

# Regional Tourism Integration Development Strategy of a Community with a Shared Future for Mankind

Wang Zhen

Yunnan Normal University, Kunming 650500, China

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**Abstract:** "Belt and Road" takes international cooperation as the background, strengthens the economic cooperation between China and countries along the belt and road, realizes the regional tourism development, and builds the human community. This paper introduces the basic connotation of "area" and its influence on regional tourism cooperation, and adheres to the innovation development idea, the innovation of regional tourism cooperation mode and blend in three aspects, such as advanced technology. To study the community of human destiny of the new strategy, the development of regional tourism for multilateral exchanges and cooperation, promote the development of world tourism, and to promote "neighbourhood" all the way along the tourism industry have a certain significance.

## 1. Introduction

Since the beginning of the 21st century, the global economy has been constantly fluctuating. The economic crisis broke out in 2008, which greatly affected the economy of all countries. This also proves that with the development of the society, countries depend on each other and are increasingly interconnected. In recent years, the world economy has started to recover slowly and gradually heats up. Against this background, strengthening cooperation among countries and building a community of Shared future for mankind have become the trend and main approach to promote world economic development and globalization. In 2013, the Chinese government in order to adapt to economic globalization and world multi-polarization, cultural diversity and the trend of the development of social informatization, xi jinping, put forward along with all countries to build "major strategic area all the way", the strategy has a significant influence on the international community, but also got along the positive response from country to country. "One Belt And One Road" was proposed based on the ancient silk road. It is different from the traditional silk road and is no longer limited to countries along the route. As long as countries and regions want to join the "One Belt And One Road", they can be integrated into it, face all kinds of difficulties and challenges together, and realize the benefits of joint development to the world. The silk road itself is also the road of tourism. Taking tourism development as the entry point, this paper studies the regional tourism integration development strategy of a community of Shared future for mankind, so as to realize the common development of all countries.

## 2. The basic connotation of "One Belt And One Road"

2013 xi chairman successively put forward the construction of the "new silk road economic belt" and "Marine silk road" in the 21st century's cooperation initiative, hereinafter referred to as "One Belt And One Road" strategy, it is aimed to strengthen exchanges and economic cooperation, China and countries along the allowing countries to the common development of social economy and culture, let China and along the country can do it in the political mutual trust, economic integration, the cultural tolerance of each other, realize the benefit community, fate community and community responsibility. To realize the communication between the people is the basis and premise of the "One Belt And One Road" construction. By strengthening the communication between different ethnic groups, it can effectively promote the development of social economy. In the context of "One

Belt And One Road" strategy, by strengthening the cooperation among tourism industries of different countries and changing the operation mode of traditional tourism industry of different countries, it can provide a stable source of funds for project investment between countries and regions and promote the innovative development of China's economy and culture.

### **3. Influence of One Belt One Road strategy on regional tourism cooperation**

From the perspective of the development of world tourism industry, the development of world tourism industry from the beginning of the famous tourist attractions to the competition of high quality tourism routes, to compete for tourism cities and regions, has been in the competition, the relationship between regional tourism are independent development, however, as the "area" strategy is put forward, the world tourism industry has been from perfect competition to cooperation and competition. The silk road has an important influence in the world. Under the background of "One Belt And One Road" construction, it is expected to realize the common development of regional tourism and build a community with a Shared future for mankind by strengthening the cooperation among the tourism industries of various countries, complementing and helping each other, actively utilizing the high-quality resources of various countries and cooperating consensus. Therefore, "One Belt And One Road" strategy has important practical significance for regional tourism cooperation.

(1) It is conducive to creating a good international cooperation environment for regional tourism integration. Countries along the "One Belt And One Road" route have unique resources and complementary economies, so there is great potential and space for cooperation among countries. The tourism areas along the routes should make use of their unique resources and develop at different levels according to the characteristics of tourism types and products, so as to complement each other's advantages. , combining the resources of the central city and the surrounding area, central cities will have advantage of the products as the center of the development of the surrounding area, choose different tourism product development and the central city, let tourism products of the central city and the surrounding area of tourism products to form certain differences, finally formed the industrial chain of complementary between different regions and dislocation good situation of development, is conducive to form "neighbourhood" new tourism industrial structure, promote the "area" the coordinated development of regional tourism economy, let each area to be able to form a win-win situation.

(2) To help strengthen the movement and exchanges of personnel in various regions. "Area" strategy for the regional people communicate with each other, build unimpeded communication channel, strengthen the public communication and establish the foundation of friendship, through the communication and exchanges, to eliminate prejudice and suspicion between different areas, so they can understand each other, trust each other, to make the regional public empathy, tourism economic benefits will be more prominent. The "One Belt And One Road" strategy is also conducive to mutual tolerance and understanding between different regions and ethnic groups, as well as the inclusion of customs, religious beliefs and language and culture of other regions, so as to improve the happiness and sense of gain of local people and tourists, and make the relationship between different regions develop in a healthy and stable direction. Finally, the flow of people between regions will drive the development of tourism economy and increase the frequency of cooperation and exchanges among countries, regions and cities, so as to establish close ties between regions.

(3) It is conducive to increasing cultural exchanges between different cultural circles. The implementation of the strategy of "area", east Asia, South Asia and Europe can be in series with the several tourist destination with many visitors through the regional tourism cooperation, can be cumbersome to simplify the entry and exit formalities, eliminate some unnecessary tests, reduce the cost of by the customs, remove barriers to travel to other areas. This is not only in line with the trend of world tourism development, but also can bring new development opportunities to various regions. It will also promote the in-depth communication between different cultural circles and improve the frequency of communication between cultural circles. For example, in recent years, the economic growth in Europe is at a low point. By joining the "One Belt And One Road" strategic

cooperation, the European tourism industry will attract a large number of Asian tourists and is expected to drive its economic development. For east Asia and South Asia, the "One Belt And One Road" strategy can be used to take tourism activities as media to strengthen the exchanges and cooperation with the countries visited by tourists in the political, cultural, financial and other fields. "Area" strategy is unique opportunity for west Asia and central Asia, west Asia and central Asia have brilliant and splendid ancient civilization, has a great attraction for tourists, combined with the geography position is very close to the customers in the world the most tourist destination, if can carry on the tourism cooperation, and its part to attract tourists, to obtain certain economic income at the same time, also can let has continued its civilization achievements and development. In addition, they can also enhance their own civilization by communicating and appreciating each other with modern civilizations in Europe, east Asia and other regions.

#### **4. New regional tourism development strategy of the community with a Shared future for mankind under the background of "One Belt And One Road"**

(1) Adhere to the concept of innovative development, strengthen the regional tourism industry open cooperation. "Area" strategy is put forward and implemented, has brought new opportunities for the development of the regional tourism industry, including the multilateral win-win, cooperation and win-win cooperation concept, mutual tolerance understand concepts of open cooperation and coordinated development of cooperation and common development concept, the new idea for the development of the regional tourism industry has an important inspiration. First of all, all regions must adhere to the means of development, promote the development of the industry, the rapid development of regional tourism. Secondly, it is necessary to strengthen the cooperation among the tourism industries in various regions to achieve common development in different regions, so that the resources in various regions can be fully utilized and realize common survival and development. Last but not least, different regions should develop in a coordinated way. The same region should not only develop tourism, but also coordinate with other industries to develop tourism. At the same time, we should also inherit and develop traditional culture and establish ecological protection mechanism, so that tourism can develop in a healthy and sustainable way.

(2) Innovate the mode of regional tourism cooperation and form a general pattern of international tourism development. Reasonable and effective use of bilateral and multilateral cooperation mechanism in "One Belt And One Road" strategy to promote the development of regional tourism cooperation. We should give full play to the advantages and characteristics of each region's position and turn its tourism development into a community with a Shared future, so as to jointly face challenges and achieve common development. Strengthen the domestic and international tourism cooperation between regions, deepen the reform of the traditional cooperation model, strengthen the coordinated development, common innovation, avoid the development of the same tourism products, lead to the disgusting competition between regions, to achieve common survival and complementary development of a good situation. China should strengthen tourism cooperation with neighboring regions such as central Asia, northeast Asia, South Asia and asean. Relying on the successful application of silk for world heritage and the construction of high-speed railway, the construction of the economic belt of silk road tourism, the development of ocean travel and ship travel, the construction of the 21st century maritime silk tour. We will improve the "One Belt And One Road" international tourism cooperation system, build tourism demonstration bases and develop a series of excellent international tourism routes.

(3) Integrate advanced technology and reasonable design of cross-border tourism routes. Outbound tourism cooperation should change the traditional way of cooperation, pay attention to the technical exchanges and cooperation between various regions, integrate advanced science and technology, improve and improve the quality of tourism services, and make tourists more comfortable in the process of tourism. Promote clean production in transportation, accommodation, food and other aspects, increase the added value of tourism products, improve the ecological environment of tourism destinations, advocate the choice of low-carbon tourism mode for tourists, and take the road of cooperation of scientific and technological tourism transnational travel. In

accordance with the provisions of the international travel market, analyze the behavior and hobbies of tourists by taking into account the resource characteristics, cultural characteristics and geographical advantages of each region, and design the tourism routes matching with tourists to meet the needs of tourists.

## 5. Conclusion

In a word, in the context of the development trend of economic globalization and "One Belt And One Road", it has become an important trend for the development of the world's tourism industry to strengthen exchanges and development cooperation among various regions, develop regional tourism integration and build a community of Shared future for mankind. This paper proposes some new strategies for the tourism development under the background of One Belt And One Road, in order to provide certain theoretical support for the tourism development in various regions, promote the innovative development of the world tourism industry, and enable the whole world to share the results of the "One Belt And One Road" strategy.

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