The Coordination Between Tourism Industry Convergence and New Urbanization under the Background of HTDD

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Abstract. Holistic Tourism Destination Development is a new concept in tourism development, and have been used as new strategy and new model to boost economy for local government of China. Tourism industry convergence and new urbanization are two aspects of holistic tourism destination development, which need coordination to develop tourism economy as a whole and solve the problems in the process of development.

Introduction

Under the slowing economic growth of New Normal Economy, consumption has become the main driving force of economic development, at the same time China tourism industry has reached the world's highest in many scale index although tourism's passive rapid growth as auxiliary industry for a long time. The tourism market become bigger while market situation changed radically. One hand is excess homogeneity product, on the other hand is a demand for upgrading and high quality products, The market capacity is exposed to be very huge, while it is difficult to meet the demand of reality. In August 2015, the China national tourism administration, released the implementation of "national demonstration zone" of Holistic Tourism Destination Development. From this point, Holistic Tourism Destination Development (HTDD hereafter), get widespread recognition and society widely response, governments in many provinces and cities nationwide have put forward the development of HTDD, which is becoming the new ideas and new methods in domestic tourism development.

HTDD is different from "scenic spots" pattern of tourism in 20th century's tourism industries, which market-oriented on foreigner, "lay eggs with borrowing chickens," or "eggs with borrowing nest", with the aid of the administrations in the field of scenic spot, cultural relics protection units, religious art area, forest reserve space. But now, consumers are demanding more innovation of tourism products, more forms of abundant tourism and product, all-round life experience and emotional experience, while scenic spots mode has been difficult to adapt to situation. On this background, HTDD win the recognition of China tourism authority from bottom-up, in turn, pushed by the government as a economy development strategy in 2016.

HTDD emphasizes the comprehensive development according to the requirement of the tourist destination, integrating the tourism region and social development, without tickets economy the first and big difference between scenic spots inside and outside. The implementation of HTDD, will benefit coordination of various departments, the interests balance of all parties, reshaping the administrative ecology, the local economy revitalization through tourism and sustainable ecological industry development; even the promotion of national civilization. The emergence of the HTDD concept boom not in coincidence, but results from the push of government and social practices in recent years.
Literature Review

Domestic research related HTDD mainly concentrated in the last two years, the quantity is small. According to CNKI databases sorted by subject, the number is 274 in journal, 3 in master degree database, 10 in China's important dissertations database, while 2045 of newspapers database, more than 90% of total. This proportion means HTDD research are still far behind the practice development, for practical reality reflected timely most by newspaper. The representative views are following: (Li, 2013) thought it is need to clarify the strategic value of the tourism industry and focus on the tourism industry system based on the development of tourism destination. Tourism industrial cluster is the important element to realize HTDD (Zhang, 2016). To plan as a whole of urban and rural tourism development is the key point. The ways could achieved through resource integration, innovation, industry integration, and optimization (Jun-fang Lu, 2014). (Gao, 2015) suggested to build tourism environmental capacity model to calculate the limiting factors of tourism environment capacity. (Li Lanlan 2016) put forward the basic paths of tourism resources, such as the integration of space layout, product system, tourism facilities, benefit sharing mechanism, industrial integration linkage.

In aboard, (Patrick Mullins, 1991) first proposed tourism urbanization is based on hedonic and consumption based on the theory of tourism urbanization model. In 2003 Mullins stressed that tourism urbanization is a rapid economic restructuring with the rapid growth and social change in the process of space. At the same time, some scholars also believe that tourism urbanization is a stage of urbanization. (Safavi, 2012) pointed out that tourism development and urbanization process are highly interactive and interdependent. The road connectivity and transport services to improve and develop (Dandapath, 2013). (William A, 2000) focused on the intangible tourism attraction of urban activities, events and exhibitions. Peter Schofield studied Manchester's urban tourism appeal by recreating and reshaping the city's screen image in past and present movies. Real estate construction to promote the level of tourism urbanization (Çevirgen, 2007). (Bob McKercher, 2005) examined the relationship between tourism development and cultural heritage management in Hong Kong. Tourism urbanization and the petty bourgeoisie stems from the rapid expansion of mass tourism (Mullins, 2003). Tourism urbanization is further creating isolation and conflict. Luchiari (2000) pointed out that public-private cooperation is an important policy tool for tourism development. (Ouglas G Pearce, 1998) examined the important role of government in coordinating urban development. (Jan van der Borg, 1996) argued that tourism development must be interfered with and managed when heritage urban tourism development expenditure is greater than income.

In summary, domestic and foreign research differ widely in their perspective. First, International studies mainly based on microcosmic and market perspective, focus on urban tourism attraction, urban planning policy, contradiction and conflict, the effect of tourism to town, and so on. Second, the domestic research mainly background on the government or administrative, for the implementation of an economic development strategy, or a model to enhance regional economy by government.

The Two Pillars of HTDD

Space and industry are indispensable element for tourism industry, while "Tourism +" and urbanization are the two pillars of HTDD in respect of space and industry. "Tourism+" is an important way to HTDD. "Tourism +" is equivalent to the tourism industry convergence, refers to the process of cross and mutual penetration, dynamic development, and finally integrated among different industries or sectors in same industry. The evolution of the tourism industry will eventually lead to upgrade and rationalization of the whole industrial structure and form a new form of the integrated industry in a systematic way. At present, cross-border management has become a new norm, which the boundaries between industries gradually blurred. Industry convergence and multi-industry integration give birth new type of tourism industry, and provide sufficient endogenous power for the development of the tourism industry Cross-border integration is new highlights of tourism consumption. HTDD expand tourism development space,
promote tourism transformation and upgrading, and continue to meet and stimulate the market demand through the integration of resources, deepen industrial integration, catalytic products industry innovation.

**Urbanization is the basis for tourism.** Urbanization will accelerate the pace of investment in infrastructure, such as increasing tourist attractions, tourist hotels and tourism infrastructure development and construction. Because urbanization is often accompanied by intensive capital flow, which led to and enhance the comprehensive attractiveness of tourist attractions and capacity. The change of the scale and quality of urbanization has promoted the spatial agglomeration of regional population and industry. It has also caused the change of consumption, industrial structure and investment pattern. Population agglomeration promote the change of consumption concept, leisure and tourism demand, driving up the scale of tourism and consumption, promoting the horizontal and vertical extension of the tourism industry chain, and optimizing the tourism industry structure. The spatial agglomeration of the tourism industry promote exchange of capital, information, knowledge and personnel and other innovative elements.

Further, the improvement of innovation environment, the refinement and deepening of the tourism industry chain and the quality of service caused by upgrading and enhance the efficiency of the development of the tourism industry, will also spawn all types of tourism industry, increase tourism products attractive to expansion the size of tourists, trigger network diffusion of tourism flow, and promote the network development of tourist routes. The technological innovation of tourism industry promotes the transformation, upgrading and growth of the tourism economy in the region through learning, imitation and competition diffusion. It also promotes the economic development of the tourism industry in the neighboring areas through the spillover effect.

Now, New Urbanization policy, characterized by people-oriented, urban and rural interaction, ecological harmony, have too much commons with the tourism industry in economic value, and also in social value, cultural value and ecological value, even the sustainable development of overall region, this will make new urbanization the basis for the development of HTDD.

**Difficulties and Challenges to HTDD**

Tourism industry convergence and new urbanization, which are the two aspects of HTDD, are faced with common problems and challenges.

First, the capacity to develop tourism product is insufficient. For lack in-depth research on market segmentation, function planning and positioning for regional market, the homogeneous and low-end co-exist in the formats and characteristics of products or projects. Blindness investment are repeated in tourism development, and attractions and facilities are monotonous, imitate each other or even the same are popular. Demand for diversification of tourism products by the upgrading spiritual and cultural in field of city leisure, cultural and suburban, do not get the corresponding match.

Second, the "tourism +" participation mechanism is lacking. The establishment of HTDD example zone has aroused the enthusiasm of all levels of government, highlighting the importance of tourism, changing the concept of tourism, promotion the integration of tourism, and tourism sector also "hot" and excited, but participants from market, other industries or visitors have not yet that excited but dull reaction, that’s because Lack of a good platform, market environment and market participation mechanism, will make it difficult to take the initiative to participate without market-oriented investment along with profit from “tourism+”.

Third, the tourism management need urgent integration and transformation. Many current tourism management approaches are in urgent need of reform., for the reason of the lack of management concept, experience, or backward method of management, which often result in "vacuum zone" in tourism project quality and image of tourism management. Tourism administration used to be "sideline" department other than dominate, so its difficult to deal with tourism problems involved in social, economic, political, cultural and other aspects. But under HTDD, tourism will center the whole development, to guide the overall situation, but for tourism administration the current capacity itself is inadequate, need a "radical" changes. To promote, and co-ordination tourism-centered among governments departments is an inevitable choice.
Fourth, the interests mechanisms of stakeholders not yet exist. The interests coordination mechanisms not exist among stakeholders, this make the industry in the plight of disorder. "Take what they need", result from unreasonable distribution of benefits, or the balance lost of interests, leading the parties to the interests of "their own way". So competitive is in chaos, all parties rarely take the way of win-win cooperation to create a good tourism image and market, and often use low-cost competition, defaming other scenic spots, therefore these behavior exacerbate tourism market competition and tourism industry into spontaneous and disorderly way.

Overall Coordination between New Urbanization and Tourism Industry Convergence under HTDD

To unify planning and regulations into one is the cornerstone of HTDD

Positioning and plan carefully the overall planning, combined with urban planning and development model, according to the local conditions, resource endowments, industrial base situation. To ensure that the investment project characterized by "large-scale functions coordinated, small features are in difference", the ability of "government regulation and control." will be enhanced in the development of HTDD.

To build a integrated management system

The bottleneck and obstacle for tourism industry system is the tourism resources restricted and managed by many departments, which should be removed or unified. One single regulation, together with the establishment of comprehensive industry service adapting to the whole tourism, such as tourism service quality evaluation, statistical evaluation system, responsibility system, coordination mechanism and assessment incentive mechanism, need to be upgraded and explored. Tourism, connected with social development and urban construction, play the decisive role of market allocation of resources, to accelerate the efficiency of planning, construction, integration of regional resources, the optimization of social structure, the quality promotion of the people and economic growth.

To develop cluster with innovation and opening tourism elements system

First, it is right to create a good market environment and investment environment, and improve the function of tourism industry and urban development adhere to market-oriented principle, with many relationships regulated through the system and policy, tourism platform provided to promote the integration of tourism with other industries. Next the tourism industry chain be lengthened, the role of industrial zones and example areas will be played to accelerate the development of new tourism products, the development of tourism+ and industrial clusters, along with the improvement of urban tourism Industrial structure and the quality of urbanization.

To stimulate infrastructure improvement and promote spiritual civilization

Government departments need to strengthen collaboration in the field of communication, together with the integration of various departments of resources, the construction of infrastructure and planning of brand, the overall marketing, local culture development and environment-optimization of investment, by the implementation of guidance policy and the key projects. The integration of tourism industry bring the input of capital and technology investment and better infrastructure and tourism project, this will develop tourism sectors, or vice versa. The promotion of network marketing, through television, radio, newspapers and other traditional media, will be bundled marketing to enhance cultural tourism visibility, in which the development of cultural tourism or tourism cultural, will adjusts the elements relationship from disorder to order.

To improve the distribution mechanism of stakeholders interests

To create a mutually beneficial and stable industrial stakeholders symbiotic system, it is important to coordinate relations, promote win-win cooperation and achieve the goal of consistency and incentive compatibility, subject to the principle of "strengthening protection, rational
development, sustainable use”. For participation of residents to tourism industry integration, the first is to protect the interests of residents; Second, the establishment of the interests protection mechanisms in urban planning give priority to their employment; Third, the establishment of monitoring mechanisms deal with interests disputes, while monitoring environmental pollution.

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