The Development of Urban Tourism Resources Based on the New Normal Economy

Qi-Yan He

Abstract: tourism plays an important role in the national economy and social development, but it needs further reform to stimulate its great potential for development. In August 22, 2014 the State Council issued the "several opinions on promoting the reform and development of the tourism industry" (hereinafter referred to as the "Document No. 31") in the third Plenary Session of the 18th CPC Central Committee, the "CPC Central Committee on deepening reform of the overall number of major issues" and other important documents as the guiding ideology, emphasis on "reform and development", the new development of the fundamental to the current development of tourism how to realize the tourism industry in the new normal.

Key word: New normal; tourism resources; development and research

The new normal new normal both in the macro economic development, including the development of the tourism industry's new normal. Here only talk about 6 new normal tourism development.

1: intra industry integration to cross border integration

Transformation of tourism industry in the upgrading of industrial structure, industrial integration has and will further play the role of agents to other industries to bring new markets, new directions and new business life cycle. The tourism industry also absorbs a whole new mode of operation, management concept and capital strength in the process of merging with other industries.

Tourism area has been able to break the traditional "fleece" profit model, similar to the formation of innovation "in the cow", its root lies in the integration of industry internal and cross-border industrial amalgamation. However, at present, more cross-border integration forces are spontaneous from the market, the government's substantive promotion of the tourism industry integration is still relatively weak, especially the tourism administrative departments at all levels can be used to encourage cross-border tourism integration policy means are limited.

Shaanxi Polytechnic Institute, Shanxi, Xianyang, 712000
From this point of view, in fact, the reform of the internal space tourism system is relatively limited, an important direction of reform is to make the government the right to market; although the tourism administrative departments also need to accelerate reforms, but objectively speaking, the reform is likely to be more closely related to the tourism sector decentralization system.

2: from technology to technology based
With the technology innovation and industrial development is an important phenomenon in the development of tourism in recent years, especially the combination of Internet technology, information technology and tourism depth. These techniques have been able to bring a new tourism mode, more is the emergence of a large number of new consumer market, these are the "80" "90" consumer demand and intrinsic endowment changes, the achievements of innovative enterprises, promote the transformation of tourism industry development.

Through the semantic network analysis of No. 31 document, it is found that document 31 is an important document that focuses on the demand and takes the demand as the center. However, the penetration of any technology does not constitute the whole of the wisdom of tourism. Only by combining the wisdom of technology and human wisdom can we truly realize the grand goal of smart tourism. Therefore, whether the government or enterprises, can not forget who is under the new normal consumers, what kind of products and services they need, otherwise it will lose vitality in the new normal.

3: from internal innovation to external innovation
Author more than 10 years ago mentioned a tourism development innovation iterative model, this is not very mature model including the development of innovation and supporting innovation, organizational management and system innovation, the innovation is the succession and alternating iteration, each different developing stage and different innovation key. Many of them are innovations that enterprises can achieve through their own efforts, while others are innovations that enterprises can not rely on and rely on external environment to improve. We consider the former as internal innovation, and the latter as external innovation.

China tourism development in the process of innovation and development, we see in scenic spots mainly around the supporting innovation, the traditional six elements of tourism innovation system under the constraints of enterprises based on their own, then we will see more of the government substantially reduce resource allocation, direct market reforms in breadth and the depth of the new development and new development in the institutional innovation of the tourism industry.

In Document No. 31, we see the "promote the tourism market is fully open to social capital" and "strengthen the whole concept of social law vacations, paid annual leave system will be incorporated into the implementation of the local government schedule, as labor inspection and protection of workers' rights important content, reform and improve the tourism land management system, promote tourism guide land management and differentiated supply combined with structural adjustment" is an important institutional innovation with far-reaching influence, we are happy to see the future there will be more iteration of system innovation.
4: From Illness Growth to Endogenous Growth

Document No. 31, no mention of tourism and other indicators, hope that through the evaluation index adjustment of tourism economic growth pattern in the past timely correct idea is completely correct. The growth of tourism that is sick, with water or even bubbles, is not what we need.

We need to remedy the previous who don't have enough support of market demand, with leadership will form the tourism supply of these tourism supply how to speed up the reform, the problem of facing the market; concern those formed in the will of the government, officials will face the tourism supply, how to restore the transformation; pay much attention to the "parasitic" in the normal public spending public funds on the basis of tourism income growth; attention such as the development of the real estate market trend adjustment, influence the development of the tourism industry. In the old normal, these were once the driving force of tourism economic growth, but in the new normal, these push forces are rapidly exiting. How to find out the strategic strength and new business model to promote the development of tourism industry has become a very urgent task at the time of the withdrawal of these tactical forces.

5: From Fragmentation Market to System Market

Referred to in document 31 "support with independent intellectual property rights, the national brand of tourism enterprises bigger and stronger" can be viewed from two aspects: how to treat these enterprises before the formation of the "big" and "strong", how to treat these enterprises "bigger and stronger" and deepen the reform of Tourism relations. Chinese I think many tourism enterprises is creating market, rather than the ability to create. For large state-owned tourism enterprises, there are many policies created. With the return of the market to the original business, with the economic development of the shift, with the policy protection and monopoly to speed up the fade out, these opportunities oriented enterprises can continue to go strong, no doubt need to hit a big question mark.

Of course, do not deny in the tide of market economy Chinese appeared a lot of market-oriented large-scale tourism enterprises. We need to pay attention to, in the past 30 years, many Chinese enterprises (including tourism enterprises) too much resource allocation in the price war, the enterprise development focus on how to ensure the low price premise of the profit problem. At present the low wages to keep costs low, with low cost to maintain low prices, business development ideas in order to lower the price to gain competitive advantage "has to be adjusted to the time, in addition to the price war, savings must be able to bring to the enterprise sustainable development the core competitive ability, such as learning ability, ability innovation gene, stable quality, brand capital and so on.

The development of tourism economy needs to learn the ecological community concept, foster the formation of tourism industry ecosystem, with "Hello my good" co evolution thought to replace the previous "fight at outrance" double lose ideas, get more sustainable development of industrial ecosystem and common development in the common evolution, the.
6: from point line development to global tourism

Document No. 31 advocate to promote tourism products to the tourism, leisure, vacation and try changing ", behind the product development focus changes, should be to adjust the development mode of the traditional tourism line, in order to meet the diverse and multi-level tourism consumption demand". Global tourism may be one of the important directions of development.

Global tourism not only emphasizes the core of tourism experience, experience more emphasis on ecosystem construction. Under the new normal development of global tourism surrounding tourism experience to target chain tourist experience research circle, tourism experience field, tourism experience object spectrum, means that we need to form the ecological tourism products in this circle, the ecological circle, including not only the difference of the landscape, including the neglected factors in the development process of natural the environment, social environment, air quality and other tourism in the past. The impact of a large area of fog and haze on tourism is a good example.

Reference:
Topic: Shaanxi Provincial Education Department special scientific research program in 2017, the new normal economy Shimonoseki central non center city tourism resources dislocation development research (number: 17JK0055)