

A Probe About the New Ways of Deepening China-ASEAN Tourism Cooperation in the New Era

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Abstract. Based on the problems existing in China-ASEAN tourism cooperation, such as narrow scope, insufficient depth, single mode, and lack of balance, this paper analyzes the opportunities of China-ASEAN tourism cooperation in the New era from three aspects: China's further opening policy, the increasingly national strategic tourism development in the New Era, and the development of China's tourism to high-quality tourism. It also analyzes the challenges faced by China-ASEAN tourism cooperation in the New Era from the following four aspects: the resistance faced by China-ASEAN cooperation, the global problem of over-tourism, the lag of informatization level and the inadequacy of tourism service foundation. Then, it puts forward four countermeasures and suggestions, including strengthening the in-depth docking of development strategies, building an eco-tourism community, promoting the integration and development of Internet plus-ASEAN Tourism and the construction of China-ASEAN smart tourism.

1. Introduction

The report of the 19th National Congress of Communist party of China put forward a new historical orientation for China's development: With Socialism with Chinese Characteristics Entering a New Era, which is a new starting point, China will further open its doors wider to the outside world to strengthen its exchanges and cooperation with other countries and regions. Because of geographical connectivity and cultural similarity, China has always regarded ASEAN as the priority for its peripheral diplomacy, and the tourism cooperation between China and ASEAN countries has become the main field of China-ASEAN cooperation. In November 2018, China-ASEAN jointly published Vision 2030 of China-ASEAN Strategic Partnership, which put forward the idea of “establishing a formal high-level cooperation mechanism to strengthen, deepen and expand their tourism cooperation “. As a result, tourism cooperation between the two sides will enter a new stage of comprehensive development [1]. The year of 2019 marks the 16th anniversary of establishment of China-ASEAN strategic partnership, which is also the debut of the New Era for tourism development. The period before it is claimed to be the youth age.

At present, China-ASEAN countries are mutually important tourist sources and tourist destinations, and China is the largest tourist source country in ASEAN. According to the announcement by the Ministry of Culture and Tourism, among the top 17 countries in China's major tourist market in 2018, and 7 countries are ASEAN countries. In 2018, there were 50 million tourists between ASEAN and China. Among them, the number of Chinese tourists to ASEAN countries reached 30 million, up 30% from 2017. The number of tourists from ASEAN countries to China reached 22 million, up 105% year-on-year. However, compared with the market scale with a total population of 2 billion, the scale of bilateral tourism exchanges and cooperation is still very small [2]. And due to the influence of various factors such as political mutual trust and external interference, compared with regional free trade areas such as the EU and North America, the tourism cooperation between China and ASEAN still has obvious outstanding problems such as narrow scope, insufficient depth, single mode, and imbalance [3]. Entering a new era, China's tourism industry will shift from the stage of high-speed tourism growth to the stage of high-quality

tourism development. In China-ASEAN tourism cooperation, China should provide more Chinese wisdom and China's plans, take tourism cooperation as an important starting point, and promote the construction of ASEAN community with a shared future.

2. Theoretical and Practical Basis for Deepening China-ASEAN Tourism Cooperation in the New Era

2.1. Deepening tourism cooperation is an important way of cultural exchange between China and ASEAN countries

Joseph Nye, the representative of the Neoliberalism school who first put forward the concept of “Soft Power”, believes that after the end of the Cold War, the definition of a country's strength no longer emphasizes military power, but gradually turns to culture, education and system, which together form a country's soft power. Research shows that in the context of globalization, strengthening cultural exchanges and cultural identity is of great significance to enhance a country's soft power^[4]. For its diversity and openness, tourism can not only bring tourists spiritual enjoyment, but also provide a heterogeneous cultural experience. Since the 21st century, the prosperity and development of tourism have accelerated the flow of world population and promoted the exchange and integration between different cultures. Tourism cooperation is the priority direction of China-ASEAN cooperation. The deepening of tourism cooperation has strengthened the cultural identity between China and ASEAN countries, further consolidated the foundation and stimulated the potential of China-ASEAN cooperation. Culture is the soul and core of tourism, and tourism is the carrier of culture. Entering a New Era, with the full and effective implementation of China-ASEAN Strategic Partnership Vision 2030, greater tourist flows and activities will be stimulated between China and ASEAN, and the cultural identity between China and ASEAN will be continuously enhanced.

2.2. The theoretical research on tourism cooperation between China and ASEAN lags behind the development of tourism

ASEAN is China's good partner, good neighbor and good friend. With the publication of China-ASEAN Strategic Partnership Vision 2030 and the continuous practice of the “the Belt and Road Initiative”, the breadth and depth of China-ASEAN cooperation will continue to deepen and expand, and the tourism cooperation between the two sides will continue to upgrade, which will attract more scholars' attention to the issue of China-ASEAN tourism cooperation. He Jing discussed the current development situation and realistic challenges of cross-border tourism cooperation between China and ASEAN, and proposed new ways to promote bilateral tourism cooperation^[5]. Chen Qiao and others conducted an empirical study on the interaction between the import and export trade and inbound tourism between China and seven ASEAN countries (Malaysia, Indonesia, Thailand, Philippines, Singapore, Vietnam, Myanmar) from 1995 to 2015, revealing and explaining the mechanism and dynamic characteristics of import and export trade and inbound tourism^[6]. The studies from domestic scholars of the issue of China-ASEAN tourism cooperation, compared with the actual needs of China-ASEAN tourism development, are deficient in both breadth and depth. Especially in the New Era, there are few theoretical research results on how to further strengthen and deepen China-ASEAN tourism cooperation. Therefore, the research in this paper is of certain theoretical and practical significance.

3. Opportunities for China-ASEAN Tourism Cooperation in the New Era

3.1. China will further expand its opening-up in the New Era, which will provide more opportunities for China-ASEAN tourism cooperation.

In recent years, by carrying out the Year of Cultural Exchange, the Year of Educational Exchange, the Year of Tourism Cooperation, the Year of Innovation and the Year of Media Exchange, the cooperation and exchange between China and ASEAN countries have become increasingly closed [7], which is a remarkable achievement of China's opening-up. In his report to the 19th National Congress Communist Party of China, Xi Jinping stressed that "China's door of opening-up will never close, and will only open wider." In the New Era, China will continue to regard ASEAN countries as the priority of neighbouring diplomacy [8]. They will build a China-ASEAN community with a shared future and provide a strong political guarantee for China-ASEAN tourism cooperation. The strategic partnership between the two sides will rise to a higher level and will certainly provide a broader opportunity for tourism cooperation. In March 2018, the Ministry of Culture and Tourism and other 10 ministries agreed to establish Fangcheng Port in Guangxi as one of the two national border tourism experimental zones, and to make efforts to build the experimental zone into a China-ASEAN tourism cooperation pilot zone. This is a concrete action by China to further expand opening up and make ASEAN the priority direction of its neighbouring diplomacy, and is also an exploration and attempt to further strengthen tourism cooperation with ASEAN.

3.2. The development of tourism in the New Era is becoming increasingly national and strategic, which will provide more space for China-ASEAN tourism cooperation.

In recent years, the tourism industry of ASEAN countries has made considerable progress, the growth rate has been higher than the world average, and the dependence on tourism is high. Tourism in Thailand, Indonesia, Myanmar, Vietnam, Cambodia, Singapore, Malaysia, and other countries has become a pillar industry of the national economy, the main channel for solving employment, and the main source of foreign exchange earnings. According to preliminary calculations in 2018, the comprehensive contribution rate of China's tourism industry to the national economy is 11.04%^[9], and tourism has become a strategic pillar industry. In 2018, the number of domestic tourists was 5.539 billion, and the number of outbound tourists was 149.72 million. Tourism has become an important part of people's daily life in China. Entering the New Era, with the upgrading of residents' consumption, the demand for outbound tourism is growing, and outbound travel will become an important part of people's pursuit of a better life. Due to the strong complementarities of tourism resources between China and ASEAN, both sides have become important sources of tourists and tourist destinations for each other. In the process of people's further pursuit of a better life, they will provide greater space for China-ASEAN tourism cooperation.

3.3. The development of China's tourism to high-quality tourism in the New Era will promote the upgrading of China-ASEAN tourism market.

According to statistics, from 2007 to 2017, the number of annual tourist exchanges between China and ASEAN countries increased by nearly six times, and the status of both sides as important tourist sources to each other has been continuously enhanced. It has become the consensus of both sides to further expand and strengthen tourism cooperation and exchanges. Under the framework of Vision 2030 of China-ASEAN Strategic Partnership, China-ASEAN tourism cooperation will usher in a new period of strategic opportunities. Premier Li Keqiang put forward the concept of Five Happiness Industries in the 2016 Summer Davos Forum, and tourism topped the list. In 2018, the National Tourism Work Conference proposed that the tourism industry should shift from high-

speed growth to a high-quality development, which is the central task of China's tourism industry in the future. In the process of developing high-quality tourism, China's tourism industry will be more refined and specialized and will be able to shape a tourism development model that is better and better to meet the people's better life. Although the tourism resources of ASEAN countries are generally rich, due to the weak economic foundation, the tourism infrastructure, services and values of these countries are relatively backward, and China has accumulated advanced experience in these areas. Through the cooperation and exchange between the two sides, China's experience, China's model and China's wisdom will promote the upgrading of the China-ASEAN tourism market, promote the realization of ASEAN tourism “overtaking in corners” and start the “ASEAN business card” in world tourism.

4. Challenges Facing China-ASEAN Tourism Cooperation in the New Era

4.1. Misreading the voice of China's development in the New Era still exists, and the cooperation between China and ASEAN still faces resistance.

Entering the 21st century, China has made remarkable achievements in its development. Some western countries regard China's development and rise as a threat and are rather anxious. They are angry at the Belt and Road Initiative and China-ASEAN cooperation. Politicians of some countries have published some distortions and smears of China's development in the New Era, and have begun to encircle, chase and intercept them. The increasing market share of Chinese products in ASEAN countries has put more pressure on developed countries such as the United States and Japan. They have tried every means to challenge China-ASEAN trade exchanges. In the eyes of western countries, the Belt and Road Initiative is a new ghost hovering [10]. Donald Trump's core think tank and former White House Chief Strategist regards China as a target of war [11]. Repeated inappropriate remarks by western countries will affect ASEAN countries' judgment on China-ASEAN cooperation and even cause them to have bad feelings. On December 18, 2018, the Australian Institute for Strategic Policy (ASPI) published an article by Vietnamese scholar Huong Le Thu entitled Why the Region Has Given Up on Shaping China. The article said that China has no longer insisted on ASEAN's central position but has taken itself as the center. Although rumors stop at the wise, they are confusing to some extent. Once they are used by people with ulterior motives, they will bring a lot of troubles to China-ASEAN cooperation.

4.2. Over-tourism has become a global problem. In the New Era, the construction of China-ASEAN ecological community is facing new pressure.

With the upgrading of tourism, tourists' travel style has changed from sightseeing to experiencing immersion. The new travel style has caused the problem of over-tourism, which has brought serious impact on the production and living of local residents and the ecological environment. The problem of over-tourism in Laos and Thailand is quite prominent. In order to protect the damaged coral reefs and marine life on Pippi Island, Thailand has decided to close the Mayan Gulf for four months every year starting from 2018. Affected by excessive tourism, China's Mount Qomolangma scenic spot in Tibet had to be closed indefinitely. Everyone has a seed of the thinking that the world is so big that I want to see it. With the development of the world economy, this seed will take root, sprout and show itself constantly. Many people choose to go abroad and go to the world. As neighboring countries are geographically adjacent and culturally similar, they are the first choice for many outbound tourists. Due to the good foundation of tourism cooperation between China and ASEAN, simple visa procedures, convenient round trip and low consumption, over-tourism will be an unavoidable problem in the New Era of tourism cooperation between China and ASEAN, which will not only affect the process of building China-ASEAN ecological community, but also affect the development of China-ASEAN tourism.

4.3. The degree of tourism informatization docking lags behind, which is not enough to support the rapid development of China-ASEAN tourism cooperation in the New Era.

Human beings have begun the 5G era, and the level of tourism informatization has become an important support for tourism development. In recent years, China has vigorously implemented the Internet plus Tourism strategy, actively promoted the construction of smart tourism, and made remarkable achievements in the construction of smart tourism information service platform. Influenced by the difference in economic and social development level, there is a big difference in the level of informatization development between ASEAN countries, and there is a big room for improvement in the overall construction of tourism informatization. Although the cooperation between China and the alliance has entered its 16th year, and tourism cooperation is one of the most important cooperation contents, a multilingual China-ASEAN tourism information publishing platform that can integrate tourism information of various countries has not been established so far, and China-ASEAN tourism cannot be introduced to the world. The payment method for tourism products in Laos still mainly follows the traditional transaction method, and the proportion of online payment method is relatively low. Tourist attractions in Cambodia, Indonesia, Brunei and other countries have opened e-commerce websites one after another, but the number of their connections with Chinese tourist information service platforms is still relatively small, unable to meet the tourists' demand for online virtual tourist scenes, and unable to serve self-driving and self-help tourists well in designing tourist routes. Informatization is the general trend of the development of today's era and the label of China in the New Era. The current level of tourism informatization docking between China and ASEAN is not sufficient to support the rapid development of China-ASEAN tourism cooperation in the New Era.

4.4. The inadequate foundation of tourism services restricts the development of tourism cooperation between China and ASEAN in the New Era.

Transportation is the foundation and prerequisite for tourism development. With the development of economy and society, tourists are increasingly pursuing high-quality tourism experience and paying more attention to the convenience and humanization of travel services and infrastructure. The infrastructure construction in ASEAN countries is uneven, especially in Vietnam, Laos, Myanmar and Cambodia, which are adjacent to our country. The hardening rate and density of highways are relatively low, the construction of expressways is relatively lagging behind, and the course and quantity of railways connecting with Vietnam are relatively small. With the increasing demand of Chinese tourists for self-driving tours to ASEAN countries, the lower traffic network service function has seriously affected the experience of Chinese tourists. At present, China and ASEAN countries have not yet implemented a unified visa policy. Although landing visa has been implemented for Chinese tourists, some ASEAN countries practice qualified landing visa. The customs clearance procedures for Chinese tourists to visit some ASEAN countries are still complicated, which to some extent inhibits the tourism cooperation process. China and ASEAN have already established a tourism cooperation mechanism at the national level, but have not yet established an institutionalized cooperation platform among enterprises, industries and non-governmental organizations. At present, Sightseeing tour is the main product of tourism cooperation. The breadth and depth of cooperation are not enough, which hinders the international competitiveness of China-ASEAN tourism cooperation. Cruise ship tourism, as an important form of China-ASEAN to create international quality tourism products in the New Era, is advancing slowly due to the complexity of legal issues involved. The inadequate foundation of tourism services restricts the effective promotion of in-depth tourism cooperation between China and ASEAN in the New Era.

5. New Ways to Promote China-ASEAN Tourism Cooperation in the New Era

5.1. Deepen the interpretation of the Belt and Road Initiative and strengthen the in-depth connection between the New Era and ASEAN's development strategy.

Globalization is an irreversible trend in world development. Building the Belt and Road Initiative is China's efforts to integrate and accelerate globalization in the region, conform to the world development trend and conform to the laws of human development. China should take an active part in more international affairs. Through more international and regional official and non-governmental platforms, China's voice should be heard. It should introduce the Belt and Road Initiative, the construction of a community of shared future and other international and regional efforts to promote the common progress of mankind, so that the whole world can feel China's sincere attitude towards win-win cooperation and understand the real meaning of the Belt and Road Initiative. We will accelerate the refinement of the Vision 2030 for the China-ASEAN Strategic Partnership, promote the in-depth docking of the Belt and Road Initiative with the Vision 2025 for the ASEAN Community and accelerate the integration into the ASEAN Connectivity Master Plan 2025. Efforts should be made to create a China-ASEAN Free Trade Area 2.0, detailing the schedule and action plan of the earlier plans to improve the trade balance between the two sides, so as to prevent the trade war initiated by the United States through trade imbalance from affecting the trade between China and ASEAN.

5.2. Actively expand new modes of tourism cooperation and build a New Era of China-ASEAN eco-tourism community.

2019 is the year of media exchange between China and ASEAN. China and ASEAN should make full use of the power of the media to make the construction of China-ASEAN eco-tourism community a common topic in the media. At the same time, they should make their voices heard and make the protection of tourism ecology deeply rooted in the hearts of all people in China and all ASEAN countries. Beyond national and regional boundaries, China-ASEAN Ecotourism Development Plan will be jointly formulated to guide the overall development of tourism resources in China and ASEAN countries. According to the actual situation of each country, China and ASEAN countries will jointly coordinate the establishment of restricted development zones and prohibited development zones, build China-ASEAN Ecotourism Functional Zones, guide the healthy development of ecotourism, and better supply the world with high-quality tourism leisure and ecological environment products. We will continue to expand eco-tourism modes, promote the coordinated development of scenic spots, communities and parks, establish diversified eco-tourism modes including forest parks and rural tourism, and actively explore new modes of tourism cooperation. The tourist design of the China-ASEAN tourism logo system is carried out. By setting up experimental zones in adjacent regions between different countries, a set of complete and unified China-ASEAN tourism logo is explored, so that China-ASEAN tourism can be displayed to the world in a unified image. It is also convenient for tourists to travel in different countries of China-ASEAN, reduces the cost of tourists to switch channels and gives tourists a better tourism experience.

5.3. Promote the integration and development of Internet plus-ASEAN Tourism and promote the construction of China-ASEAN smart tourism in the New Era.

The Internet has penetrated into all walks of life in our country. It has also made successful practical exploration in the construction of Internet plus Tourism mode, established a relatively mature intelligent tourism platform, and formed a replicable paradigm. With the high quality development of tourism, tourists' personalized demand for China-ASEAN tourism is increasing. It requires that the supply side of China-ASEAN tourism products and services can accurately analyze

and judge the demand of tourism consumers and continuously innovate China-ASEAN tourism formats and products. In the New Era, China and ASEAN tourism cooperation should speed up the integration and development of Internet plus-ASEAN Tourism, create a multilingual China-ASEAN tourism APP, serve as a platform for China-ASEAN tourism promotion and information release, use big data to break the barriers of China-ASEAN tourism development, realize all-round sharing and transmission of China-ASEAN tourism information, and analyze the attributes and behaviors of tourists with the data collected by the platform. Effectively promote the intelligent development of China-ASEAN tourism, change extensive management to fine management, provide a basis for accurate service of personal tailor-based China-ASEAN tourism, enhance tourists' experience in China-ASEAN tourism, and improve the overall international competitiveness of China-ASEAN tourism. On APP, an electronic service platform is designed to implement one-stop customs clearance procedures for China-ASEAN tourism, standardize and simplify cross-border tourist visa procedures for tourists in China and ASEAN countries, and realize one-click travel through China and ASEAN.

5.4. Accelerate the docking of cross-border tourism service bases and deepen the channel of China-ASEAN tourism cooperation in the New Era.

Tourism infrastructure is the basic condition that affects tourists' experience in China-ASEAN tourism. In the New Era, China-ASEAN tourism cooperation should be strengthened. Both sides should speed up the docking of cross-border tourism service bases to improve the convenience of cross-border tourism. Developed countries such as the United States and Japan focus their investments in ASEAN on services and manufacturing with short cycle and quick results, while China has assumed the role of an infrastructure investor and actively participated in the construction of connectivity among ASEAN countries, demonstrating China's responsibility as a major power. We will accelerate the construction of the trans-Asian Railway and provide more transportation options for tourists to visit China-ASEAN. Efforts should be made to coordinate and open up the broken ends between countries, including waterways, highways and railways, and to promote the establishment of a unified transportation coordination mechanism. While reducing the cost of logistics and transportation, it can speed up the upgrading of China-ASEAN tourism cooperation formats and products in order to meet tourists' demand for high-quality tourism products such as self-driving tours and cruise tours. We will jointly establish a professional China-ASEAN tourism complaint handling agency to handle complaints from tourists on China-ASEAN cross-border tourism. We will formulate unified standards for China-ASEAN cross-border tourism management documents and procedures to enhance tourists' confidence in China-ASEAN tourism and promote the sustainable development of China-ASEAN tourism cooperation in the New Era.

5.5. Planning and constructing of China-Lancang-Mekong national border tourist scenic route, and establishing a new business card for China-ASEAN tourism cooperation in the New Era

In 2017, the “Several Opinions on Promoting the Integration of Transportation and Tourism” jointly issued by the Ministry of Transport, the National Tourism Administration and other six departments proposed to study the construction of tourist scenic route system and actively promote the construction of tourist scenic route. The planning and construction of tourist scenic routes can connect tourist resources within a certain area in a linear way, which can not only form rich and diverse thematic tourist routes, but also highlight regional tourism characteristics, strengthen people's awareness of a regional tourism image and enhance the regional tourism attraction [12]. China's Yunnan province and Guangxi Zhuang Autonomous Region share borders of more than 5080 kilometers with Myanmar, Laos and Vietnam, with a total of more than 30 exit roads. More than 20 ethnic groups live on both sides of the border with the same ethnic groups abroad. With the development of China-ASEAN community of a shared future, especially the construction of the community of a shared future of China--Lancang-Mekong countries, the border tourism of China (Yunnan, Guangxi)-Lancang-Mekong countries (Myanmar, Laos, Vietnam) has developed by leaps and bounds, the number of tourists in the port cities along the border of Yunnan province and

Guangxi Zhuang Autonomous Region has soared, and self-driving tourism along the border has become a development trend and trend. Since 2018, the cross-border self-driving tour route between Guangxi Zhuang Autonomous Region, China and Liang Shan Mountain, Vietnam has been officially opened, which indicates that tourists from both sides of China and Vietnam will be able to travel on the designated route convenient, which is also the highlight of the scenic route along the border between China and Lancang-Mekong countries. Building a national tourist scenic route along China's borders with Myanmar, Laos and Vietnam from Yunnan to Guangxi is of great significance to promoting cultural exchanges, border trade, economic development and social integration between China and Lancang-Mekong countries, and to building a China-ASEAN community of a shared future.

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