Study on Characteristics and Development Countermeasure of Tourist Market in Heilongjiang Province under the Background of "Internet +"

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\textbf{Abstract.} Across the industry convergence of “the Internet + travel” has become an important path to promote the development of tourism. In the process of tourism development, tourist market in Heilongjiang province has formed a distinct characteristics, strengths and weaknesses are clear. Must foster strengths and circumvent weaknesses, give full play to the support and drawing function of the Internet, increase the government's support, in market supervision, marketing, product development, etc, to take positive and effective countermeasures.

\textbf{Introduction}

At present, people’s dependence on the Internet and mobile terminals is more and more big, consumer behavior has a fundamental change, the Internet consumption becomes one of the main methods of mass consumption. The tourism market is same. 2017 Chinese online travel market deals size is of about 828.6 billion yuan, year-on-year growth is 35\%[1]. Practice has proved that the Internet is fully used in tourism, and the industry integration of “Internet + travel”, for the development of tourism and economic development, is of great significance.

After unremitting efforts of more than 30 years, the tourism industry in Heilongjiang province achieved rapid progress. In 2017, the total revenue of tourism industry is 190.9 billion yuan, increased by 19.1\%[2]. Tourism industry has become important power of the third industry growth in Heilongjiang province over higher than the national average the past few years. In the process of continuous development, the tourism market presents its own unique characteristics, advantages is clear and weakness is outstanding. Only based on reality, accurately grasp the characteristics, foster strengths and circumvent weaknesses, adhere to the "people doesn’t have but I have, people have but my is superior" principle, with "Internet +" macro background, take countermeasures of more suitable for provincial situation need, further improve the tourism market, to promote the healthy development of the tourism industry in Heilongjiang province.

\textbf{The Characteristics of the Tourist Market in Heilongjiang Province}

\textbf{The Uniqueness of Tourism Resources Get the Depth Development}

Heilongjiang province has the vast area, the long history of landscape, unique natural scenery and rich ethnic customs have the very strong attraction. As the backing, zoology, ice and snow, border tourism have become characteristic brands, cultural ecological tourism, Very east tour, the North Pole tour, forest tourism and the volcano border tourism lines were developed as high-quality tourism products.

\textbf{Tourism Product is not Balanced}

In the process of accelerating the construction of the north scenery special tourism development zone, Heilongjiang province launched the leisure tourism, ice and snow tourism and border tourism, rural tourism, industrial tourism, Eco-tourism, hunting tourism, cultural tourism, red tourism, hot spring tourism and other projects, but development speed of cultural tourism, leisure, travel, hunting tourism is obviously lag in snow tourism and other products.
Tourism Development Regional Difference is Too Big

In 2017, the province received 164.081 million home and abroad tourists, an increase of 13.4% over the previous year; to realize tourism income 190.9 billion yuan, an increase of 19.1%. Both the number of tourist and income growth are strong. However, both in the number of tourist and tourism income are more concentrate. In 2017, Harbin received 77.128 million tourists from home and abroad, which accounted for 47% of the province; realize the tourism income 117.75 billion yuan, accounting for 61.68% of the province. In addition, Harbin domestic tourism income is 116.84 billion yuan in 2017, also accounted for 62.26% of the province[3]. Harbin proportion is too large, on the one hand, shows that Harbin has played a leading role, on the other hand also shows that Heilongjiang province tourism development strength is imbalances.

Tourism Souvenirs Development is Lag for a Long Time

As an important part of tourism products, existing tourism souvenirs in Heilongjiang province can't meet the growing needs of domestic and foreign tourists, shops are scattered, small, some Russian amorous feelings souvenirs are built in domestic, tourists credibility is not high, the sales amount is low, with the serious influence to the overall economic benefits of tourism.

Market Supervision is not Enough

Harbin tourism development committee released administrative punishment announcement in January 2019, illegal reason including with unreasonable low price to organize tourism activities, outbound tourism business without permission, and non-standard package tour contracts with tourists, no travel contract with tourists, lease or lend the travel agency business license; not at a prescribed period to redemption or returned to the travel agency business license to the tourism administrative department of the original license when changing address; order products and services to the unqualified suppliers, etc. Suggesting that behaviors include not standard operation in tourism market, low the quality of service, harmful to consumers' rights and interests in Heilongjiang province also happen from time to time, indicating that there is clear gap in these aspects to some cadres at the grass-roots level and the market main body operators in accepting the supervision, especially social supervision and supervision by public opinion and the market economy consciousness of with really understand the laws, regulations, rules, credit as the core.

Fist Products Competitive Advantage is Less

On Russia's tourism has been the fist products in Heilongjiang province. In 2011, China received 2.536 million visitors from Russia, Russian tourists entry by Heilongjiang reached 1.4634 million people, accounting for 57.7% of the national immigration Russian tourists. Tourists to Russia by Heilongjiang outbound reached 427000 people, more than 50% of the country to the Russian tourists[4], Heilongjiang province led to the tourism economic development of two countries and even the entire northeast Asia. Several cities, including Beijing and Shanghai can directly enter Russia no longer after Heilongjiang province, Jilin and Liaoning province by distance advantage also bypass some of the visitors.

The Development Countermeasure of the Tourist Market in Heilongjiang Province

Using Smart Promotion Way, Perfect Digital Marketing System

At present, more and more tourist’s concerns has changed from "scenic spots" to "global tourism", tourists' demand for information is more faster, wider, deeper, spread to the whole process of tourism, covers the elements of the domain. During the period of "twelfth five-year", Heilongjiang provincial new mobile roaming user is 71.933 million, up 31.2%[5], it provides material guarantee for digital marketing. Therefore, in terms of marketing promotion, in addition to the traditional way such as promotion, exhibition, etc, but also make full use of new media. To improve influence of official Weibo and WeChat, to start the tourism promotion website (the site provides Russia, Britain, Japan and South Korea in multiple languages service). Take network video
marketing, mailing list marketing, network community marketing, network game implant marketing, and etc. establishing stereo marketing system of online and offline combination, and timely carry out the interactive communication with public through new media.

**To Strengthen Market Supervision, Standardize Market Order**

To set up the consciousness of market in cadres and practitioners of the tourism industry in the whole province, the credit consciousness, strengthen the rule of law concept. At the same time, take more forceful measures to standardize the tourism market, establish and improve the system of government regulation, enterprise self-discipline and highly centralized, authoritative complaints system, start the integration of the province tourism regulation service platform, implement the data connectivity, timely understanding and dealing with all kinds of tourism market credibility, illegal problem. In addition, encourages and supports all organizations and individuals, especially the mass media to carry out social and public opinion supervision for behaviors which damage the lawful rights and interests of tourists, to form environment of the whole society common protecting the legal rights and interests of tourists.

**Adhere to the Government-led, Accelerate the Development of Tourism Shopping**

As to meet the needs of tourism supply side structural reform, offers visitors all elements of tourism products and services, must change the subordinate supporting role of tourism shopping for a long time. The government should play a leading role, fundamentally change the phenomenon of tourism shopping market chaos, uneven quality, cheat tourists, set up tourist shopping destination image of clear distinct characteristics, fine service quality, good trustworthy, make "buy" truly become a important part of Heilongjiang province tourism six factors. Can take of government-led souvenirs development model, build large-scale tourism souvenirs distribution center, improve access conditions of enterprise into tourist souvenirs distribution center. On the choice of tourist souvenirs, must manifest distinctive regional features, gathering the local culture essence, strive to make tourism souvenirs in Heilongjiang province one of the symbol of regional culture. To help good enterprises enhance brand influence and market competitiveness.

**To Accelerate the Convergence**

Tourism across industrial session characteristics are very obvious, to accelerate industrial convergence of tourism and forestry, agriculture, industry, art, fashion, sports, business and industry and Internet plays an important role in enhance the attraction of the tourism product. In tourism and cultural integration, for example. Although Heilongjiang province is remote, but its unique regional culture has become the foundation of tourism and cultural industry integration. Harbin, has a certain progress in tourism culture fashion industry fusion. Harbin in 2010 was awarded "music city" by the UN, Harbin international oil trading center, Harbin China and Russia gem culture industrial park has been put into operation, Harbin grand theatre also has been built and put into use. As a cultural facilities with the largest scale and highest level ever, the most perfect function in Harbin history, grand theater with unique artistic was voted by ArchDail 2015 world "Best culture construction", become the only award-winning unit in China. Harbin grand theatre has become an important tourist attractions. Other areas should also be based on the local, dig their own advantages, adhere to the road of industrial convergence.

**Deepen Cross-border Regional Tourism Cooperation, Promote the Development of Border Tourism**

Heilongjiang province is China's most important border tourist area to the Russian, is also a important node of the eastern sea silk road in "the Belt and Road" strategy. First, make full use of the "visa-free" and other preferential policies. In 2014, Heilongjiang province Suifenhe city government opened "Youth friendly travel between China and Russia", become China's first "visa-free travel" to Russia tourists. Since 2015, with tourism team visa-free between China and Russia to promote cross-border tourism development become the important content of cooperation between China and Russia at present. Second, create "the most attractive China and Russia border..."
tourism destination” image, improve influence and competitiveness of Heilongjiang province to Russia's tourism. Heilongjiang province should build tourism brand with Russia, explore the mutual cooperation marketing mode, develop special tourism products, improve and optimize tourist service environment, meet tourist’s diversified demand, strengthen Harbin central city status to Russia's tourism, make travel to enhance friendship, promote cultural exchanges between China and Russia, boost bilateral economic.

**Summary**

In conclusion, with the present situation of the tourism market in Heilongjiang province as the starting point, to the “Heilongjiang province ‘travel + Internet’ development plan” as a guide, make full use of the Internet platform, information communication technology, accelerate the integration of tourism industry, promote the comprehensive and healthy development of the tourism market, can play a greater social function.

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