Research on the Countermeasure of Jiangyong Economic Development in the Context of the Comprehensive Tourism

Li YAN
School of International Business, Guilin Tourism University, China

Keywords: Comprehensive Tourism, County Economy, Development Path.

Abstract. Jiangyong County has no foundation for industrial development, except natural advantage in the development of tourism. In order to realize the development of county economy, Jiangyong County regards comprehensive tourism as a development goal. Based on the basic concepts of comprehensive tourism, this paper analyzes the economic development status of Jiangyong County and the favorable conditions for comprehensive tourism development. It believes that Jiangyong County has rich and diverse tourism resources, government policies and financial support, and then make a new comprehensive tourism concept as a kind of theoretical support. From the perspective of practice, it puts forward the road of industrial integration to develop leisure tourism, integrate folk festivals and resource integration path. The integration of points and layers, as well as new ways of cooperation between industry and sector participation explore the tourism development path of the entire region and look forward to the rapid development of the county economy.

Jiang Yong County Economic Is in a Development Dilemma

Jiang Yong County is under the jurisdiction of Yongzhou city, Hunan province, which located in boundary of southern Hunan and northern GuangXi, and is mountainous and hilly region of Nanling. The whole county has a total population of 282,000, which ethnic minorities account for 63.2%. It used to be a provincial poverty-stricken county in Hunan Province. In 2017, the county's GDP was 6.57 billion yuan, accounting for only 3.8% of Yongzhou's GDP. It is rich in products. The most famous agricultural products are of fragrant citron, fragrant pomelo, mushroom, fragrant ginger and fragrant rice. This shows that Jiangyong County is a typical minority and mountainous agricultural county.

Homogeneous Economic Models Restrict Economic Growth

Similar to the status quo of most county economic development in southern Hunan, due to the short-sighted of some leaders during the term of office, the pursuit of GDP data growth in the development concept, so as to neglect the sustainable development of the county economy; economic development is obviously dependent on agriculture, the development model is combined traditional agriculture with other kinds of agricultural products, which traditional agriculture as the leading industry is implemented. Because of the lack of industrial foundation in Jiangyong County, also the narrow county area and the limited cultivation and development capacity of crops lead to slow the economic development process of Jiangyong County. The traditional industrial structure model is also difficult to bring about a qualitative improvement in the economic development of Jiangyong County.

Lack of Industrial Conditions Lead to Low Product Conversion Efficiency

On the one hand, Jiangyong County is located in the mountainous and hilly area. The geographical position is relatively closed, the product transportation efficiency is low, it is difficult to extend the upstream and downstream of industrial chain. Therefore, industrial product is in primary product production stage and exporting for inconvenience. On the other hand, industrial infrastructure is backward due to insufficient financial investment and lack of support from high-tech industrial products and high-tech enterprises in Jiangyong County. As a result, the county economic benefits
are low, and the overall economic level is backward because of the conversion rate of industrial products is insufficient.

Advantages of Developing Comprehensive Tourism in Jiangyong County

The Policy and Financial Fund Are Provided from Government

The National Tourism Administration announced the list of national preferred tourism projects in 2017, including Jiangyong County's comprehensive tourism scenic spot project. In addition, Jiangyong County was also national the first batch of ecological construction demonstration counties and the second batch of comprehensive tourism construction demonstration counties. Jiangyong county government announced “Jiangyong County comprehensive tourism planning” and “Three years (2018-2020) plan for the construction of a comprehensive tourism in Hunan Province” to implement gobal tourism strategy. Adhere to planning, promote the establishment of Jiangyong Comprehensive Tourism Demonstration Zone. Except various policy supporting, Jiangyong County may also obtain priority Loan discount interest funds for the project capital budget, infrastructure investment, talent training from the National Tourism Development Foundation.

It Is Rich and Monopolistic in Tourism Resources

Jiangyong county is rich in natural and humanities tourism resources, which humanities tourism resources mainly related to historical relics, ancient buildings, ancient tombs, folk customs and other categories. The scenery of the waters in natural resources is more prominent, including the waterfalls, rivers and mountains, and the remarkable pastoral scenery. Jiangyong County has the only gender script—NvShu in the world, which has been listed as the “Chinese Archive Heritage”. The magical Shuangzi River has the uniqueness of the world in Shanggantang Village. Qianjiadong is unique as the original place of the Yao people. These monopolistic tourism resources play an irreplaceable role in the comprehensive tourism construction of Jiangyong County.

The Tourist Market Has Great Potential for Development

Jiangyong County has a large capacity in the tourist market as the most basic structural unit of the inter-provincial border area. Within 200 kilometers away Jiangyong County, there is a strong tourist source market radiation. In 2017, the total amount of tourists reached 82.327 million, 15.5 million person-times, 21,714,700 person-times, and 49.79 million person-times from Guilin (180 km away), Yangshuo (120 km away), Hezhou (113 km away), and Yongzhou (170 km away). In the face of a large customer source market, Jiangyong county economic will be promoted and developmented well if it can rationally divert and effectively utilize the above four tourist markets.

Tourism Produces a Remarkable Influence to County Economic

According to demonstrated data from Jiangyong government announced, The outstanding effect of tourism to county economic has displayed, one side tourism income and county GDP increase year by year, the other side tourism growth is explosive in recent years from below table1. Jiangyong county GDP ranked tenth than other eleven counties and districts. It can be seen that tourism income of Jiangyong county is far less than that of Dongan county (4.79 billions), Lingling (6.57 billions). Therefore tourism in Jiangyong county is still in an underdeveloped state. However, the development of tourism is considerable especially tourism increased rapidly than 2016, The growth rate amounted to 164.4%.Jiangyong County's tourism development potential can be expected in the future.

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP Total (billons yuan)</th>
<th>Growth rate (%)</th>
<th>Income (billons yuan)</th>
<th>Growth Rate(%)</th>
<th>Income/GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>4.45</td>
<td>8.6</td>
<td>0.38</td>
<td>21.3</td>
<td>8.5</td>
</tr>
<tr>
<td>2014</td>
<td>4.89</td>
<td>8.2</td>
<td>0.54</td>
<td>41.78</td>
<td>11.0</td>
</tr>
<tr>
<td>2015</td>
<td>5.23</td>
<td>9.0</td>
<td>0.78</td>
<td>44</td>
<td>14.9</td>
</tr>
<tr>
<td>2016</td>
<td>5.79</td>
<td>7.1</td>
<td>1.13</td>
<td>45</td>
<td>19.5</td>
</tr>
<tr>
<td>2017</td>
<td>6.57</td>
<td>7.7</td>
<td>3.49</td>
<td>164.4</td>
<td>53.1</td>
</tr>
</tbody>
</table>

Research on the Path of Jiangyong County Economic Development in the Context of the Comprehensive Tourism

Developing Health Tourism with Tourism Resource Advantages

China is aging rapidly today, the old population will arrive to 200 million and increase by 8 million per year. Older people are more inclined to health tourism. Jiangyong County has high-quality tourism resources. The forest coverage rate is up to 70%, and the annual air quality is 100%. It is an ideal area for leisure and summer tourism destination. The soil in Jiangyong County has been confirmed by the Hunan Academy of Agricultural Sciences to be selenium-rich. The value of food and health care for agricultural products produced in Jiangyong County is extremely high. Jiangyong County can use its own advantages to develop rural health programs. First, selenium-rich organic farms and “Five-flavor” agricultural products picking bases can be developed. Visitors can relieve stress and exhaustion during the experience of pastoral scenery, and maintain health in the diet. Second, ecological corridors and green corridor equipment can be carried out. Visitors enjoy a summer break and health in the forest oxygen bar.

Design Featured Travel Boutique from the Angle of Tourist Culture Demands

Jiangyong has a long history, profound cultural heritage and distinctive regional culture because of ruins, cultural monuments, and historical buildings formed in the past. It can design a few of cultural tourism boutiques according to above. Such as Qianjiadong root-seeking journey, the daughter country on the water—the female cultural journey of the NvShu island, the golden years—the nostalgic journey of the educated youth, grasping the spiritual resonance of the contemporary Chinese, and different ages, different growth With different cultural needs. Therefore, tourism resources with the original cultural resources in Jiang Yong can be given a new era significance from the angle of taking women's independence, inheriting roots and searching for the second hometown.

Building a Smart Tourism Public Service System

It can be built a smart tourism public service system from many aspects: First, build a smart tourism public service platform, establish an interactive platform in each web portal, mobile APP, PC-side website, mobile website, WeChat public number, scanning two-dimensional Code and other tourism information supply terminals, to achieve full media interaction, one-click management, to meet the diverse information service needs of tourists in tourism information inquiry, scenic tour, product reservation, complaint feedback, emergency rescue, etc. Second, It is connected with the smart tourism service platform to monitor the passenger traffic and tourist detention in real time through technical means, and more rational allocation of tourism service resources. Not only can avoid the waste of tourism service resources in the scenic spot, but also improve the intelligent service capability of the scenic spot.

Focusing on Tourism New Media and Promoting Flexible Marketing

The potential tourists pay more attention to individual needs in the new media social platform, and use the travel experience to plan travel routes on the network platform, and learn about destination travel through the travel guides shared by users such as Mafengwo Traveller, LvMama.com,
Qunaer.com etc. information platforms, to understand tourism informations and evaluation. Under this circumstance, the reputation evaluation of tourism destinations is more important. Therefore, traditional advertisements are not enough to meet the needs of tourists. It is necessary to change marketing strategies and transform into flexible communication and word-of-mouth marketing with tourists as the core. Jiangyong County can choose tourism-related opinion leaders and professionals spread Jiangyong travel strategies, travel experiences, travel videos through tourism information platforms and social media, such as travel experts, travel bloggers, photographers, foodies. Jiangyong comprehensive tourism destination marketing can be shaped the emotional atmosphere and increased the emotional temperature by use of the influence of opinion leaders and professionals.

**Acknowledgement**

This research was financially supported by the project of GuiLin Tourism University (No:2017YB08), Also supported by tourism management as First-class discipline.

**References**


