Major Restricting Factors in the Construction of the Tourism Towns and the Improvement Measures in Heilongjiang Province

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Keywords: Heilongjiang Province, Tourism Town, Restricting Factor, Improvement Measures.

Abstract. With vigorous development of China’s tourism towns, the process of developing the tourist towns in Heilongjiang Province is accelerating. In order to promote the construction of the tourism towns, the measures for improvement are to make scientific planning, broaden financing channels, regulate government guidance and promote the cooperation of regional economy.

Introduction

Since 2010, China’s Housing and Urban-rural Development and National Tourism Administration officially launched a nation-wide selection of famous tourism towns (villages) with characteristic landscape. The aim of the selection is not only to protect natural environments, countryside landscapes, traditional cultures, national features and characteristic industry resources in towns (villages), but also to promote coordinated development between urban area and rural area, increase farmers’ incomes, expand domestic demands, raise the level of local tourism economy development and improve living environments [1]. With vigorous development of China’s tourism towns, the process of developing the tourist towns in Heilongjiang Province is accelerating. By July 2015, there had been seventeen towns (villages) selected as the national famous tourism towns (villages) with characteristic landscape [2].

At present, there are more than 1000 small towns in Heilongjiang Province, but most of their plans and developments have lagged. It is hard to give full play to the role of the small towns to push forward the process of urban-rural integration. In order to speed up the building of new socialist countryside and the process of urban-rural integration, the development approaches should be innovated to promote the construction of the tourism towns in Heilongjiang Province

Restricting Factors in the Construction of Tourism Towns

Lagged tourism planning

Tourism planning is a blueprint for the construction and development of tourism towns, which should play a key role in commanding the overall situation. On the whole, the leading role of tourism planning needs to be further enhanced in Heilongjiang Province. Construction planning of tourism town is a kind of system which keeps the urban planning and the tourism planning as a whole, including general plans, detailed control plans and special plans. By now, most of the tourism towns have started their detailed control plans, but some other plans are still being modified, under review or submitted. The general plans being constantly adjusted and not able to be finalized, the process of the detailed control plans and the special plans have been slowed down.

The followings are the main problems in the tourism town planning:

The target and the location of general plans are inaccurate. According to the specification and deployment of Heilongjiang provincial government, the construction target of tourism towns is to create adaptability for living, industry and tourism, while the fact is that the construction of the tourism towns has been weighted too heavily toward industry and tourism. Adaptability for living is the base of developing industry and tourism and able to show the local production and living of
human settlements. Without the livable environment, the most wonderful town would only be regard as a building museum and lose its carrier function in tourism development.

**Scenic spots and towns are separated in most tourism town plans.** According to the development experiences in famous tourism towns at home and abroad, the town itself is the concentration area of tourist attractions and tourism projects. From the actual situation in Heilongjiang Province, most tourism towns are usually based on scenic spots supplemented by towns. Tourism towns are not famous for towns, but scenic spots. The own tourist attraction of towns is too limited to become the base of local tourism industry. Towns are merely regarded as transfer stations or distributing centers and have rather limited benefit from tourism industry.

**Many tourism town plans lack special cultural connotation.** The quality and prospect of the tourism industry directly depend on whether more cultural connotation can be reflected in tourism products. Restricted by such many factors as the history and geographical location, the time of construction is relatively short The construction of tourism towns in Heilongjiang Province has been carried out in a short period, lacking deep historical culture and personalized special custom. The tourism towns mainly rely on natural landscapes and have little cultural charm. The homogeneity of cultural resources in different tourism towns is obvious. Most of the building styles in tourism towns are European in sharp contrast to the local culture of Heilongjiang Province, through which the tourists cannot fully experience the special cultural atmosphere.

**Insufficient of construction funds**

Except for a few tourism towns like Jingpo Lake, most of the construction funds in Heilongjiang Province come mainly from the government investment. With poor access to social finance, local governments are facing to a certain pressure in financing.

From a subjective point of view, some towns always wait for and depend on superior support to solve the capital insufficiency, lacking of effective methods to obtain capital. From an objective point of view, since some remote towns have not established the awareness and have no high quality tourism resources, the accumulative effects of market-based financing have not been formed and it is difficult to attract funds and invite foreign investment. The financing channel is too single and there is less social capital.

Most of the tourism towns in Heilongjiang Province have weak foundation in tourism and need to carry out a number of construction projects, which are widely distributed. Infrastructure construction is the key foundation engineering to realize huge finance, large-scale development and construction for tourism towns and requires a huge capital injection ahead of time. Deficiencies in investment funds in infrastructure construction would seriously obstruct the progress of construction of tourism towns.

**Lack of supportive policies**

In 2010, Heilongjiang provincial government introduced a number of policies on developing one hundred towns and tourism towns, which have made great macroscopic effects on the construction. In fact, the policies have not been studied and carried out meticulously. The governments need to increase the targeted support and guidance and key support for very significant potential tourism towns [3].

For example, it is highly strategic and prospective to develop Wudalianchi tourism town, which is a new construction engineering in order to protect environment and apply for the world natural heritage. This project has great practical significance and very wide development prospect. Therefore, Wudalianchi tourism town need state and local governments to provide wide support on capital, project, technology, personnel, information for ecology immigration and natural ecological restoration [4].

In addition, the management system needs to be adjusted. The main bodies of construction and administration are inconsistent in some tourism towns in Heilongjiang Province, which has led to many problems such as sluggish growth in demolition, difficulty in project examination and approval, inability to confirm ownership of land and building of new projects. The above
disadvantages have seriously effected the construction development of tourism projects and the results.

**Improvement Measures on the Construction of Tourism Towns**

**Drawing up scientific planning and excavating characteristic culture**

Firstly, it needs to improve the management of tourism towns planning. The construction standards and requirements of tourism towns are different from common cities on location, selection of planning units and planning examination and approval. In order to give timely and effective guidance on the construction and improve the scientific level of planning on tourism towns, the provincial leading office should organize expert groups to offer necessary directions and monitoring and particularly invite experts and technicians in the field of tourism to take part in the compilation and validation of tourism plans.

Secondly, the urban planning and tourism planning should keep balanced and integrated, not only in the planning compilation and examination but also in the actual construction process. The urban planning is to design future spatial arrangement, land utilization, engineering construction in tourism towns, while the tourism planning is to confirm tourism development goal, theme image, landscape construction, product design, project innovation, route design. By utilizing the collective strengths of experts, scholars and technicians in city planning and tourism planning, civilization and harmony environments will be created for tourists and local citizens to live, work and travel.

Thirdly, the construction of tourism towns should be integrated with that of scenic spots to realize the harmonious development of them. According the ubiquitous fact that the key tourism towns in Heilongjiang Province are tourist enclaves, the construction of tourism towns should be brought into the general planning of scenic areas. In the future planning and construction of tourism towns, it is necessary to form an integrative development mode, scenic areas being the tourism supporting system and tourism towns being the integrated service base. The tourism industrial distribution and the spatial arrangement of cities and towns should be scientific and reasonable, and it is required to build modern tourism-centered industrial systems in cities and towns.

In addition, planning and construction of tourism towns should be in accordance with different characteristics and basic conditions and fully excavate the regional characteristics and emphasize the cultural connotation [5]. It is important to protect the local traditional culture and the historical relics in the construction of tourism towns. It is suggested to expand distinct regional characteristics and develop modern culture actively for new tourism towns in new areas. To spread national culture should be combined with cultivate modern spirit. Tourism towns should deeply excavate characteristic cultural connotation. On the base of local people, geography and culture, different styles of theme culture should be designed and unique cultures should be formed by integrating features.

**Broadening financing channels and planning overall investment attraction**

In view of the present situation that the government investment in the construction of tourism towns is seriously insufficient, in the long term, the market-oriented operation mode should be adopted to broaden financing channels. Enterprises should be regarded as the main body of construction and operation, following the principle of “who invests, who benefits”. In order to attract a large number of foreign businessmen and large private enterprises to take part in the construction of tourism towns, all kinds of development forms can be used such as attracting capital, joint capital, shareholding management, rental management, cooperation management, etc.

Because the geographic locations of some tourism towns are relatively faraway, it is difficult for them to attract the attention of investors, the provincial governments should organize the construction projects as a whole package and carry out unified planning and investment attraction to get more funds from developed areas. The provincial related departments should help tourism towns communicate actively with related financial organizations and guide them to found special purpose loans, with gathering the existing special funds to provide tourism towns the financing loans [6].
Regulating government guidance and formulating detail rules for implementation

The provincial leading office should effectively guide the construction of tourism towns. In order to realize the institutionalized management and the standardized operation of tourism towns, it need to establish and improve municipal promoting institutions, perfect the management systems, establish long-term evaluation mechanism, specify the job assignment, carry out the responsibility and carefully organize. It also needs to standardize and manage the related data, which should be submitted to the provincial leading office and kept in the archives.

Meanwhile, in order to enhance the guidance and maneuverability on concrete issues, with formulating macro guidance policies, the provincial governments should introduce the detailed rules for the implementation as soon as possible and make more detailed preferential policies in project selection, financial support and administrative examination and approval. To speed up the construction of tourism towns, the efficiency of administrative examination and approval need to be improved. It is suggested to set up “green channel” in related departments to simplify the procedures for examination and approval.

Unifying publicity and promotion and realizing the cooperation of regional economy

Lacking of competitive power in individual awareness, diversity of resource types, geographical location and service function, tourism towns in Heilongjiang Province are difficult to compete with other domestic tourism towns. Moreover, it has been approved that the promotion of single tourism town is not able to produce great influence. Therefore, the provincial governments should take all things into consideration about construction and promotion of tourism towns. It needs to realize the cooperation of regional economy by overall planning and bring combined effect into play in resource development, image positioning, product and route design, publicity and promotion to increase the awareness and attraction of the tourism towns all over the country.

Conclusion

It is regarded as a boldest attempt, a brave explore and a valuable innovation to develop tourism towns in Heilongjiang Province in the process of urban and rural economic and social integration. In order to speed up and enhance the construction and fully explore and effectively develop resource characteristics of tourism towns in Heilongjiang Province, it has become one of the key and hot topics of tourism economy research to improve the whole competitiveness of tourism towns and promote the transformation and upgrading of tourism industry in Heilongjiang Province.

Acknowledgement

This research was financially supported by the National Social Science Foundation of China (Grant NO. 13BJY144) and the Philosophy and Social Science Planning Project of Heilongjiang Province (Grant NO. 13E031, Grant NO. 13D028).

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