A Study of the Development of Tourist Resources in Zunyi City from the Perspective of Global Tourism

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ABSTRACT

Zunyi City is a famous tourist destination in the country. It has a long history and culture, as well as beautiful and rich natural landscapes. Tourist attractions with red culture, world material cultural heritage and world natural heritage are the main tourist attractions. With the improvement of national income, the improvement of people's living standards, the desire to satisfy psychological enjoyment becomes more prominent, and the demand for tourism is higher and finer. The concept of a global tourism concept provides a new perspective for tourism and further deepens tourism. Tourism is one of the important industries of Zunyi economy. How to cultivate the development of Zunyi tourism resources in the context of global tourism, improve the quality and quality of tourism services in Zunyi City, and realize the comprehensive upgrade of tourism in Zunyi City, and become the first-class tourism destination in China. Ground. This paper makes a detailed analysis of the current status and existing problems of the development of tourism resources in Zunyi City, and provides opinions and suggestions on how to implement effective global tourism resources development.

KEYWORDS

Zunyi City, Global tourism, Resource development.

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INTRODUCTION

Zunyi City is one of the first batch of national tourism demonstration zones announced by the National Tourism Administration. The advantage of being included in the national tourism demonstration zone is that it will receive more financial support to build infrastructure facilities and other tourist sites. Policy support for the development of tourism destinations. In recent years, in the context of global tourism, Zunyi has achieved remarkable results by promoting tourism as an important industry to promote the integrated development of regional factors. As a key tourist area, Zunyi City has rich tourism resources, so how to effectively implement protective development in the context of global tourism, so that it can better inherit and utilize, so that it can fully meet the full experience and needs of tourists. What Zunyi’s tourism industry pursues is no longer the growth of the number of tourists who have stayed in the past, but the sublimation of the quality of tourism. It is a question worth exploring.

THE MEANING OF WHOLE DOMAIN TOURISM

The so-called global tourism refers to “in a certain region, tourism is the dominant industry, through the economic and social resources in the region, especially tourism resources, related industries, ecological environment, public services, institutional mechanisms, policies and regulations, civilized quality, etc. A comprehensive and systematic optimization and upgrading, realizing the organic integration of regional resources, industrial integration and development, social co-construction and sharing, and a new regional coordinated development concept and model for tourism to promote and promote coordinated economic and social development [1]. Global tourism is the product of economic development, the inevitable choice of the development of the times, and the concept of the global tourism provides a new perspective for the tourism industry, further deepening the tourism industry. Global tourism is not only a simple tourism, but an important choice for tourism destinations in the overall deepening of economic and social development in reform. In terms of spatial structure, the point-to-face tourism mode has changed, and all walks of life have merged, participated in the whole society, shared by the whole society, and the whole tourism industry has covered the entire tourism link, forming a network structure. From an economic perspective, the integrated development model of tourism destination resources can promote the coordinated development of regional-related industrial economies. The Guizhou Provincial Tourism Administration thoroughly implemented the guidelines and policies of the National Tourism Administration, and built the “Yiyou” city and the domestic leisure ecological health tourism destination as the primary goal, and strived to create a “Red Zunyi, Humanity Zunyi, Drunken Beauty and Zunyi” tourism image brand. To achieve a comprehensive upgrade of Zunyi Tourism, making Zunyi a strong city of “tourism and culture”.

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A REVIEW OF GLOBAL TOURISM RELATED RESEARCH

From the introduction of the concept of global tourism to the present, there are more mature related research. First of all, thinking about the value of the concept of global tourism, Zhang Hui and others believe that the concept of global tourism is more universally recognized than any other concept. It comes from a profound market foundation, realistic foundation and practical basis. Secondly, from the perspective of global tourism development, Li Xinjian and others have proceeded from the development logic and key point of global tourism. Only under the support of the market's internal motivation, the global tourism development strategy will have a bright future. Finally, the practical application significance of global tourism, Dai Xuefeng proposed that global tourism is an important means to achieve comprehensive and deepening reform of tourism, promote global tourism, and realize the realization of tourism comprehensively deepening reform goals. The above-mentioned research on global tourism has been proposed from the market, but there is no detailed description on how to recognize and grasp the market rules, to promote supply-side reform, and to achieve full-scale comprehensive tourism.

OVERVIEW OF ZUNYI TOURISM RESOURCES DEVELOPMENT

Zunyi City has a humid climate all year round, and the climate is pleasant and livable. There is no heat in summer and no cold in winter. Zunyi City is a famous tourist destination in the country. It has a long history of history and culture, folk culture, national wine culture, and natural landscapes. Tourist attractions featuring red culture, world cultural heritage, and world natural heritage are particularly popular among tourists. Zunyi is a turning point in the Chinese revolution. It is a historical city with a history of 1,140 years. There are many famous scenic spots in Zunyi, which are divided into two types according to their nature.

(1) Red tourism culture. The construction of red tourism culture is an important part of China's socialist advanced culture construction. The red tourism resources refer to "the important revolutionary memorial sites, monuments and their revolutionary spirits after the founding of the Communist Party of China and before the founding of the People's Republic of China, including the Red Army's Long March, the War of Resistance Against Japan, and the War of Liberation" [2]. In the development of red tourism, strengthening the construction of red tourism culture is not only to enhance the cultural taste of red tourism, but also to enhance the viability and competitiveness of the tourism culture market, and to promote the better and faster development of the red tourism culture industry [3]. Zunyi as a famous revolution in China The old district has rich red tourist attractions. The red tourism and cultural attractions in Zunyi include Zunyi Conference Site, Sidu Red Water Martyrs Cemetery, and Wujiangdu National Scenic Area.

(2) World Heritage, World Heritage refers specifically to the World Heritage List, which refers to the rare and currently irreplaceable wealth of human beings
recognized by UNESCO and the World Heritage Committee. Recognized cultural relics and natural landscapes with outstanding significance and universal value, including cultural heritage, natural heritage and cultural and natural heritage [4].

First, world cultural heritage, the first world in Guizhou with Zunyi Hailong as an example Cultural heritage, which mainly consists of buildings and sites. On July 4, 2015, at the 39th World Heritage Conference held in Bonn, Germany, Zunyi Hailongyu was approved as one of the three major tomb sites in China. It was approved along with Hunan Yongshun Laosicheng and Hubei Tangya Tusi City. "World Heritage List". Second, the world's natural heritage, taking Zunyi Chishui Danxia as an example. Chishui Danxia National Geological Park is located in Chishui City, Zunyi City. It is combined with six famous Danxia landforms such as Jiangxi Longhu Mountain, Zhejiang Jianglang Mountain, Hunan Lushan Mountain and Guangdong Danxia Mountain to become “China Danxia” and in the 34th The World Heritage Conference was successfully included as the 8th World Natural Heritage Project in China. In short, Zunyi's tourism resources are unique and unique.

THE SIGNIFICANCE OF THE DEVELOPMENT OF TOURISM RESOURCES IN ZUNYI CITY

The prosperity of tourism is an important symbol of urban economic development. On the one hand, it is an important means to display the image of the city, expand the visibility and influence of the destination, and more comprehensively gather the popularity of a place; on the other hand, promote the sustainable development of the regional economy, stimulate consumption, and increase employment. In recent years, in the context of global tourism, Zunyi’s index of developing the local economy with tourism as an important industry has increased significantly. According to statistics from the relevant departments of Zunyi City, according to statistics, in 2017, Zunyi City received a total of 37,282,500 red tourists, achieving a comprehensive tourism income of 27.627 billion yuan, a year-on-year increase of 37.24%. Red tourism has driven 35,000 poverty in Zunyi City, Guizhou Province. The population is out of poverty. The data shows that the concept of global tourism is to guide the development of the common development of the people, to create a dominant industry and gradually develop additional industries, with a full range of industrial integration development, is able to increase market competitiveness and sustained economic growth. The key to the integration of red tourism industry is the redemption and infiltration of red tourism and other industries in the national economy, gradually forming the meaning and important characteristics of new tourism. The development concept and model of global tourism will definitely promote the red tourism industry. Better achieve convergence development. Tourism products or tourism status [5]. Global tourism promotes the transformation and upgrading of Zunyi tourism. Therefore, under the global tourism perspective, the effective development of tourism resources has many advantages.
(1) For the inheritance of red culture and world heritage, China is a nation with a long history and cultural heritage. It has a profound cultural heritage. Only with the inheritance and sustainable development of thinking, we can show the unique national characteristics of our country to the whole world. Closing is not a market economy that is not suitable for China's opening up economy.

(2) Accelerating the development of the tourism industry, which can enhance the reputation and tourism level of the Zunyi tourist destination and highlight the unique charm of the city. In addition to increasing economic income, it can also enhance the local image and reputation, improve the urban living environment, and create more new entrepreneurial opportunities, which will attract more talents. (3) Through the development of tourism resources to increase the cost of sustainable development of tourism destinations, the tourism industry itself produces a series of activities including eating, living, traveling, traveling, purchasing, entertainment, etc., all of which stimulate new demands for the region. Development creates and delivers new markets. Therefore, in providing high-quality tourism and leisure experiences for tourists, it also provides source income for the economic life of local residents, so that the destination can balance the needs of both parties and realize the people's growing desire for a better life.

(4) The development of the global tourism industry is conducive to solving the local surplus labor force and improving the overall quality of the residents. Residents can participate in tourism and provide services for tourists. They can absorb advanced and desirable ideas from different places, promote their conscious learning and improve service concepts, and promote the improvement of their own and service skills in the course of their work.

(5) Tourism is one of the important industries in Zunyi. The development of good tourism resources can improve the economic growth of Zunyi. Increase local employment, reduce migrant workers, prosper the market, promote comprehensive transformation and upgrading of the industry, promote investment attraction, and achieve regional harmonious and sustainable development.

PROBLEMS IN THE DEVELOPMENT OF TOURISM RESOURCES IN ZUNYI CITY

The tourism industry in Zunyi District brings together red tourism and world cultural heritage tourism, which also makes Zunyi's tourism more attractive. These resources are highly monopolistic and consolidate the foundation of tourism development in Zunyi City. However, in the actual development of tourism resources, the government may not assess the existing conditions such as the integrity of hardware facilities and software facilities, nor fully investigate the current tourism market prospects and forecast future development trends. Can the current various constructions reach the whole region? The requirements under the tourism concept, the degree of marketization is not high, how to introduce professional tourism talents, how to cultivate the quality of employees, and how to
properly develop and prevent irreparable ecological environment damage are all practical problems. In the current tourism development, resources are not fully utilized. Only through the integrated development of tourism resources, red tourism and eco-tourism can be organically combined to form a benign interactive situation in which the two complement each other and prosper together, so as to enrich the content of tourism products. Promote the common development of red tourism and eco-tourism in Zunyi City [6]. Therefore, in the development process, it is necessary to pay attention to the combination with the characteristics of the local area. Otherwise, it is prone to disentanglement, which not only can not promote the economic development of the region, but also destroy the favorable conditions such as nature and history that it has.

ANALYSIS ON THE DEVELOPMENT PATH OF TOURISM RESOURCES IN ZUNYI CITY

In summary, under the new pattern of global tourism, promoting the new business of red tourism and heritage tourism, and improving the perfection of tourism supporting facilities is conducive to the improvement of Zunyi tourism industry integration. Take advantage of the advantages and characteristics of each region, and foster strengths and avoid weaknesses and regional integration. Objectively, it is necessary to focus on the integrated construction and development of Zunyi “red” plus “green” tourism projects, from shallow to deep, from small to large, from point to point and fully integrated with other related industries.

(1) The development of destination tourism requires the tourism related departments to increase their emphasis on tourism. First, the government should introduce a policy system for the development and protection of tourism resources, and then combine local economic development with resource conservation tourism. When increasing the employment rate and providing a platform for entrepreneurship, it will reduce the damage to the natural ecological environment and native folk customs of the scenic spot, and form a new harmonious symbiosis situation of “all-people participation and sharing among all people”.

(2) Investment financing in various channels, actively introducing various external funds, supporting tourism operators in policies, and improving infrastructure facilities and equipment for tourism destinations. The construction of hardware facilities is the material basis for regional tourism. The construction of infrastructure facilities and facilities for tourism is an important guarantee for the long-term development of the scenic spots. The construction of software facilities is the guarantee for the rapid development of regional tourism. Only by combining hardware construction with software construction can we effectively promote the rapid development of tourism.

(3) Integrated development, bundled sales. The simple red landscape or world heritage tourism is not attractive to tourists. It is necessary to make full use of the
model of red tourism plus world heritage tourism resources to create a tourism brand
with distinctive characteristics.

(4) Adhere to the concept of “people-oriented”, improve the awareness of
resource protection, meet the all-round needs of tourists and protect the ecological
environment. Based on the principle of “seeking truth from facts”, the local
environment, history, culture and society Foundation, tailored to local conditions,
rational development. Develop and construct destinations in the context of global
tourism, and combine with surrounding factors when considering areas, so that the
whole people can share new tourism destinations, emphasizing that tourism-related
elements are fully equipped to fully satisfy the tourist experience, comprehensive
and open. Everyone is a tourist image, which greatly expands the scope of civilized
tourism participation. From previous tourists and tourism operators, it has expanded
to include pluralists including plan builders, managers, destination residents and
tourism investors. The main body [7].

(5) Enhance service and image awareness and build high-end tourism brands.
Zunyi City's red tourism image of "the city of Chinese revolutionary turning," and
the image of the world cultural heritage known as "the most complete medieval
military castle in China and even Asia" and "China Chishui Danxia". The image of
Zunyi's tourism image is based on excavating the cultural connotation of tourism
resources and experiencing the sensory enjoyment of the stunning natural scenery.

(6) Vigorously introduce and cultivate tourism professionals and improve the
quality and service awareness of employees. The introduction and training of
professional talents for tourism development is a long-term project. The lack of
talents will not be conducive to the development of tourism, high-level professional
Tourism talents are the key force in tourism planning, management, and tourism
product marketing. The quality of the employees determines the quality of the
tourism services, so it is equally important to strengthen the learning and training of
the employees. Compared with other scenic spots, the tourism form of the whole
world tourism has the characteristics of new ideas, and it also needs high-quality and
professional employees, because the global tourism emphasizes the participation of
local residents and establishes a reasonable benefit sharing mechanism with the
managers to mobilize the residents. Enthusiasm, all residents are likely to become
tourist receptionists, which can increase the satisfaction of tourists, let visitors enjoy
the high-quality service of simplicity and enthusiasm, and enhance the reputation of
the scenic spot. At the same time, reduce conflicts, achieve a harmonious and stable
sustainable development of tourism destinations, and truly realize the “all-person
tourism service system in which everyone is a tourist image and all are tourist
landscapes”.

(7) Multi-channel marketing systems such as paper, radio, advertising and other
traditional media and communication equipment such as telephone, mobile phone,
Weibo, WeChat, QQ, etc., stimulate the consumer demand of the tourism market,
and shape the tourism brand of Zunyi, so that Zunyi’s Fame is influential in China
and around the world.
(8) Strengthen the publicity and education of civilized tourism behaviors. Civilized tourism and tourism civilization are the soft power to enhance the competitiveness of international tourism

CONCLUSIONS

To sum up, the development of global tourism not only drives the development of related industries, increases the employment rate, reduces the conflicts between residents and the government, increases the income of residents, and promotes the harmonious and stable development of the regional economy. The purpose of global tourism is to promote the overall improvement of civilization, that is, through the development of tourism, not only to restore the ecological environment, but also to promote the further improvement of social ecology and the overall improvement of people's civilization; finally, global tourism is a certain area. The whole space travel, full-element tourism, rather than the tourism within the attraction or the restriction of a certain element [8]. Global tourism is an innovative tourism development model. Zunyi should rely on the global tourism environment to seize the opportunity of development, and steadily promote the development of various elements in response to the realistic development of red tourism and world heritage destinations. Public services such as transportation, environment, supporting facilities and equipment at the destination began to create a tourism atmosphere that realizes that everyone is a tourist image and a landscape everywhere.

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