

Research on the Mechanism of New Tourism Formats Based on the Theory of Complex Scientific Management

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Abstract: With the development of economy and technology, new business models are emerging, and the integration of tourism industry and various new business models gives birth to a variety of new tourism formats. Based on the theory of complex scientific management, this research analyzes the mechanism and law of the development of new tourism formats from a systematic perspective. The research is helpful for the government and tourism enterprises to understand the development law of new business formats scientifically, so as to formulate appropriate strategies to better realize the vigorous development of tourism industry. Finally, taking study travel in Guangzhou as an example, the paper makes a specific analysis of the relevant factors to promote its development.

1. Introduction

The term "business format" originated from Japan, which means the operation form of circulation enterprises. New tourism formats mainly refer to new forms of tourism products, tourism management and Tourism Organization. With the rapid development of society and economy, the consumption level and consumption mode of tourists have obvious changes. Tourism is no longer a simple entertainment, which brings diversified tourism demand market. With the development of new technology, especially network technology, new business models are emerging, and the integration of tourism industry and various new business models gives birth to a variety of new tourism formats.

The new tourism formats not only meet the diversified needs, but also are an important way for the transformation and upgrading of the tourism industry itself. Therefore, the state has given active support to the diversification of tourism. The latest guidance on improving the quality of holiday and peak tourism supply issued by the Ministry of Culture and Tourism clearly proposes that we should firmly grasp the characteristics of accelerating the upgrading of tourism consumption, vigorously promote the supply side structural reform of the tourism industry, adhere to the mode of tourism development in the whole region, expand product supply, build product brands and improve product quality through the implementation of the "tourism plus" strategy. The document also lists 11 new tourism formats that need to be vigorously developed, including cultural experience tour, rural residential tour, leisure and holiday tour, ecological harmony tour, urban shopping tour, industrial heritage tour, study travel, red education tour, health and sports tour, cruise and yacht tour, self driving and RV Tour, etc.[1]

Based on the theory of complex scientific management, this study analyzes the mechanism and law of the development of new tourism formats from a systematic perspective. The research is helpful for the government and tourism enterprises to understand the development law of new business forms scientifically, so as to formulate appropriate strategies to better realize the vigorous development of tourism industry.

2. The Theory of Complex Scientific Management

2.1 A Brief Introduction to the Theory of Complex Scientific Management

In 1952, biologist Bertalanffy published the theory of antibody system and put forward the idea of system theory. In 1968, he published the foundation, development and application of general system theory, which is generally recognized as the representative work of system theory. Any system is an organic whole, each element in the system is not isolated, each element in the system is in a certain position, plays a specific role. The elements are related to each other and form an indivisible whole. The basic method of system theory is to treat the object studied and dealt with as a system, analyze the structure and function of the system, and study the relationship and regularity of the changes among the system, elements and environment. Complex scientific management pays attention to the system structure, which determines the overall nature and function of the system; at the same time, it pays attention to the dynamic research system, focusing on the interaction of complex systems.[2-4]

2.2 Analysis on the Development of New Tourism Formats Based on Complex Scientific Management

The tourism industry itself is a complex system. The operation, development and innovation of the industry itself need not only the driving force from the internal system and the pulling force from the external system, but also the support of various resources from the external system, which can be divided into social resources and technical resources.

The internal driving force of the tourism industry is the driving force for the industry to obtain commercial profit for survival and development, and the external pulling force is the demand from different types of tourists in the market.

The tourism industry must have a good integration ability, be able to efficiently integrate relevant social resources and technical resources with the tourism industry's own resources, and develop a tourism product and service model that accurately connects various tourist groups, so as to achieve multi business formats development.

While the tourism industry integrates external resources to obtain its own development, it will inevitably interact with the external system, so that the new tourism format is not only limited to the pursuit of commercial profit, but also will assume certain social responsibility and education mission according to the expectations of the external system.

3. Development Mechanism of New Tourism Formats

Based on the theory of complex scientific management, the development of new tourism formats mainly comes from the joint efforts of internal driving, external pulling, social resources and technical resources, as shown in Figure 1.

3.1 The Internal Driving Force of the Development of New Tourism Formats

From the internal perspective of tourism industry, it is the needs of its own survival and development that form the driving force for the development of new tourism formats. With the development of economy, more and more capital will enter the tourism industry, which will inevitably bring more fierce industry competition. In order to obtain better commercial profit and development, tourism enterprises must overcome homogenization, so as to in-depth analysis of customer needs, develop personalized products and services to achieve accurate docking. From the perspective of the whole industry, it is necessary to extend the value chain by improving the service quality. In addition, with the development of society, the tourism industry has begun to shoulder certain social responsibilities, not only to provide business services, but also to undertake certain social and cultural communication and education.

3.2 The External Pull of the Development of New Tourism Formats

From the perspective of tourism market demand, it is the need of diversity that drives the development of multi business formats of tourism. The progress and development of society give

everyone full opportunities and power to choose independently. The development of culture and education also makes everyone form their own personalized aesthetic and interest. Therefore, the public's demand for tourism has become diversified. Tourism industry can cluster analysis according to group characteristics and develop personalized products and services. For example, the aging of the society has brought changes in the concept of providing for the aged. Many old people pay attention to physical health and physical and mental pleasure. By integrating related industry products and services, we can develop health and sports tour. The implementation of quality-oriented education also makes the learning activities of primary and secondary schools not limited to schools. By combining tourism and education, students can expand their horizons in the way of teaching and entertainment, which is the objective need of study travel.

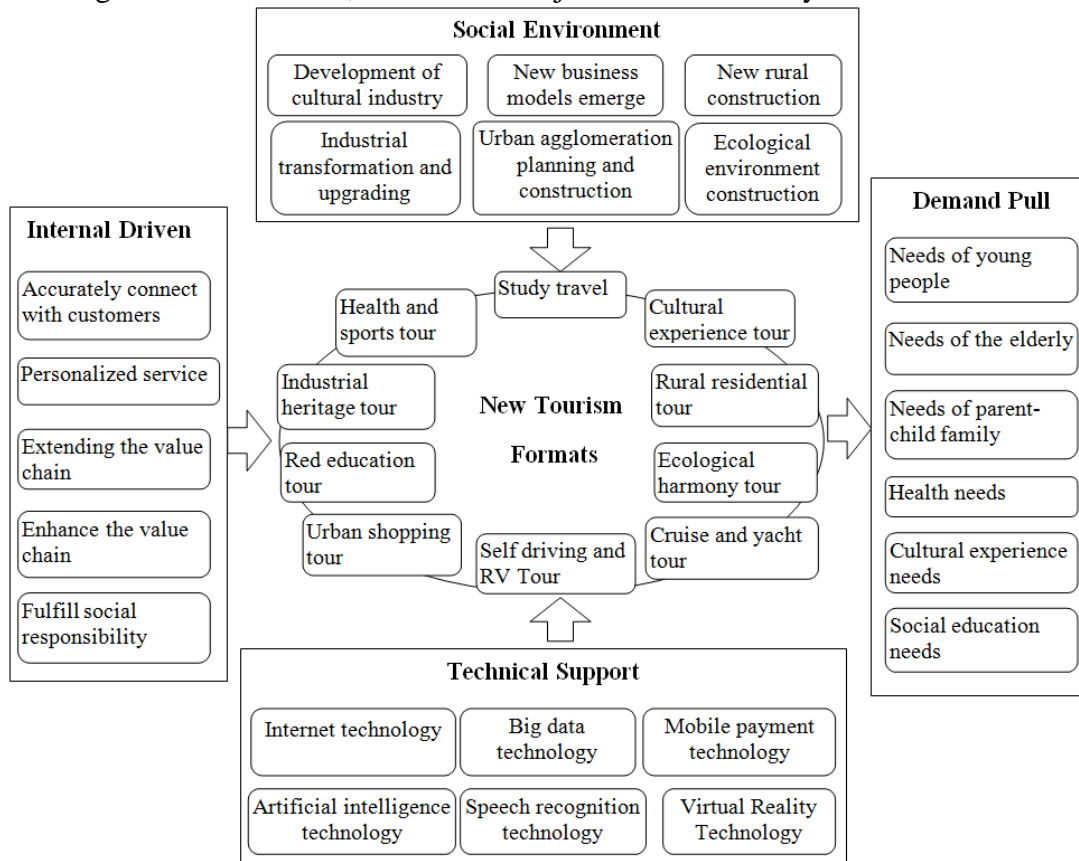


Fig.1. Analysis on the Mechanism of New Tourism Formats

3.3 The Promotion Effect of Social Environment on the Development of New Tourism Formats

From the perspective of social environment, government support, development of related industries, industrial transformation and upgrading, emergence of new business models, planning and construction of regional economy and many other factors have played a positive role in promoting the development of new tourism formats.

For example, in the outline of the national 13th five year plan for cultural development and reform, it is clearly proposed to develop cultural tourism and expand leisure and entertainment consumption. For another example, in the guidance of the General Office of the State Council on promoting the development of tourism in the whole region issued in March 2018, it was also mentioned to promote the integrated development of tourism, science and technology, education, culture, health and sports. In terms of culture, we should make scientific use of traditional villages, cultural relics and museums, memorial halls, art galleries, world cultural heritage exhibition halls, intangible cultural heritage exhibition halls and other cultural sites to carry out cultural and cultural relics tourism, and promote the integration of theater, performance, entertainment, animation and other industries and tourism to carry out cultural experience tourism. These documents play a baton role in the tourism industry and lead the development of cultural experience tourism.

In the same way, the targeted poverty alleviation policy will also promote the development of rural tourism and home stay industry. The industrial transformation and upgrading, as well as the combination of manufacturing industry and service industry, have promoted the industrial heritage tourism. The comprehensive improvement of Party Construction from the central to the local has also promoted the red education tourism. The planning and construction of Guangdong-Hong Kong-Macao Greater Bay Area and the completion of Hong Kong-Zhuhai-Macao Bridge have directly promoted the cruise and yacht tourism in Zhuhai.

3.4 The supporting Effect of Technological Resources on the Development of New Tourism Formats

From the perspective of technical support, various new technologies provide strong support for the development of new tourism formats. With the development of Internet technology, a smooth information interchange has been built for all walks of life. The demand information of tourists, the service information of travel agencies, the room information of hotels and the flight information of airplanes have been integrated synchronously. Big data technology accurately analyzes the indicators of various tourist attractions in the country and even in the world. Artificial intelligence technology and speech recognition technology make language no longer an obstacle to communication, and people can travel around the world without speaking a foreign language. Virtual reality technology, which can reproduce all kinds of natural or man-made scenes, makes the way of scientific education and cultural experience colorful.

4. Analysis of the Strategy of New Tourism Formats Taking Study travel in Guangzhou as an Example

At present, under the background that the state strongly supports the development of study travel, tourism enterprises in Guangzhou, when developing research travel related products, should fully investigate the research travel needs of primary and secondary schools in Guangzhou, cooperate with relevant departments, customize study travel products, develop related courses, realize the purpose of teaching in travelling, and achieve the purpose of education.

According to the survey, the tourism demand of primary and secondary schools in Guangzhou can be roughly divided into: Natural Science, human history, red revolution, natural geography and folk custom. According to these needs, tourism enterprises can use corresponding technologies to develop diversified study travel products, such as red education tour, cultural history tour, natural science tour, etc, as shown in Figure 2.

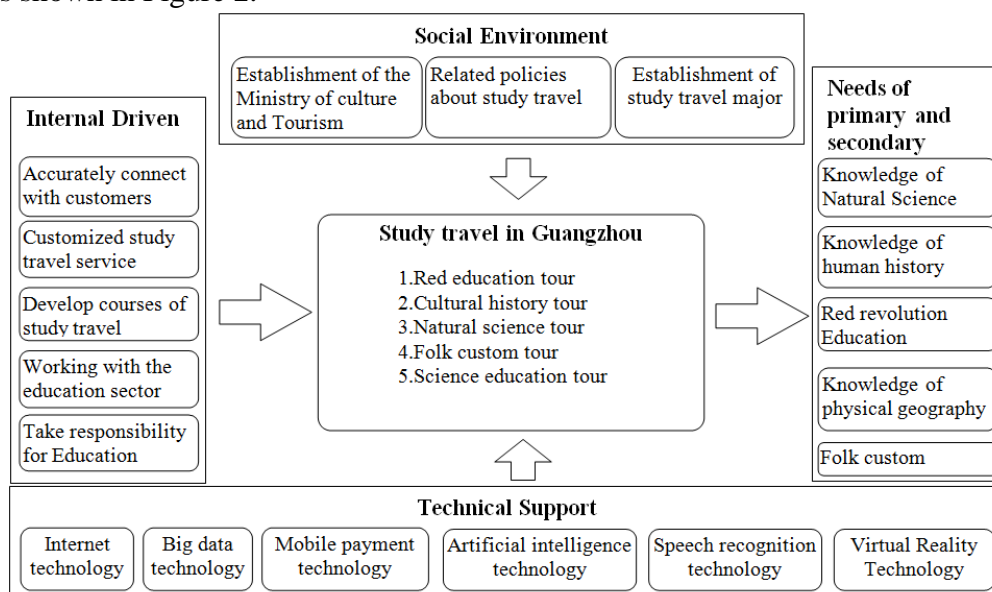


Fig.2. Analysis of the Development Mechanism of Study Travel in Guangzhou

For example, the red tourism landscape in Guangzhou can be used as a basis for study tour. Guangzhou is the birthplace of modern revolution and has abundant red tourism resources. Study tour can focus on the theme of "Red Journey of Guangzhou Uprising", "Chairman Mao's Journey of Footprints", "Premier Zhou's Journey of Footprints". When designing, it can incorporate the teaching content of school curriculum and add more interesting new elements, such as classical reading, treasure-seeking in scenic spots, reward-answering, and so on, so that teenagers can follow the footprints left by their revolutionary forefathers and appreciate history.[5]

5. Conclusion

Based on the theory of complex scientific management, this research analyzes the mechanism and law of the development of new tourism formats from a systematic perspective. The research is helpful for the government and tourism enterprises to understand the development law of new business formats scientifically, so as to formulate appropriate strategies to better realize the vigorous development of tourism industry. Finally, taking study travel in Guangzhou as an example, the paper makes a specific analysis of the relevant factors to promote its development. The research provides a basis for Guangzhou government and related enterprises to formulate relevant strategies.

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