

Research on the Industrial Integration of the Tourism Industry in Xi'an from the Panoramic View

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Abstract: In order to make an overall developmental planning for taking advantage of tourist resources and promote the development of the tourism industry of Xi'an, it is necessary to research the industrial integration model of Xi'an from the panoramic view, and to integrate the cultural tourism, the sports tourism, the agricultural tourism, and the other industries systematically such as agriculture industry, primary industry, financial industry, information industry; it is also necessary to make a perfect macro adjusting and controlling planning of the tourism industry in Xi'an so as to promote the tourism industry in future. According to relevant documents, this paper researches the industrial integration model of tourism so as to solve some problems in the development of Xi'an tourism industry.

As the development of economy and relevant policies, at the present stage, the tourism industry of Xi'an has been greatly developed than before, however, as its further development, there are still many actual dilemmas. During the development of the tourism industry, it is lack of scientific and overall planning, and the integration among the different industries is seriously insufficient, and the standard industrial chain has not been formed, and these factors have badly restricted the sustainable development of tourism industry in Xi'an. In order to optimize the industrial developmental structure of the tourism industry in Xi'an, it is necessary to develop the tourism industry of Xi'an from the panoramic view, and to research the industrial integration model of the tourism industry in Xi'an systematically, so as to find out the appropriate developmental path for the tourism industry in Xi'an and promote the further development of the local economy.

1. The Advantages for the Development of the Tourism Industry in Xi'an

Xi'an is located in the middle of Guanzhong Plain, the Wei River is in the north, the Qinling Mountain is in the south, and there are 8 rivers passing the city. The city has 11 districts and 2 counties, the total area reaches 10108 square kilometers. By end of 2015, the resident population of Xi'an was 870.56 million, of which the urban population was 635.68 million, and the urbanization rate was 72.61%^[1]. There are several airports in Xi'an, many railway lines pass the city, so the transportation condition here is very convenient. What's more, Xi'an is not on the seismic belt, it seldom faces the threaten of earthquake. Xi'an is subtropical monsoon climate, there are four distinct seasons, and it has different scenery to attract tourists in different season. These are many geographical advantages that are good for the development of the tourism industry.

We could easily find out lots of tourist resources in Xi'an, there are many scenic spots and places of interest which grade are 4A or 5A, this is a very big competitive advantage both in quantity and in quality. Xi'an was named Chang'an in the ancient times, many dynasties choose this city as their capital. Xi'an has more than 5000 years of civilization and more than 3100 years of being a city. It is one of the four famous ancient capitals of China, it is also one of the important birthplaces of Chinese civilization and the Chinese nation; it also is the starting point of the Silk Road. There are a lot of places of interest such as Fenghao Capital City, Qin Xianyang Palace, Terracotta Warriors, Han Weiyang Palace, Changle Palace, Sui Daxing City, Tang Daming Palace, Xingqing Palace, etc., these are the embodiments of the culture and history of this city that we could call it "Chang'an love knot"^[2]. Especially, the folk custom, the traditional characteristics, the rural tourism, and the agricultural production here are integrated very well so that the local characteristics and humanity

could be shown exactly; these also show the characteristics and advantages of the tourism industry in Xi'an, and the integration of the traditional culture and the modern culture. These advantages and characteristics have laid a solid foundation for the development of the local tourism industry.

In Xi'an, tourism industry has been one of the most important industries in the developmental planning. The local government has emphasized that the tourism industry is an important method to promote the economic development of the rural area, and the government has been very strong on supporting the tourism industry. Because of the strong support, the local tourism industry has been developed quite well. The local government has made great efforts to improve the transportation conditions, and has invested a lot on the construction of the infrastructures and the supporting facilities for the tourist spots, what's more, the government has made many propaganda advertisements and exhibited them to the public, at the same time, the government has pay more attention to the industrial developmental planning, these efforts by the local government above have cleared the way for the development of tourism industry in Xi'an and made the development of the industry more smooth.

2. The Problems of the Tourism Industry in Xi'an at the Present Stage

At the present stage, the most serious problem of the tourism industry in Xi'an is the industrial structure is unbalanced, the tourism industry is lack of systematic integration. The developmental planning of tourism industry in Xi'an mainly focus on the regional planning, it is lack of the panoramic view, the integration among every industry is insufficient. The integration among the several different kinds of tourism forms, such as sports tourism, cultural tourism, agriculture tourism, etc, is also insufficient, so that the tourism industry in Xi'an could not form an industrial development model, and could not integrate itself with the traditional agriculture, primary industry and handicraft industry, the development of the tourism industry is lack of systematic integration. This isolated development model must be difficult to fit for the modern economic development. Tourism industry should be an inseparable whole system which should integrate agriculture industry, primary industry, aquaculture industry, planting industry, sports industry, culture industry, and so on, and should form a tourism base where is full of all kinds of supports that the tourists need, so as to achieve sustainable development. But seeing from the present construction situation, we could find out the tourism industry in Xi'an has some shortcomings, and it is need to be improved urgently^[3].

In Xi'an, the tourism spots are more dispersed, the degree of integration is low, it is lack of the reasonable developmental planning, at the same time, the tourism resources do not been developed very well, and there is not enough infrastructure and financial support, so the tourist spots could only depend on the resources of themselves, rather than forming a standard industrial chain and developing all the resources during the whole industrial chain. Under this circumstance, the economic value of the tourism industry is not high, the relevant industries also are not been closely tied with the tourism industry. For example, the low integration degree of tourism with agriculture leads to the slow development of rural tourism, the low integration degree with information industry leads to information asymmetry, and the problem of capital insufficient caused by the lack of integration with the financial industry, the dilemma of sports tourism development caused by insufficient integration with the sports industry, etc. It is the lack of integration between tourism industry and other industries that leads to the separated development of the tourism industry, and the predicament during the development of the tourism industry

3. Research on the Industrial Integration Model of the Tourism Industry in Xi'an from the Panoramic View

A useful method to promote the panoramic tourism and the industrial integration in Xi'an is to promote "tourism plus", by "tourism plus", we could create more new forms of tourism. It is very important to promote these new forms of tourism such as "tourism plus health", "tourism plus culture", "tourism plus leisure and vacation" "tourism plus agriculture", "tourism plus study",

“tourism plus primary industry”, “tourism plus new pension”, “tourism plus shopping”, etc., and then, it will be easier to innovate some new forms for tourism industry, expand the new areas and new spaces for tourism development, “tourism plus” is a new method of industrial integration, it will promote the tourism industry to achieve the industrial transformation and upgrading. By this new industrial integration model of tourism, the tourism industry in Xi’an would make great overall progress in future^[4].

In order to keep a sustainable development of the tourism industry, first of all, it is necessary to make a scientific developmental planning. We must consider lots of relevant conditions such as the transportation, infrastructures, facilities, catering, accommodation, travel, etc., and then, make a reasonable and integrated developmental planning of the tourism industry. At the same time, we also must integrate the tourism industry with other industries such as information industry, primary industry, sports industry, financial industry, insurance industry, etc., and construct the tourism industry in Xi’an as a integrated tourism system which is planned as a whole system and which is a ecosystem. It is also necessary to construct the tridimensional industrial chain, and to promote the development of the “tourism plus” model, so as to promote the integrated development of every industry^[5].

Under the background of implementing the tourism strategy, in future, it will be an unavoidable trend that the tourism will be an important industry. Tourism industry should be a inseparable and complete system that could integrate itself with agriculture industry, primary industry, aquaculture industry, planting industry, financial industry, cultural industry, and so on. Only by this method, could a complete tourism base be formed, the tourism industry also will keep a sustainable development. But from the situation of the present, there are still a lot of shortcomings in these aspects, so if we want to promote the sustainable development of the rural areas, we must solve these problems as soon as possible. We must promote the development of the tourism industry from the panoramic view, and try our best to construct the circumstance that all the tourism resources could be developed very well. First, it is necessary to change the situation that one scenic spot develop itself only on its own, and to make a scientific planning for every scenic spot, holiday resort, cultural attraction, and sports tourism, etc., at the same time, to manage every functional area scientifically, so as to change the awkward situation that the spots develop separately. Second, to promote the tourism industry to be a leading industry that could integrate with other industries such as tradition agriculture, cultural industry, planting industry, primary industry, financial industry, information industry, etc., so as to promote the development of all the relevant industries. Third, it is also import to construct the industrial chain, so that the tourism industry in Xi’an could have a perfect industrial chain^[6]. The advanced position is responsible for the development and design of the scenic spots and the construction of supporting facilities and infrastructure, while the lower position is responsible for the related industrial economic delivery, so as to improve the economic effects of the tourism industry in the whole city, and to development the competitive advantage of the tourism industry. At last, we must mention that the tourism industry is only one of the member in the whole industry system, and the development of the tourism industry is accomplished under the joint efforts and construction of many contributors, such as the local government, the farmers, and the enterprises, therefore, during the developmental process of the tourism industry, it is necessary to return the benefits to every participators timely, so as to promote the total development of the whole relevant industries.

In order to promote the further development of the tourism industry in Xi’an and improve the integration level of the tourism industry, the local government must provide more support to the tourism industry, increase capital investment; at the sometime, the government should not only exploit much more tourism resources and make an overall planning, but also balance the development of the different regions, so as to promote the development of the tourism industry in Xi’an. In the other hand, the local government should provide some guidance and methods to the tourism industry on exploiting and protecting the tourism resources, so as to promote the integration of the tourism industry with other industries reasonably and effectively, and to promote the tourism industry in Xi’an to keep a healthy development in the future.

4. Conclusion

Panoramic tourism is the key strategic developmental direction of the Chinese tourist industry in the new times, it also is the important guiding ideology for promoting the industrial update and adjusting the industrial structure. At the present stage, there are many problems on the development of tourist industry in Xi'an, such as the tourism industry does not integrate very well with other industries, and there is no standard industrial chain, the integration among the different industries is insufficient, and so on. In order to promote the development of tourism industry in Xi'an, it is necessary to develop the industry from the panoramic view, and to make an overall developmental planning, and then, to integrate the tourism industry with the agriculture industry, primary industry, culture industry, sports industry, information industry, finance industry, etc., so as to construct the "Tourism plus" model and keep the sustainable development of the tourism industry in Xi'an.

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