

# Analysis on the Development Model of Regional Economy Guided by Tourism

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**Abstract:** This paper aims to deeply explore the theoretical basis and practical strategies of tourism guiding regional economic development, and to provide scientific theoretical guidance and practical guidance for local governments and tourism developers. Based on the concept and characteristics of tourism economy, this paper systematically combs the theory of regional economic development and deeply analyzes the mechanism of tourism guiding regional economic development. On this basis, the paper further discusses the regional economic development model guided by tourism, and puts forward some strategies and suggestions, such as innovating tourism products and services, strengthening policy support and planning guidance, promoting regional cooperation and industrial integration, and strengthening community participation and benefit sharing. Research shows that tourism, as an important part of the modern economic system, has obvious characteristics of comprehensiveness, seasonality and fluctuation, and can promote regional economic development through various mechanisms such as consumption-driven, employment creation and investment attraction. At the same time, the regional economic development model guided by tourism needs the joint efforts of the government, enterprises, communities and other aspects to realize the sustainable development of tourism and the overall improvement of regional economy.

## 1. Introduction

Under the background of global economic integration, tourism has gradually become an important force to promote regional economic development with its unique charm and extensive relevance [1]. With the improvement of people's living standard and the change of leisure concept, tourism is no longer just sightseeing, but also a pursuit of cultural experience, ecological exploration and lifestyle [2]. In this context, many regions have begun to explore a development model that is guided by tourism and promotes the overall upgrading of local economy [3]. The purpose of this study is to deeply discuss how tourism becomes the new engine of regional economic growth and how to realize the harmonious symbiosis between tourism and regional economy through scientific and reasonable planning and management [4]. Through this study, it can not only provide decision-making reference for local governments, promote the effective allocation of tourism resources, but also help solve the imbalance of regional development and promote the sustainable development of economy and society.

At present, the research on the relationship between tourism and regional economic development has been quite rich [5]. Early studies focused on the direct contribution of tourism to economic growth, such as the increase of tourism income and employment opportunities [6]. In the later period, scholars began to pay attention to the optimization effect of tourism on the regional economic structure and the potential of the integration of tourism and other industries [7]. However, at present, the specific mechanism, case analysis and strategic suggestions of tourism-guided regional economic development model still need to be further deepened and refined. In this study, a variety of methods are used to comprehensively and deeply reveal the inherent law of tourism guiding regional economic development.

## **2. Theoretical basis of tourism guiding regional economic development**

Tourism industry is a key link in the contemporary economic structure [8]. It is not only directly related to the industries that provide accommodation, catering, transportation, sightseeing and other services for tourists, but also extends to a wide range of fields that benefit from tourism, such as the production of tourist souvenirs, cultural industries, environmental protection and so on. This economic form combines natural assets, cultural landscape, social services and other elements, creating unique economic and social benefits. Tourism economy is characterized by its obvious seasonality and fluctuation, and the demand fluctuates periodically due to factors such as festivals, climate and social and economic conditions. These characteristics require tourism operators and managers to have agile reaction ability and innovative spirit to adapt to the dynamic changes of the market.

The theory of regional economic development is a science that studies the distribution, growth, structure and their relationship of economic activities in different regions [9]. Classical theories such as growth pole theory, point-axis development theory and gradient transfer theory provide a solid theoretical basis for the understanding that tourism leads regional economic development [10]. These theories provide guidance for the development model of regional economy driven by tourism, highlight the potential of tourism as the effectiveness of economic growth, and emphasize the importance of strengthening regional economic ties and cooperation through tourism.

## **3. Mechanism analysis of tourism guiding regional economic development**

The mechanism of tourism guiding regional economic development is mainly reflected in the following aspects:

(1) consumption-driven mechanism. The increase of tourism activities directly drives the consumption of tourism-related industries such as catering, accommodation and transportation, and then stimulates the growth of regional economy.

(2) Employment creation mechanism. As a labor-intensive industry, tourism can provide a large number of employment opportunities, ease the pressure of regional employment and improve the income level of residents.

(3) Investment attraction mechanism. Beautiful natural scenery, rich cultural heritage and good tourism services can attract the inflow of external funds, promote the construction of tourism infrastructure and supporting facilities, and enhance the overall investment environment of the region.

(4) Industrial integration mechanism. Tourism has a strong correlation, which can be integrated with agriculture, culture, sports and other industries to form a new economic growth point and promote the optimization and upgrading of regional economic structure. Tourism can also promote cultural exchanges and cooperation between regions, enhance regional image and popularity, and lay a solid foundation for the long-term development of regional economy.

## **4. Analysis of regional economic development mode guided by tourism**

The core of the regional economic development model guided by tourism lies in how to promote the coordinated progress of other industries in the region through the vigorous development of tourism, so as to realize the comprehensive upgrading and sustainable development of the economy. This process involves many aspects of comprehensive consideration and practice, including the development and protection of tourism resources, the positioning and promotion of tourism market, the innovation and upgrading of tourism products, and the deep integration of tourism and other industries.

The development and protection of tourism resources is the cornerstone for tourism to guide regional economic development. If a region wants to attract tourists through tourism, it must have unique and attractive tourism resources, which include natural and cultural heritage such as natural scenery and historical sites, as well as intangible cultural resources such as local customs and

specialties. When developing these resources, we should pay attention to protecting their original features and cultural connotations, avoiding excessive commercialization and homogenization, and ensuring the sustainable utilization of tourism resources.

The positioning and promotion of tourism market is the key for tourism to guide regional economic development. Different regions should define the positioning of the tourism market according to their own resource endowments, market demand and development goals, and build tourism brands with local characteristics. Through effective marketing strategies, such as online and offline marketing activities, planning and holding of tourism festivals, etc., the visibility and influence of tourist destinations will be improved and more tourists will be attracted to visit. At the same time, we should also pay attention to the tourist experience and satisfaction, constantly improve the service quality, form a good word-of-mouth effect, and promote the sustained prosperity of the tourism market.

The innovation and upgrading of tourism products is an important driving force for tourism to guide regional economic development. With the maturity of the tourism market and the diversification of tourists' needs, traditional tourism products have been difficult to meet all the needs of the market. Therefore, we must constantly innovate tourism products and develop new tourism projects and experience ways, such as eco-tourism, cultural tourism and research tourism, to meet the needs of different tourist groups.

The deep integration of tourism and other industries is an advanced stage for tourism to guide regional economic development. As a comprehensive and highly related industry, tourism has natural integration advantages with agriculture, industry, culture, sports and other industries. By promoting the deep integration of tourism and these industries, we can form new economic growth points, expand the tourism industry chain and enhance the overall competitiveness of the regional economy. The development practice of deep integration of tourism and other industries is shown in Table 1:

Table 1 Practices of Deep Integration between Tourism and Other Industries

Integrated Industry	Practice Cases of Deep Integration	New Products/Services
Agriculture	Farmhouse, Agricultural Sightseeing Park, Agricultural Product Picking Experience	Tourism Commodities of Agricultural Products, Agricultural Experience Activities
Industry	Industrial Tourism Demonstration Zone, Industrial Heritage Tourism, Factory Tours	Industrial Tourism Products, Industrial Cultural Experiences
Culture	Cultural Heritage Tourism, Folk Custom Experiences, Cultural Theme Parks	Cultural Tourism Routes, Cultural Creative Products
Sports	Sports Event Tourism, Outdoor Sports Bases, Sports Theme Parks	Sports Tourism Projects, Sports Fitness Services
Education	Study Tours, Education Bases, Science Tourism	Educational Tourism Products, Knowledge Popularization Services
Technology	Virtual Reality Tourism, Smart Tourism Cities, Science and Technology Exhibition Halls	Technology Tourism Experiences, Intelligent Tourism Services
Environmental Protection	Eco-tourism, Green Travel, Environmental Protection Education Bases	Environmental Protection Tourism Products, Green Consumption Concepts
Health	Hot Spring Therapy, Medical Tourism, Health and Wellness Resorts	Health Tourism Products, Medical and Wellness Services

These practices of integrated development not only enrich the connotation of tourism products, but also provide new impetus for the diversified development of regional economy.

## 5. Strategies and suggestions for promoting regional economic development guided by tourism

### 5.1. Innovative tourism products and services

In today's increasingly fierce competition in the tourism market, innovative tourism products and services have become the key to promote tourism-led regional economic development. This requires us to deeply understand the changes of tourists' needs and constantly introduce novel and distinctive tourism projects and services. On the one hand, the government can rely on local culture and natural resources to develop tourism products with local characteristics and provide unique tourism experiences for tourists. On the other hand, the government should pay attention to improving the quality of tourism services, including improving tourism professionals's service awareness and professional skills, optimizing supporting services such as tourism transportation, accommodation and catering, and ensuring tourists' comfort and satisfaction during the tourism process.

### 5.2. Strengthen policy support and planning guidance

The government plays a vital role in the regional economic development guided by tourism. On the one hand, the government should introduce a series of preferential policies (see Figure 1) to encourage enterprises and individuals to invest in tourism and promote the development of tourism resources and the construction of tourism facilities.

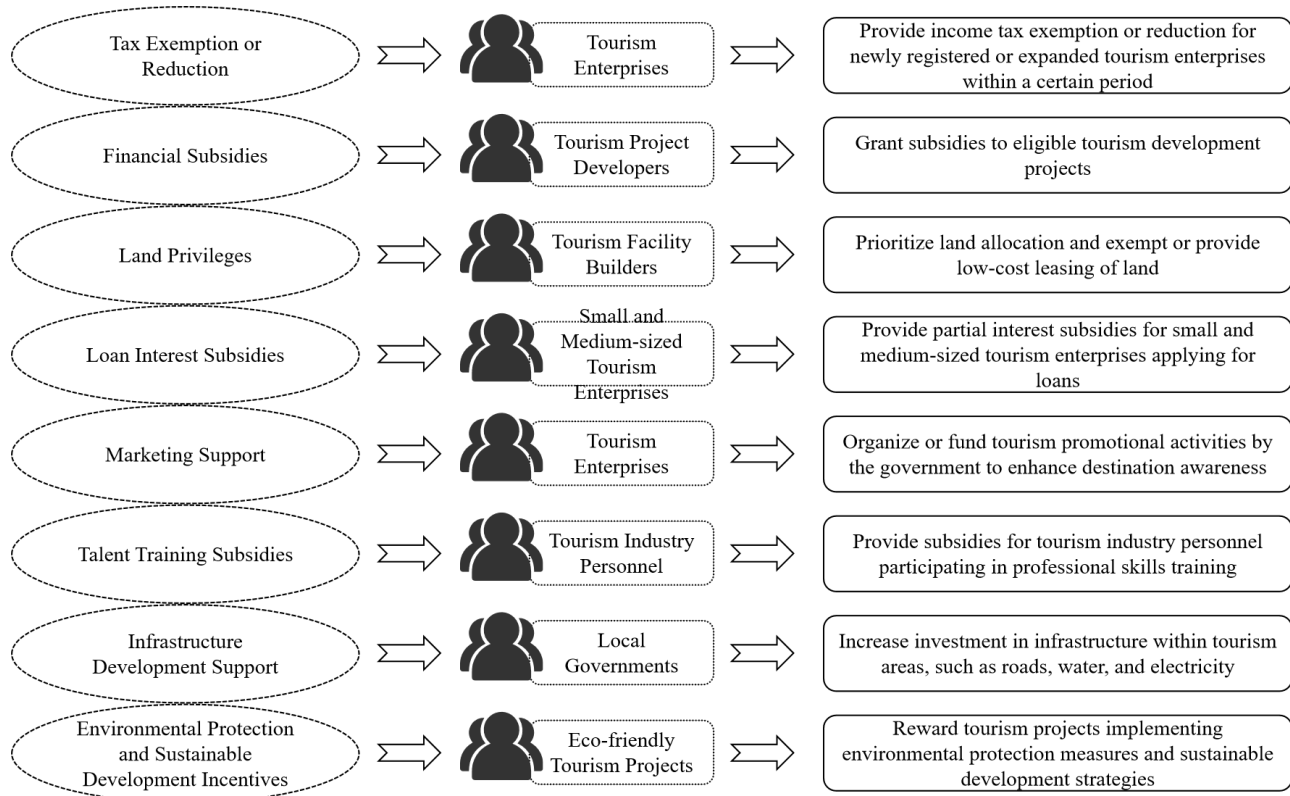


Figure 1 Government tourism preferential policies

On the other hand, the government should strengthen tourism development planning, scientifically arrange tourism projects, and avoid over-exploitation and waste of tourism resources. When planning, we should give full consideration to local economic, social and cultural factors to ensure that tourism development is coordinated with environmental protection and cultural heritage protection.

### 5.3. Promote regional cooperation and industrial integration

Different regions should carry out tourism cooperation according to their respective resource endowments and advantages, jointly build tourism routes and products, and realize resource sharing

and complementary advantages. At the same time, the government should actively promote the deep integration of tourism with other industries, such as agriculture, culture, sports and other industries, form a variety of development models such as tourism+agriculture, tourism+culture, tourism+sports, expand the tourism industry chain, and enhance the comprehensive benefits of tourism.

#### **5.4. Strengthen community participation and benefit sharing**

In the regional economic development guided by tourism, the government should pay attention to protecting the interests of local communities, encourage community residents to participate in tourism development and management, and share the benefits brought by tourism development. On the one hand, the government can help community residents benefit from tourism development by providing employment opportunities, training skills and supporting community tourism projects. On the other hand, the government should respect and protect local cultural traditions and customs, and avoid the negative impact of tourism development on local communities. Through these measures, we can stimulate the enthusiasm and creativity of community residents and inject a steady stream of vitality into the regional economic development guided by tourism.

### **6. Conclusions**

This study reveals the important role of tourism in promoting regional economic growth, promoting industrial structure optimization and strengthening regional economic ties. As a direct economic growth point, tourism not only promotes regional economic development through consumption, employment creation, investment attraction and other mechanisms, but also broadens the space for economic development and enhances the overall competitiveness of regional economy through deep integration with other industries. It is found that a successful tourism-guided regional economic development model often depends on innovative tourism products and services, strong policy support and planning guidance, extensive regional cooperation and industrial integration, and in-depth community participation and benefit sharing.

With the sustainable development of global tourism and the strengthening of regional economic integration, the research on tourism guiding regional economic development will be more in-depth and detailed. Future research can further explore the integration path and mechanism of tourism and other industries, and analyze the long-term effects and dynamic changes of tourism economic impact. In terms of practical application, local governments and tourism enterprises should actively learn from the strategies and suggestions put forward in this study, and formulate and implement specific plans for tourism to guide regional economic development in light of their own actual conditions, so as to promote tourism to become a new growth point of regional economy and make greater contributions to the sustainable development of economy and society.

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