

Study on the Tourism Development of Lhasa under the Background of Global Tourism

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Abstract: In recent years, the tourism industry in Lhasa has developed rapidly, but at the same time, problems such as inconvenient transportation and obvious off peak season effect still perplex the development of tourism in Lhasa. In February 2016, Lhasa officially became one of the first batch of national global tourism demonstration areas. Global tourism is a new concept when the tourism industry develops to the performance stage. In the context of global tourism, the development of the tourism industry should also keep pace with the times and really play a role in driving the common development of all walks of life. By analyzing the current status of tourism development in Lhasa, the author believes that the development of tourism in Lhasa should be carried out through scientific planning, the integration of the national cultural industry and the tourism industry, and the continuous improvement of service levels. Realize the overall improvement of the level of tourism, drive the common development of various industries, and bring real benefits to the people.

1. Introduction

Due to economic conditions and geographical constraints, inconvenient transportation and inadequate travel facilities have long plagued the development of Lhasa's tourism industry. As a result, although Lhasa has unique tourism resources, it cannot form a complete tourism industry chain and a complete tourism system. Since Lhasa was officially included in the establishment of the first batch of national tourism demonstration zones in 2016, tourism development in Lhasa has brought new opportunities. Establishing a global tourism demonstration zone is an important goal for the development of global tourism in Lhasa. In the development of the tourism industry, the city must integrate local diversified tourism development elements, implement strategic cooperation with multiple industries, and highlight the characteristics and advantages of Lhasa's tourism industry. As a result, a new type of industry development featuring tourism as the mainstay, supplemented by related industries, and the people's livelihood, functionalization, and visualization of tourism functions. Eventually promote the development model of Lhasa's tourism industry horizontal expansion and vertical digging, and realize the good, fast and stable development of Lhasa's tourism industry. In a word, the city's tourism industry has made great progress by building a national excellent whole area tourism demonstration area as the starting point, making up for the short board of tourism development economy and accelerating the transformation and upgrading of tourism. Tourism economy shows a good momentum of continuous, rapid and healthy development. To build a national cultural tourism city is one of the main objectives of Lhasa's development of tourism in the whole region. Since Lhasa has been incorporated into the national tourism development demonstration area, it has become a new task for Lhasa to increase publicity, strengthen infrastructure and create a green and harmonious development atmosphere. For example, in 2016, the Tourism Department of Lhasa strengthened the construction of Namuco tourist service center, characteristic tourist town and other facilities and regions. Through the development of grassland nomadic culture, Namucuo Shenghu culture and other cultural projects, to achieve the overall improvement of local tourism level. In addition, Lhasa also actively cooperates with well-known domestic tourism websites in the south, and realizes the modernization and information-based development of tourism in Lhasa through the development of online ticketing function. As of

October 2018, there are 24 class a scenic spots, 143 star hotels and 311 travel agencies in the city. There are 4 tourism automobile companies in the city, 1 new tourism RV company and 2 direct bus operation teams in the scenic area. Lhasa city has won the honorary title of “international best charming tourist city” and won the only “most popular city in East Asia and Southeast Asia” in China.

2. Achievements and Shortcomings of Tourism Development in Lhasa in Recent Years

In recent years, the tourism industry in Lhasa has developed rapidly, which has made great progress in scenic area construction and tourism income. With the implementation of global tourism in Lhasa, the whole tourism industry of Lhasa has risen to a new level. Thanks to the unique tourism resources and the attention and support of the leaders of the autonomous region and the city, the tourism industry has become a loud business card in Lhasa, which has made some gratifying achievements and greatly improved its tourism reception capacity. On March 15, 2019, Lhasa received a total of 1,182,700 tourists, a year-on-year increase of 16.73%. Tourism revenue reached 1.722 billion yuan, a year-on-year increase of 19.58%.

2.1 The Tourism Infrastructure and Supporting Facilities Have Been Continuously Improved.

Affected by the low-value environment of the plateau, inconvenient transportation has been a bottleneck for the development of Lhasa's tourism industry for a long time. In recent years, with the development of the economy and the continuous strengthening of government investment, Lhasa City has accelerated the tourism of the Northeast Ring Road of Dangxiong County-Linzhou County-Mozhu Gongka County, and accelerated the construction of the West Ring Road of Nimu County-Yangbajing. The traffic situation has improved significantly. At the same time, Lhasa strengthened regional alliance cooperation and developed the most beautiful 318 route of Lhasa-Shannan-Linzhi City Tourism Golden Triangle and Changdu-Linzhi City-Lhasa City-Xigaze City. Around the national highways 318 and 109, create a traditional ring road within the city, as well as the ring roads from Lhasa to Nyingchi, Shannan, and Xigaze. We will launch such excellent routes as Shenghu Tianlu, tea horse post road, Tangfan ancient road and Gesar cultural corridor, and develop and build self driving camps, motels, characteristic post stations and other tourism products. The smooth road greatly promotes the development of tourism in the region. The transportation facilities connecting Tibet with domestic and foreign countries have also developed significantly, making it more convenient for tourists from all over the world to visit Lhasa. In addition, the hardware facilities of scenic spots and hotels have also been greatly improved. The improvement of hardware facilities provides better service for tourists at home and abroad, and greatly improves the quality of travel, which greatly increases the satisfaction of tourists. A large number of tourists linger on Lhasa and forget to return. The impression of tourists on Lhasa and even Tibet is not satisfied with the place they should visit once in their life.

2.2 Better Service.

Different from other popular tourist cities, the tourists in Tibet are mainly individual tourists, which makes it difficult to form a system of tourism service in Lhasa for a long time. With the increasing number of tourists coming to Lhasa and the implementation of the concept of global tourism, the tourism industry in Lhasa has developed rapidly. In recent years, the number of hotels and family hotels has been increasing, and the quality of services has been continuously improved, providing great convenience for tourists to eat and stay. Today's Lhasa tourism industry has basically formed a complete service system, providing comprehensive services for tourists' food, accommodation, entertainment and shopping. At the same time, with the development of the service industry, the regulatory system is constantly being improved, which provides a solid guarantee for the quality and safety of travelers.

2.3 The Number of Tourists Has Increased Year by Year, and Tourism Has Become an Important Driving Force for Lhasa's Economic Development.

The increase in the number of tourists has broadened the channels for the sale of agricultural and pastoral products and regional special crafts, and has also promoted the development of the local tourism industry. It has provided more jobs for Lhasa and has greatly promoted the development of surrounding industries. Tourism has become an important driving force for Lhasa's economic development.

3. Suggestions on the Development of Lhasa Tourism in the Context of Global Tourism

At present, tourism has become one of the leading industries to promote economic development in Lhasa. Through scientific planning and overall development, it depends on the further implementation of the concept of global tourism. Improve the tourism infrastructure and services, establish a better image of the tourism city, promote the tourism industry of Lhasa into a higher stage of development, and promote the economic development of the city. Zizala, then Secretary of Lhasa municipal Party committee, pointed out in the article “strive to build an upgraded version of Lhasa's tourism development”, that “we should strive to promote the sustainable, healthy and rapid development of Lhasa's tourism industry with a more open concept, more pragmatic measures and more practical spirit. Strive to build the tourism industry into Lhasa's biggest features, advantages, and highlights, and to become the first window, first business card, and first brand of the world's tourist destination. He also pointed out that adhere to the concept of open development, Implementing a diversified development strategy and demonstrating a pragmatic development spirit, with the goal of vigorously developing the good, fast, and stable development of the local tourism industry. As a result, global tourism has become an advantage and feature of Lhasa's economic and social development, and will ultimately be Lhasa's city. The business card of the tourist city has been upgraded to a globally lethal tourist destination. The development of global tourism in Lhasa requires not only the planning and support of the government, but also the joint efforts of all walks of life to bring together the strength of all walks of life to build a full-scale tourism. Welfare for the development of tourism It truly benefits everyone, so that everyone can benefit from the development of tourism in the whole region.

3.1 Adhere to Scientific Planning to Ensure the Healthy and Sustainable Development of the Tourism Industry.

Global tourism planning is not only planning traditional elements such as scenic spots, but also comprehensive system planning, related elements and facilities planning. It is necessary to consider integrating tourism functions, injecting ethnic cultural tourism elements, and even planning tourism projects in accordance with tourism standards, from scenic spots to scenery lines to scenery lines, and finally scenery scenes. Good planning is the prerequisite for the smooth development of tourism in the region. Only detailed and thorough planning before development can ensure that the development of the tourism industry does not appear blind and unplanned, and that the tourism industry in Lhasa can be healthy and orderly. Development progress. The scientific planning is mainly reflected in the following points: First, the planning must reflect the overall view and treat the entire Lhasa city as a whole. In the concept of developing global tourism, the overall view is an important concept. Only under the overall situation of overall development can we ensure that the development of the tourism industry does not cause regional unevenness, and that tourists are concentrated in a limited landscape. In order to realize the harmonious and synchronous improvement of the city's landscape, strengthen the connection between tourist attractions, and promote the promotion of the concept of tourism in the whole region. Second, the development planning of the tourism industry should keep pace with the times. In recent years, with the booming tourism market, there has been an upsurge in the construction of scenic spots in the city. The development speed of scenic spots has far exceeded the planned speed. If the relevant planning cannot be followed up in time, the construction of each scenic spot cannot be effectively linked into

a whole. If there is a situation of independent development and respective operation between scenic spots, it is not conducive to the formation of a complete whole of the city's tourism industry. And in recent years, some natural scenic spots in the construction of the pursuit of temporary interests and too much pursuit of scenic beauty, damage to the ecological environment of the phenomenon from time to time. Third, the planning should play a guiding role in the framework, and the construction process should fully mobilize private capital and private forces, so as to avoid the government doing everything. Through scientific overall planning, the development and construction are carried out under the planning, so that the development of scenic spots and the protection of ecological environment are in a state of dynamic balance. In the planning, each scenic spot is closely linked into a whole, shaping a better image of the tourist destination, improving the competitiveness of the tourism industry in Lhasa as a whole, and promoting the overall development of the tourism industry.

3.2 Improve the facilities of tourism software and hardware, strengthen the tourism contact with the surrounding areas, actively carry out tourism publicity, and comprehensively improve the competitiveness of tourism.

With the hot tourism market, the competition among the tourism destinations is increasing day by day, although Lhasa has unique tourism resources. However, in the current situation of rapid development of tourism industry, if we do not consider the promotion of urban tourism competitiveness, it will lose its advantage in the fierce competition, leading to the stagnation of tourism industry. Therefore, the development of tourism is a problem that must be considered in the development of global tourism. There are two points to improve tourism competitiveness. First, strengthen infrastructure. As a basic constituent element of tourism activities, only when the scenic area has a sound infrastructure can it increase the attraction of tourism activities in the scenic area.

In recent years, great achievements have been made in the construction of scenic spots in Lhasa. However, compared with the mainland, the scenic spots in this city still have obvious shortcomings in the construction of scenic spots and tourism services. The development of global tourism must make up for this short board, so that tourists can enjoy a better quality travel experience. Second, to provide tourists with more convenient catering, accommodation, medical, shopping and other services, making Lhasa the second home for tourists. Visitors to Lhasa are mainly mainland tourists, and most of them will stay in Lhasa for a few days. Due to the large differences in customs, food culture and other aspects of the Tibetan area and the interior, coupled with the differences in regional environment, most tourists will experience a certain altitude sickness when they first arrive in Lhasa. Therefore, providing more intimate catering and accommodation services for tourists, and providing safe medical security for tourists can greatly improve the satisfaction of tourists and enhance their recognition of Lhasa. Finally, strengthen the tourism publicity of Lhasa scenic spots. With its unique plateau landform and rich religious connotation, Lhasa has unique advantages in tourism resources. However, in the development of tourism, the publicity of tourism is obviously insufficient, which leads to the lack of understanding of Lhasa among tourists, who only know the famous scenic spots such as Potala Palace and bakuo street. Or through the travel biographies compiled by some tourists, there is a simple and fuzzy impression on Lhasa or some scenic spots in the Tibetan area. Many tourists don't even know where to visit after coming to Lhasa without a guide. Due to the lack of publicity and even the shadow of the previous earthquakes and riots in the hearts of some mainland tourists, they believe that Tibet is a dangerous area, and they are worried about the travel to Tibet, which greatly undermines the tourism competitiveness of Lhasa city. Therefore, the promotion of tourism competitiveness can not be separated from the promotion of Lhasa Tourism through various media channels, so as to establish a good impression of Lhasa as a tourist city, so that Lhasa can compete with other cities in the tourism industry and better develop the global tourism strategy.

4. Conclusion

Thanks to excellent tourism resources, Lhasa's tourism development has unique advantages.

Under the leadership of the party and the government, Lhasa has made remarkable achievements in tourism development. Under the background of the hot tourism industry and the increasingly fierce competition in the tourism market, the concept of global tourism should be introduced in time, the construction of urban infrastructure should be strengthened, and the quality and service level of scenic spots should be improved in an all-round way. This will strengthen Lhasa's competitiveness in the tourism market, promote the common progress of all walks of life through the development of the tourism industry, and allow everyone to enjoy the benefits brought by the tourism construction of the whole region, thereby promoting the common development and progress of the city.

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