tourism, leisure and vacation and residential functions-Potofino Italian town that is even regarded as a model of domestic tourism theme community. Overseas Chinese City is the dominant tourism real estate market in China with the mode of "main park real estate development". In 2001, overseas Chinese City built the first five-star Hotel Theme-Venice Hotel in Shenzhen followed by Ocean View Hotel and Shenzhen Hotel. Its development of Oriental Garden, Fairview Garden, Swan Castle and other projects have all been sought after by the market that this kind of "tourism cultural real estate" development model has achieved great success in Shenzhen.

Huangshan Hongcun, Anhui Province was the original tribe preserved in the Southern Song Dynasty. After the construction and packaging of "Zhongkun Group", it was named as the "China Museum of Ming and Qing Dynasties" and has been listed in the "World Cultural Heritage List". Zhongkun Group relies on the absolutely scarce human tourism resources. And on this basis, it has developed the Hongcun Qishu Lake International Tourism Resort project which has become a classic of Chinese tourism real estate.

The earliest embodiment of tourism real estate in Qingdao, Shandong Province should be the Haihai Garden which was developed and constructed in the 1990s. The concept of "time-sharing vacation" which is popular in foreign countries was introduced ahead of time before the concept of tourism real estate in China was formally put forward. Qingdao Jimo Hot Spring Town is a typical representative of Qingdao tourism real estate in recent years. Jimo Jinqi Yulin Hot Spring Resort is the only sea water bromide hot spring resort in China. Laoshan District which has the victory of mountains and rivers has always been the important place for the development of tourism in Qingdao. In 2006, there were eight major tourism projects under construction in Laoshan District. In Laoshan Jingdi, the Yihe Xingyuan project which is expected to invest 3 billion yuan [8] will build a new logo of tourism real estate in the name of "the original ecological park city of Laoshan, China."

China Tianxiang Paradise which was born in confidence on April 14, 2007, opened in Wenjiang, Chengdu. And it have become the vanguard of a new round of theme park craze in Chengdu. The theme park theme real estate which integrates entertainment and leisure is in the ascendant

development of Chengdu.

Tibet's "Shenshan Holy Lake" international tourist area has a planned area of more than 10,000 square kilometers. Its development model: "the farthest Tibet, the nearest paradise-rational development of world-class tourism resources," is by far the largest planned tourist area in China. Tibet also launched the famous Northern Tibetan Jockey Club, Tibet Snow Festival and Shannan Culture Festival as tourism projects.

## 9. The Policy of Tourism Real Estate in Western China

Looking back on the course of the development of western China's Tourism real estate industry, it should be said that, as the darling of the transitional economy, it originated from the imperfect government, market and property rights environment. Instead of going through a period of historical game from start to maturity, under the temptation of pillar industry and the demand of urbanization leapfrogging development, the government has received too much non-market care from birth, showing obvious policy.

The guarantee of policy is the booster of tourism real estate development. In the face of the 21 st century, the state has determined the strategic policy of the large-scale development of the western region. In 2000, 12 provinces, cities and autonomous regions in the west cultivated and developed tourism as a pillar industry or dominant industry without exception. Also in 2000, the state allocated 800 million yuan of treasury bonds to support the infrastructure construction of key scenic spots of which 600 million yuan going to the west. Tourism experts pointed out that western China is the main battlefield for China to become a world tourism power in the 21 st century. Typical cases are as follows:

Tibet has seized the strategic opportunity of the large-scale development of the western region built a top tourism belt in the world and gradually connected with National Highway 214 and National Highway 318 to become a tourism ring network around the "roof of the world". And finally. It built the Qinghai-Tibet Plateau into a veritable "top of world tourism." According to statistics [6], the Yarlung Zangbo Grand Canyon (the World's first Grand Canyon National Nature Reserve in 1999) was developed in the early stage. By the end of 2005, according to statistics from tourism departments, there were 136 foreign-related hotels in Tibet: including 58 star-rated hotels, 520 social hotels and 4 tourist resorts. In August 2005, Lhasa was named "European tourists' favorite tourist city" at the 2005 Euro-China Tourism Forum in Switzerland. Tibet has 8 4A scenic spots, 3 2A scenic spots, 2 class A scenic spots, 6 national nature reserves, 2 national geological parks, 1 national excellent tourist city (up to the end of 2008), 3 world-class national nature reserves (Mount Everest Nature Reserve, Qiangtang Nature Reserve in northern Tibet, Yarlung Zangbo Grand Canyon Nature Reserve in southeastern Tibet), 1 national scenic spot (Yalong National Scenic spot). Tibet is building a world-class tourist destination.

With the implementation of the strategy of developing the western region of China, the number of tourists and tourists who came to Qinghai Province for economic investigation business activities and attending meetings reached an unprecedented peak. According to statistics [6] from January to August 2000, the province received 2.834 million domestic and foreign tourists and the tourism income reached 945 million yuan accounting for 6.56% of the province's gross national product. In 2001, Qinghai Province has 33 foreign-rated hotels. At present, Qinghai tourism resources are Qinghai Lake that six key national cultural relics protection units such as the Buddhist shrine Tar Temple; five national nature reserves such as Sanjiangyuan; the "rare Kingdom of the Plateau" and Qinghai Lake Bird Island. There are 2 forest parks in Beishan and Cambra, 3 provincial scenic spots and 10 provincial forest parks. Qinghai will be built into a major plateau tourism province with the radiation power of the world around 2020.



The implementation of the strategy of developing the western region will further improve the tourism environment of Inner Mongolia Autonomous region. And the focus of the development of the western region will be on infrastructure construction and ecological construction. By the end of 2002, according to the statistics of tourism department, 128 star hotels in Inner Mongolia tourism industry are 225 tourist star hotels including 3 five stars, 9 four stars, 55 three stars, 118 A scenic spots of which 17 are 4A. Inner Mongolia Autonomous region will also build Alshan-Chaihe tourist scenic spot in Daxinganling forest region with a total investment of 15 billion yuan and an area of 13000 square kilometers. It will be built into an internationally renowned and first-class tourist scenic spot in China.

In 2000, Gansu issued an article on speeding up the Development of Tourism in Gansu Province, and trying to promote the overall promotion of local tourism through the development of the western region. According to the statistics of tourism department, there are 3 national scenic spots, 1 provincial scenic spot, 8 national forest park, 37 provincial forest park, 23 national cultural relics protection unit, 466 provincial key cultural relics protection unit, 4 national nature reserve, 28 provincial nature reserve and 6 4A grade scenic spots. In June 2007, Minqin County, Wuwei City, Gansu Province developed the first theme park in China to embody Xiongnu culture which was based on the story of "Suwu Shepherd".

According to the statistics of the tourism department, Sichuan has 10% of the national scenic spots, 8.2% of the national nature reserves, forest park 9%. And the state is one of the most world heritage provinces in China. With the implementation of the national strategy for the development of the western region, the culture of Sanxingdui site and Jinsha site has been developed and cultivated as a world-class cultural tourism boutique. Sichuan Province plans to invest 2 billion yuan to build a "rhubarb dragon" tourist area-with Huanglong as its core, it links up many scenic spots such as Munigou, Songzhou ancient city, Xuebaoding, Danyun Gorge and so on. In 2003, Chengdu International Convention and Exhibition Center planned more than 2 billion yuan for the development and construction of "Jiuzhai Paradise". The first phase of the project, Jiuzhai Paradise Ganhaizi International Conference Holiday Center, will invest 700 million yuan which will be officially completed and put into operation in August 2003. After the completion of the project, it will be integrated with Jiuzhaigou, Huanglong Mountain, Shexianchi, Ganhaizi and other scenic spots to form a "Dajiuzhaigou" tourism landscape circle, which will transform the past single tourist tourism into conference vacation ecological tourism, sports exploration tourism and humanistic exploration tourism and make it become a world tourism boutique.

## 10. The Theme of Tourism Real Estate

After the slogan of "theme park city" was put forward in Shenzhen, "Jinxu China" (September 1989), "Chinese Folk Culture Village" (October 1991), "window of the World" (June 1994) and "Happy Valley" (October 1998) were developed one after another. Thus taking the lead in building, an organically integrated tourism theme park group in China makes Shenzhen a truly tourist city.

Fujian takes the construction of coastal livable city as the goal, taking Mazu culture as the theme, enriching the connotation and cultural form of Mazu culture, doing a good job in the extension and innovation of Mazu cultural brand in the industry, and making Mazu cultural tourism real estate. Draw lessons from Mazu faith custom to declare the world cultural heritage successfully building the status of Meizhou Island International pilgrimage Center and developing Mazu pilgrimage tourism.

Yunnan Dali tourist attractions include Yunnan Dali The Demi-Gods & Semi-Devils Film and Television City, March Street Racecourse, Shangguan Flower Scenic spot and Xizhou residence. Around 2000, the south of Dali ancient city "green jade district", "school district", "March street"

and other commercial blocks rose. At present, Dali tourist residential real estate presents a tripod:(1) from Canghai Golf Mountain to Gentong Villa, a number of landscape buildings occupy the front-line landscape area at the foot of Cangshan Mountain;(2) there are a large number of single vacation villas gathered in the green jade district south of the ancient city which is represented by Shandeju and Yin Hai mountains and rivers;(3) on the banks of Erhai Lake, the villa stars of famous movie stars and artists in China are distributed.

Jinhua City, Zhejiang Province has been entrusted with the important task of "building a leading city for tourism development in central and southern Zhejiang" and promoting the development of landscape ecotourism economic belt in southwest Zhejiang. In recent years, Jinhua has actively created the six tourism brands of "Ancient Wu Folk Custom, religious pilgrimage, Landscape Ecology, Hot Spring Recreation and Sports, Film and Television Culture, Trade Shopping" that forming the theme tourism image of "Xianxiang Culture name, Leisure Shopping Paradise"and realizing a new leap from the tourism resources market to the tourism economic city.

With the help of Hainan Sanya to build an "international tropical seaside scenic destination", Yajule Group invested 20 billion yuan that covering an area of ten thousand mu of Hainan Qingshui Bay tourism real estate project with the help of Sanya unique long coastline, the use of sea view resources to create a collection of leisure, vacation, sightseeing, business, sports and that living as one of the complex coastal tourism vacation international residential area. Sichuan Panzhihua made use of the opportunity to hold the China Panzhihua International Yangtze River rafting Festival with the theme of "floating to 2008" to create the world tourism brand project of "the first Source of the Yangtze River".

With the help of the historical opportunity of building the brand of "World famous Hydropower Tourism City", Yichang City, Hubei Province launched "two dams and one Gorge" [9] products in 2004 to reconstruct the new tourism pattern of "Post-three Gorges era".Zhaoqing, Guangdong Province launched Xinghu Scenic spot, the first national nature reserve with the help of the historical opportunity to create the brand of "mellow Lingnan, self-driving paradise-China's first urban tourism destination".

With the help of holding the 24th World University students Winter Games, Harbin developed Yabli Water Conservancy Project in 2009 which formed the Yabli ski tourist area. And the water source capacity increase and expansion project provided 800000 sides for snowmaking and domestic water for the current University Winter Games.

## **11. The "Agriculture, Countryside and Farmers" of Tourism Real Estate**

Most of the resources relied on in the development of tourism in China are distributed in the countryside. And rural tourism is also the stamina of the development of tourism in China. The communiqué of the Fifth Plenary session of the 16th Chinese leaders Central Committee pointed out: "Building a new socialist countryside is an important historical task in the process of modernization in our country. The construction of a new socialist countryside has opened up a new broad space for tourism to expand domestic demand. Practice has proved that the development of tourism in conditional rural areas can promote the construction of rural infrastructure and the management of human settlements environment.

In 2006, the National Tourism Administration identified the national tourism publicity theme as "2006 China Rural Tour" [10] with the slogan "New Countryside, New Tourism, New experience, New Fashion". With the construction of the new countryside, the main rural tourism projects are as follows: Lizhi Festival first set up in Shenzhen in the late 1980s; Flower and Wood Park of Jinhua Shimen Farm in Zhejiang Province picked from fried tea garden; Flower and Fruit Grand View Garden in Zhangzhou, Fujian Province, Huangtuo Township Snake Garden in Jianyang County,

"Marine New Village" and "abalone watching Village" in Dongshan County; tropical rainforest in Xishuangbanna, Yunnan Province, Dai folk houses; sightseeing agricultural area in Liuzhou Water Township, Guangxi; Fenghuangshan Forest Park in Huangshan City, Anhui Province; Pomegranate Garden in Zaozhuang, Shandong Province; artificial Forest Farm in Jingyutan, Jilin Province; Xinlu Olive Forest Park in Santai, Sichuan; Yazhu Manor in Hainan; fool Agricultural Park in Zhoukou City, Henan Province; Pudong, Shanghai Sunqiao Modern Agricultural Development Zone. During the "May Day" Golden week in 1999, eight farmers in Yanqing County, Beijing, received tourists to eat and board. Tourists are very fond of the interest of "eating farm food, living in farm houses, doing farm work and enjoying farm music". In July 2004, Nongjiale, Yanqing County, Beijing was named "National Ecoagricultural Tourism demonstration site."

According to the statistics of the tourism department, in the National Day holiday in 2000, Sichuan received about 5 million tourists of which 2 million were received by Nongjiale. In 2004, Shandong Province established the first 26 agricultural tourism demonstration sites. The number of which ranks first in the country, Shouguang County has become the national agricultural tourism demonstration site acceptance model. Represented by "five golden flowers", Chengdu has basically formed a rural tourism development pattern with Nongjiale, national agricultural tourism demonstration sites, agricultural industrial bases, ancient tourist towns and forest parks as the main forms. Around the construction of new socialist countryside, Shanxi Yellow River style route accelerated the development of industrial and agricultural tourism, rural tourism around the theme of harmonious society construction. The 18 national agricultural tourism demonstration sites built in Shanxi have become the bases and leaders for the development of rural tourism. There are Caotan Ecological Industry Park in Xi'an Economic and technological Development Zone, Yangling Agricultural High-tech Industry demonstration Zone, Shanxi Seedling breeding Center, Donghan Village, Xi'an Huxian County, Xi'an Wentian Ecological Agriculture Park, Xi'an Hanfengtai Fruit Forest Manor, Baoji Merrill Lynch Agricultural Ecological Tourism Park, Baoji Shanxi Guanzhong Wind Park, Weinan Zhichuan Yellow River Soul Ecological Tourism area; In north of Shanxi Province, there are Yan'an Luochuan Gu Tsui Village, Gaoxigou, Yulin Mizhi County and Yulin Jingbian Niuyuqin Green Source Sand Control Company Agricultural Tourism area.

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