

Development Model of Characteristic Towns from the Perspective of Global Tourism

Jing Li

The Tourism College of Changchun University, Changchun, Jilin, 130000, China

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Abstract: The concept of global tourism is a new perspective for the development of tourism industry, and the construction of characteristic towns also injects new vitality into the development of tourism industry, and the development of characteristic towns is inseparable from the tourism of the whole region. The characteristic town is a bright spot in the whole country tourism, which provides support for the development and construction of the whole country tourism; while the global tourism provides the necessary resources of business, culture, learning, leisure, love and wonder for the construction of the characteristic town. The advantages of the characteristic towns in the overall layout of the whole city and the linkage of the region will be fully realized. It can be seen that the global tourism is an important guarantee for the sustainable development of the characteristic towns, and the characteristic towns provide an effective carrier for the quality and efficiency of the whole tourism. Therefore, it is of great significance to study the development model of characteristic towns based on the perspective of global tourism.

1. Introduction

Global tourism refers to the tourism industry as the leading factor in the specific administrative region, the effective integration of various resources in the region around the development of tourism industry, the deep integration of tourism industry and regional economic development, and the coordination of tourism as the leading industry A new concept and model for the development of the global economy. The concept of global tourism involves economics, management, systems engineering, geography and other disciplines. It integrates multiple theories of sustainable development, system theory, and industrial integration, and links the regions into a whole to jointly build tourism destinations. It can be seen that the development goal of global tourism is to drive the development of other industries in the whole region with the tourism industry as the core, and to form a unique tourism industry cluster. The biggest difference between the tourism industry and the traditional tourism industry is that the tourism industry has the biggest difference. Tourism will integrate the tourism industry with other industries throughout the region to achieve common development of multiple industries.

Under the global tourism development model, the characteristic town is an emerging model, which is different from the characteristics of traditional economic development in the planning and development of tourism industry. The characteristic elements include geographical location, development history, folk culture and unique characteristics. The ecological environment and so on, to create a characteristic town with urban and rural integration. The characteristic town not only includes the urban tourist area and the consumption service area, but also further covers the industrial development area and the living function area. It is not only a new conceptual model of the integration of tourism industry and urban development, but also a new driving force for regional economic development. Therefore, compared with traditional tourism projects, the characteristic town tourism model shows the following characteristics: Firstly, it is characterized by regional economic and cultural development, and has the advantage of tourism resources of “people without me, people with me“. Secondly, the characteristic town is the practice of the concept of integrated development of the production city. Therefore, in the process of planning and developing the characteristic town project, it is necessary to realize the optimal allocation and combination of various factors such as industrial development, cultural development, tourism experience and

community life. Industry, multi-functional, multi-field, integrated collaborative development goals. Thirdly, the economic development and labor employment of the characteristic towns mainly come from the tourism industry and the supporting service industry. Therefore, the characteristic towns should do a good job in infrastructure construction, optimize the tourist experience, improve the quality of tourism services, and improve the tourism town. Comprehensive development strength.

2. The basic requirements for the construction of characteristic towns from the perspective of global tourism

At present, global tourism has become one of the central tasks in the development of the national tourism industry. From the perspective of global tourism, the construction and development of characteristic towns must also meet the following basic requirements:

First, tourism leads and systems are integrated. From the perspective of global tourism, the tourism industry will become a pillar industry and a leading industry in the region. The planning, design, infrastructure construction, people's livelihood support, and industrial development in the region must serve the development of the tourism industry to promote tourism and tourism. The deep integration of social, cultural, economic, and ecological aspects ensures that tourism plays a dominant role in the construction of characteristic towns. Second, comprehensive coordination and overall advancement. The concept of global tourism is centered on "all". Whether it is space, time, product, resource, or management or process, it must be covered. The construction of characteristic towns based on the perspective of global tourism should change the single elements of traditional tourism industry. The product's single closed self-circulation mode shifts toward an open and integrated development model of all-factor and multi-format. The characteristic town is a complex, which realizes the integration of the tourism industry and other industries through comprehensive coordination and overall development, and improves the comprehensive tourism benefits of the characteristic towns. Again, highlighting the humanities. Tourism is the carrier of culture, and culture is the core of tourism. The highest mode of tourism economic development is the blending of tourism and culture. From the perspective of global tourism, the development of characteristic towns must emphasize the role of culture. In particular, some local and original regional cultures have greater potential for international development. Therefore, characteristic towns must demonstrate human characteristics and protect them in tourism development. Culture, developing tourism projects in a protected culture. According to the regional characteristics of the characteristic towns, fully explore the cultural connotation of the town and integrate more cultural elements into the development of the town. Fourth, ecological priority requirements. A good ecological environment is the basic condition for building a characteristic town. The development of a characteristic town should focus on creating a livable environment, highlighting the principle of ecological priority, establishing a green, low-carbon, energy-saving and environmentally-friendly production lifestyle, and developing a circular economy and low Carbon economy, green economy. Finally, build and share together to improve people's livelihood. The ultimate goal of developing the tourism industry is to improve people's livelihood. The construction of characteristic towns based on the perspective of global tourism regards the residents in the whole region as the service providers and participants of industrial development, and also the direct beneficiaries of economic benefits. The principle of "people do tourism" and "everyone enjoys tourism", the participation level and service quality of residents in the region will directly affect their economic benefits. Therefore, from the perspective of global tourism, we must adhere to the mass line, fully mobilize the enthusiasm of the residents in the region, and fully consider the actual needs of the masses to solve practical problems.

3. The development path of characteristic towns based on the perspective of global tourism

The construction of characteristic towns is a systematic project. It must be coordinated by the government to coordinate all aspects and allocate resources, and strengthen policy support and supervision. The details are as follows: First, professional consultation management should be

established for the development of characteristic towns. The team analyzes the actual situation of the town, explores the advantages, formulates scientific planning plans according to the resource conditions and development level of the town, adopts scientific methods for overall planning, and rationally determines the industrial content and product positioning of the characteristic town construction. Second, expand the funding channel. Based on the perspective of global tourism, government departments should promote the development of investment promotion through innovation, increase the introduction of funds, and expand the funding channels for the construction of characteristic towns. The Tourism Bureau and the China Merchants Group have cooperated to increase the intensity of investment promotion through the combination of new media and traditional media, and to attract more enterprises to settle in characteristic towns through various preferential policies, and provide funding for the construction of the town from the perspective of funds. More support. Finally, establish a sound management system. Relevant government departments should emphasize system construction from all aspects, establish a standardized, standardized and unified management model, standardize the daily behaviors of government management departments, town residents and other relevant personnel to create a harmonious and integrated institutional environment. space.

4. Promoting the development of characteristic towns towards the direction of branding

China's economic and social development has promoted the upgrading of tourism consumption structure. It is this background that provides a strong social material foundation for the development of global tourism. In the traditional tourism industry, tourists' tourism consumption is mainly based on scenic spots. With the continuous upgrading of tourism consumption, tourism consumers are increasingly interested in leisure tourism, sightseeing tourism and experience tourism. This consumption pattern promotes the region. The simultaneous development of economy and tourism industry has laid a realistic foundation for the development of global tourism. In the actual development process of global tourism, it is necessary to implement the brand development strategy in order to fully utilize the overall advantages of global tourism and improve the comprehensive characteristics of the small towns. Competitiveness. First of all, it is necessary to rationally allocate regional tourism resources and fully understand the psychology of tourism consumers, and design diverse, hierarchical and comprehensive tourism products on this basis. Secondly, comprehensively understand the various tourism resource elements in the region, including social resources, industrial resources, cultural resources, natural resources, etc., and follow the principle of adapting to local conditions, and integrate sightseeing, leisure tourism, cultural tourism, etc. in the construction of core scenic spots. The project will create a diversified global tourism product system in an all-round way to form a global tourism brand with regional characteristics.

From the perspective of global tourism, the construction of characteristic towns involves all aspects. Therefore, all industries in the region must strengthen cooperation in order to achieve mutual benefit and win-win results in various industries. First, you want to share resource information. Increase the scientific and technological content of the construction of characteristic towns, integrate more advanced science and technology, and build a comprehensive information sharing platform supported by Internet technology. The main role of the platform is to coordinate, organize and collect information on the construction of tourism-specific towns. So that all industries and relevant departments can check the relevant letter Lu for the first time, and improve the relevance of each department in information management. Second, the source is shared. The construction of characteristic towns is inseparable from the support of tourism enterprises. Therefore, relevant departments should comprehensively carry out propaganda work, strengthen in-depth cooperation with tourism enterprises, establish characteristic tourism routes, and build integrated tourism services, by increasing the overall passenger flow in the region. Achieve the sharing of customers and build a cooperative situation in the big tourism market. Finally, collaborative marketing. Strengthen cooperation with tourism-related industries, such as airlines, transportation companies, travel agencies, etc., through the promotion of a diversified tourism structure, to promote the overall brand of tourism brands, reduce marketing costs.

Enterprises play a very important role in the development of the tourism market, including product development, design, production, sales, service, etc. Therefore, to expand the operation channels of characteristic towns, we must further expand the tourism industry chain with tourism enterprises as the mainstay. Specifically, it can be carried out from the following aspects: First, expand the featured industries. After clarifying the product positioning of the characteristic towns, the product design and research will be extended to the upstream of the industry, and the downstream will be extended to visit shopping, cultural creativity, health care and old age, and create a unique industrial cluster. Second, innovative tourism products. On the one hand, we must innovate the characteristic town tourism project itself, explore the characteristic industry, clarify the specific positioning of the town, and create a more distinctive architectural style and tourism atmosphere; on the other hand, we must innovate tourism products, and the production and sales of tourism goods must Innovative with the characteristics of the town as the core, the tourism products to be launched must have local characteristics and representativeness. The types of goods can include traditional decorations, costumes, and innovative cultural artworks. Finally, strengthen resource protection. While making profits, enterprises also need to strengthen the protection of natural and cultural resources. In the natural environment protection, the landscape, animals, plants, water bodies and the entire ecosystem should be used reasonably in strict accordance with national and local regulations, so that tourism development can be maintained in the environment. Within the scope of force, avoid the pollution after the first treatment, in the cultural resources protection as much as possible through the tourism activities and tourism products to inherit the local traditional culture, customs and so on, to maintain the authenticity of the culture.

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