A Brief Analysis of Changchun Jilin Tourism Integration

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Abstract. With the development of Changchun and Jilin economic belt, Changchun and Jilin tourism integration was discussed in the paper. The tourism resources of the two cities and the advantages for integration were analyzed respectively. Based on the analytical results, the ice and Snow entertainment tourism, cool summer tour and the culture and ethnic tourism, three traveling plans were proposed. To assure the implementation of the planes, four measures were given.

Introduction

As the development of Changchun-Jilin-Tumen has been upgraded to be a national strategy, Changchun and Jilin cities constitute the highland of concentration of Northeast Asia's resource elements, the highland of industrial and technological innovation, the international logistics hub and the Northeast Asia international business service base [1]. In industry fields, four major industry clusters and bases have experienced a rapid rise. The economic belt of the integration of Changchun and Jilin has been built [2]. Like the mutual integration in industries and business service, Changchun and Jilin are accelerating the pace of integration in tourism integration.

Changchun-Jilin tourism integration had been proposed by many researchers [3-5]. But it didn’t catch the people’s eye without the supporting of economic rapid growth in Jilin province and our country. Until recent year, more and more tourist from the south China was attracted to Jilin province by Changbai mountain and ice-snow experience. Jilin province government pays great attention to the tourism industry. As the capital and a key city, Changchun and Jilin (Chang-Ji) located in the center of Northeast China and Northeast Asia. Based on the rich natural travelling recourses and common culture conditions, Chang-Ji will be constructed to an innovative and radiating center of Jilin province’s tourism and become another engine driving Jilin province’s economic increase.

The paper is organized as following. Section 2 will introduce the tourism resources of the two cities and the advantages for integration. Tourism plans will be proposed in section 3. The most important part, policy and measure which should be taken by the governments, will be discussed in section 4, and a brief summary was given at last.

Characteristic of the Tourism Resources

Chang-Ji has abundant tourism resources, including multifarious natural landscape and unique cultural landscape.

Changchun

There are 45 above Grade-A tourist attractions in the city (4 Grade AAAAA tourist attraction (2017), 12 Grade AAAA tourist attractions, 10 Grade AAA tourist attractions, 13 Grade AA tourist attractions), 50 star hotels, and 215 travel agencies [6].
Table 1. Main tourism resources in Changchun.

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Brief Introduction</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Puppet Manchukuo Palace Museum</td>
<td>A museum of palace ruins built on the former site of the puppet manchurian palace and also one of three palace sites still remaining in China.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>2</td>
<td>Changchun Film Century City</td>
<td>“Hollywood in Orient”, the first world-class film theme park in China.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>3</td>
<td>Jingyuetan National Key Scenic Area</td>
<td>The largest artificial forest in Asia, a rare and pure land in the metropolis, more than 100 square kilometers, an excellent resort for summer vacation.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>4</td>
<td>Changchun World Sculpture Park</td>
<td>A theme park which includes 441 pieces of sculpture works created by 397 sculptors from 212 countries and territories.</td>
<td>AAAAA (2017)</td>
</tr>
<tr>
<td>5</td>
<td>Eight ruling organs of the puppet Manchuria regime</td>
<td>The architectural and cultural heritages of Changchun City</td>
<td>City sightseeing</td>
</tr>
<tr>
<td>6</td>
<td>Changchun Vasa International Cross-country Skiing Festival</td>
<td>Jingyue Vasa&quot; has officially joined in Worldloppet, Snow and Ice Tourism Festival</td>
<td>Ice &amp; Snow feature</td>
</tr>
</tbody>
</table>

Jilin City

Jilin City, the only city with the same name as the province in China, is a China excellent tourism city, a well-known state historical and cultural city, a state garden city. There are a total of 15 above Grade-A tourist attractions in the city (four Grade AAAA tourist attractions, one Grade AAA tourist attraction, and ten Grade AA tourist attractions), 27 star hotels, and 94 travel agencies [6].

Table 2. Main tourism resources in Jilin.

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
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<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jilin Songhua Lake Scenic Area</td>
<td>Formed from damming up rivers to build Fengman Power Station in 1937, the dragon-shaped Songhua Lake boasts a wide water area and many lake ranges.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>2</td>
<td>Jilin Beidahu Ski Resort</td>
<td>The most important skiing base and ice and snow center in the nation.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>3</td>
<td>Jilin Beishan Park Scenic Area</td>
<td>A history of over 300 years, traditional Chinese culture.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>4</td>
<td>Lafa Mountain National Forest Park</td>
<td>“small Changbai Mountain”, including Hongye Valley, Lafa Mountain, Songhua Lake, Ice Lake Groove, Laoye Ridge.</td>
<td>AAAAA</td>
</tr>
<tr>
<td>5</td>
<td>Jilin Songhua Lake Rime</td>
<td>At the banks of the Songhua river, one of the four great natural wonders in China.</td>
<td>famous</td>
</tr>
</tbody>
</table>
Transportation

The public transportation between Changchun and Jilin is convenient because there are one highway, two high-grade roads, one high speed railway and one railway. In December 2010, Chang-Ji Intercity Railway was opened. The speed of the EMU reaches 250 Km/h, and the traveling time decreases to less than 30 minutes. With 20 pairs of bullet trains running from opposite directions, more than 10,000 passengers were transported every day. Because Changchun is a central city in three northeast China provinces and an important traffic and communication hub, it connects with Harbin city in north and Shenyang city in north, furthermore to each place within and outside the province.

Chang-Ji shares the same airport, Longjia airport. It is located in the middle section of Chang-Ji highway, and 35 kilometers away from Changchun downtown, 62 kilometers away from the Jilin. For the passengers from outside province, it is very convenient. On the two sides of the high way, there are two high-grade roads, the south line and the north line. It will cost about one hour from one city to another by car or bus.

Culture Resources

Chang-Ji region is well-known for “Er Ren Zhuan” which is evolved from northeast Yangge, northeast folk song and lotus rhyme. It has a history of more than 200 years in Jilin Province. The famous folk art organizations include Changchun Heping Theater, Dongbeifeng Theater and Liu Laogen Big Stage Theater.

Changchun film studio is the cradle of Chinese movies. It has produced numerous excellent and classic movies, supplied batches of business backbones for national film studios and film agencies, and forged generations of famous film artists. Changchun Film Festival has become an important platform for thriving Chinese film making, carrying forward the Chinese national cultures and promote the Chinese and foreign cultural exchange.

Wulajie in Jilin, a national characteristic town, is one of birthplace of Manchus. It has distinctive traditional customs in etiquettes, sacrifices, wedding, funeral, inhabitation and child rearing. Their painting, paper cutting, song and dance, folk art, folk tales and national sport have a long, uninterrupted history and remain popular.

Integrate Resources to Promote Tourism Integration

Jilin Province is promoting the construction of tourism industrial pattern "One circle and five areas", in which central modern metropolis tourist attraction centralizes on Changchun and Jilin. It will be the chance to realize Chang-Ji tourism integration. And the developing goal should focus on ecotourism tourism, ice tourism and summer resort.

Ice and Snow entertainment tourism

Snow and ice are the most attractive for the travelers from the south China. Due to the convenient communication and accommodation conditions and different level skiing facilities, snow and ice entertainment tourism will be made to the name card for Chang-Ji tourism. According to the requirement of different travelers, three traveling routes should be planned.

1) High level snow traveling route

For the professional alpine skier from all over the world, Jilin Beidahu Ski Resort is the first choice. It is located at Beidahu village, Yongji county, Jilin city, 56 kilometers away from Jilin city urban area and 141 kilometers away from Changchun city. It is the largest-scale ski resort, and the most important skiing base in the nation. For cross country skier, Changchun Vasa International Skiing Festival is the most attractive platform.
(2) Middle level snow traveling route
For the ski hobbyist, Changchun Lianhua Mountain (Lotus Mountain) Ski Resort is suitable. It contains a “freestyle aerial” venue and a “U-groove snowboarding” venue, both of which are built according to international standards.

(3) Ice and snow entertainment traveling route
For the entry level snow enthusiasts, most of them contact skiing first time, they should be guided to Jingyue Lake Ski Resort. In addition to the ski facilities for beginner, Changchun snow and ice tourism festival is held every year. Snow sculpture and different funny games are held on the ice of Jingyue lake. Another selection is Jilin Songhua Lake Rime sightseeing. Rime is called “tree hanging” and is naturally formed during the unique geographical environment and climatic condition in Jilin city. In middle of winter, rivers in north China have been frozen. Only waters in the section of Songhua river that circles the Jilin city urban area (about 50 kilometers) still flows. The water vapor, once meeting cold air, condenses on the trees to form the Jilin Songhua Lake Rime. The beauty of the rime lies in its grand and wonderful sight.

Cool Summer Tour
From June to August, the average temperature of Chang-Ji is about 23°C. It is a summer resort which is attractive for the people in hot and wet southern area. Under the supporting of Jilin province government, Chang-Ji circle has many existing tourism platform such as China Changchun Summer Resort Festival (June 21 to August), Jilin Songhua Lake Leisure Tourism Festival (July), China Changchun Jingyue Lake International Forest Running Festival (June 21), Jilin Ningjiang Dragon Boat Festival and Changchun Diaoeshuihu National Forest Park Butterfly Viewing Festival (June to August). Combining with above-mentioned festivals, the cool summer leisure traveling project should be planned and promoted outside of Jilin province.

For the local citizens, the surrounding rural tourism of Changchun and Jilin cities should be promoted. The suburban and rural fruit farms, the Lafa Mountain which is famous for forest and Qingling fresh fish dishes, Jilin and Changchun hot spring holiday gardens are the mature traveling resources.

The Culture and Ethnic Tourism
Changchun is known as “forest city”, “auto city”, “film city”. It had been selected China excellent tourism city. Also as China excellent tourism city, Jilin is a well-known state historical and cultural city at the same time. The culture and ethnic tourism could be the highlight in Chang-Ji tourism integration.

As the “capital” of the puppet Manchukuo, there are eight ruling organs of the puppet Manchuria regime in addition to the Puppet Manchurian Palace. These diversified buildings integrating Chinese and Japanese styles have become the most important architectural and cultural heritages. The Beishan scenic area in Jilin blends traditional Chinese culture including Buddhism, Taoism, Confucianism and folk culture. It is a well-known temple and garden scenic area in northeast China.

Policy and Measure
To promote the process of the tourism integration of Changchun and Jilin, the government and tourism administration of the two cities should take corresponding measures.

(1) Establishing the cooperating mechanism of tourism integration
Joint meeting of tourism should be held periodically. Through the meeting, effective measures should be taken to integrate the rich traveling resources, optimize traveling routes, develop new traveling resources and construct traveling facilities jointly. By rooting service consciousness and management method innovation, a joint high-quality tourism administration team is built. Mechanism for joint law enforcement in tourism should be established for a long term.
(2) Signing the cooperation framework agreement on promoting tourism integration

To achieve barrier-free traveling between the two cities, the cooperation framework agreement which includes mutually beneficial measures for the travel team and tour bus, united training course and textbook for traveling jobholders, same ticketing platform should be signed. The common recommended / highlight tours are explored. And most important, good tourism soft environment should be constructed.

(3) Improving the construction for transportation and accommodation

Following the middle and long term plan for city construction, the basic construction such as subway between Changchun downtown and airport, special high grade road between Chang-Ji should be improved. And outside capital such as Wangda group should be invited to build theme tourism facilities. On the other hand, all-purpose card will be used in the field of public transportation, taxies and so on for the urban transportation in the two cities. The associated traveling of private cars in the two cities will be organized, while new traveling routes for cars will be opened. The car-renting business of long-distance will be introduced and we can rent a car in City A, and then return it in City B.

(4) Making full use of the internet for tourism promotion and marketing

The tourism plus internet mode should be used in the future. With the help of internet, the tourism administrative pays more effort on advertisement and promotion of Chang-Ji tourism in domestic and international traveling market. At the same time, the attractive homepage and convenient APP should be built.

Summary

Through the powerful combination and integration of Changchun Jilin tourism, we would like to radiate and drive the entire province's traveling development, to achieve twice the result with half the effort. The tourism integration of Changchun and Jilin will inject a strong impetus into the province’s rapid economic development.

References