The Study of Inbound Tourism Market in Chang-ji-tu Pilot Zone

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Abstract. In recent years, the rapid development of tourism market has attracted considerable attention in China. Chang-ji-tu Pilot Zone has gained a great international reputation because of its potential in the fast-growing market for inbound tourism. The key benefits, such as the increase in employment and foreign culture exchange opportunities and the increase in foreign exchange earnings have made the development of inbound tourism become the first priority in all economic work in Chang-ji-tu Pilot Zone. In this paper, the inbound tourism market in Chang-ji-tu Pilot Zone has been systematically analyzed and the strategies to improve Chang-ji-tu Pilot Zone image overseas as well as to develop cultural tourism products have been proposed.

Introduction

Inbound tourism is the main component in tourism service trade. As the center of global tourism has shifted toward the Asia-Pacific area, the number of international tourists in China is increasingly grown and the inbound tourism in Chang-ji-tu Pilot Zone also shows a great growing potential. In recent years, it is more obvious that the inbound tourism has a high impact on promoting the economic development. Therefore, the development of inbound tourism will be an effective way to stimulate economic growth in Chang-ji-tu Pilot Zone. In this paper, the author performed a systematically analysis of the tourism market in Chang-ji-tu Pilot Zone, pointed out the main challenges and provided suggestions to deal with the more realistic problems that are associated with the development of inbound tourism.

Analysis of Inbound Tourism in Chang-ji-tu Pilot Zone

The Feature of Inbound Tourism in Chang-ji-tu Pilot Zone

The geographical distribution of visitors and market structures. In 2015, the geographical distribution of the tourists to Chang-ji-tu Pilot Zone is as follows: there are 997,000 tourists from Asia, an increase of 17.19% compares to last year, and accounting for 84.14% of the total annual reception of inbound tourists to Chang-ji-tu Pilot Zone; 151,700 tourists are from Europe, shows an increase of 19.27%, accounting for 12.82% of total annual inbound tourists, 28,500 tourists weekly, 1.59 times increase, accounting for 2.34% annual inbound tourists; 4,000 tourists are from Africa, shows an increase of 18.62%, accounting for 0.34% of inbound tourists via the full-year data; there are 2,800 tourists from Oceania, shows an increase of 61.30%, accounting for 0.29% of the total annual inbound tourists, they are all showing a growth trend in inbound tourism market in Chang-ji-tu Pilot Zone.

The regional distribution of inbound tourists to Chang-ji-tu Pilot Zone. In 2015, the world sources for Chang-ji-tu Pilot Zone’s inbound tourism are ranked as follows: South Korea, Russia, Hong Kong, Macao, Taiwan, Japan, Germany, USA, Korea, Singapore, and Malaysia, etc. Among them, there are 447,000 tourists from South Korea which is 36.70% of the total tourists from around the world; 329,000 tourists are from Russia, which is 6.48% of the total foreign tourists; 31,100 tourists are from Germany, account for 2.85% of the total foreign tourists; 23,100 tourists are from
the United States, which is 1.98% of the total tourists from around the world; 15,900 tourists are from Korea, account for 1.34% of the total foreign tourists; 15,300 tourists are from Malaysia, which is 1.28% of the total foreign tourists; and 9,700 tourists are from Singapore, which is 0.84% of the total tourists that arrive from worldwide.

The expansion of Chang-ji-tu Pilot Zone inbound tourist source markets. The overall annual tourism statistic and studies show a substantial growth trend in inbound tourism to Chang-ji-tu Pilot Zone, especially from South Korea, Japan, Russia, and North Korea which are countries located in Northeast Asia. In addition, the number of tourists from the United States, Malaysia to Chang-ji-tu Pilot Zone has also increased significantly in 2015.

Inbound Tourism Demand in Chang-ji-tu Pilot Zone

Ways for inbound tourists to obtain an overall image of Chang-ji-tu Pilot Zone.

First of all, the major ways to access the travel information of Chang-ji-tu Pilot Zone are through different types of the mass media, books and magazines.

Second, communications with friends and relatives is another way to obtain the travel information about Chang-ji-tu Pilot Zone. In the past, due to the insufficient publicity to news and media, tourism economic development in Chang-ji-tu Pilot Zone was lagging behind. At that time, most of the travel information was obtained from friends and relatives. The survey indicated that in 2002, 43% of inbound tourists of Chang-ji-tu Pilot Zone obtained the travel information from their friends and relatives, whereas, in 2015, this proportion has dropped to 16%.

Third, internet is growing as a powerful tool for obtaining all kinds of information, it also becomes an important way to obtain a travel guide to Chang-ji-tu Pilot Zone. Now almost all foreign tourists are able to get access to Chang-ji-tu Pilot Zone travel information through internet.

The purpose of inbound travel to Chang-ji-tu Pilot Zone. The purpose of inbound tourists traveling to Chang-ji-tu Pilot Zone can be roughly concluded as followings: leisure travels, such as vacation travels and sightseeing travels, visiting relatives and friends, business travel, meetings, culture, sports, science and technology exchanges.

Due to the historical reasons, most of the tourists from South Korea and North Korea who travel to Chang-ji-tu Pilot Zone are to visit relatives and friends. Their main destinations are Yanbian and Changbai Mountain area. However, by the end of 2015, visiting relatives and friends as the purpose of traveling has dropped to 2%, indicating that the unique natural and cultural tourism resources in Chang-ji-tu Pilot Zone has been the attractions for inbound tourists and Chang-ji-tu Pilot Zone has become a leisure and entertainment destination.

An analysis of revisit rate of inbound tourists. When considering the times that tourists have visited Chang-ji-tu Pilot Zone, it shows that the number of the first time travelers is stably increased and the percentage of tourists that revisit Chang-ji-tu Pilot Zone is also increasing, especially for the tourists who have intend to revisit Chang-ji-tu Pilot Zone for a second time. There is increase in the number of inbound tourists in 2004, and 35% of the total tourists have been to Chang-ji-tu Pilot Zone more than twice. By the end of 2015, this proportion of tourists has risen to 42%, indicating Chang-ji-tu Pilot Zone has a considerably large number of returning visitors. Furthermore, it shows that the attractiveness of tourism resources in Chang-ji-tu Pilot Zone is not only ideal for the general sightseeing tourism purpose, but also for leisure-relaxing tourism.

Problems Associated with the Inbound Tourism Development in Chang-ji-tu Pilot Zone

The Inbound Tourism Market in Chang-ji-tu Pilot Zone Predominantly Consists of Sightseeing Tourism with Less Attention Paid to Culture and Heritage Tourism

Based on a study of the structure of tourism consumption, the inbound tourists to Chang-ji-tu Pilot Zone are most for a sightseeing trip, the recreational, leisure and culture tourism only account for a very small percentage. In addition to conference meetings and business travels, most tourists usually
reside in a hotel, and only simple foods are consumed, as long as the general needs of life can be meet. Most of the tourists are interested in the sightseeing tour in Chang-ji-tu Pilot Zone, however, the market of leisure and culture tourism has not been explored.

The International Recognition and Acceptance of Chang-ji-tu Pilot Zone as Tourism Resources Remains Low, thus Forceful Propaganda Should Be a Critical Way to Improve Chang-ji-tu Pilot Zone’s Image Overseas

The international recognition of Chang-ji-tu Pilot Zone as tourism resources remains low. Due to the relatively low recognition of Chang-ji-tu Pilot Zone as a tourism resource, most international tourists choose to visit some well-known provinces such as Jiangsu, Zhejiang, Yunnan, Sichuan, Shaanxi, Anhui etc., as most of them have rich cultural heritages and are famous for tourist attractions. While, Chang-ji-tu Pilot Zone is a less known tourism resource for the international tourists, the only known must-see attractions in Chang-ji-tu Pilot Zone are Changbai Mountain and Puppet Emperor's Palace, etc.

Effectively use propaganda to let Chang-ji-tu Pilot Zone be an internationally recognized tourism resource. Nowadays, the most important three steps of sustainable tourism development in Chang-ji-tu Pilot Zone are: stabilize the underlying market, explore the emerging markets and find then potential market. To expand the international tourism market, the relevant departments should plan an innovative strategy to promote the tourism resource in Chang-ji-tu Pilot Zone. Assure timely development and introduction of new lines and new products into the markets overseas. Seize the historical opportunity of China's rise to investigate into the inbound tourism market in Chang-ji-tu Pilot Zone. When necessary, organize a tour to the regions such as, Africa, the Americas and the Nordic countries to participate in various tourism conferences and fairs. Strengthening the development of international tourism market and promote the tourism resources in Chang-ji-tu Pilot Zone. Enhance the communications and collaborations with countries worldwide to facilitate world travel and tourism exchange.

Suggestions for Promoting Tourism in Chang-ji-tu Pilot Zone

Expand the Tourism Market by Enhancing the International Recognition of Chang-ji-tu Pilot Zone

First of all, traditional festivals as special events can make Chang-ji-tu Pilot Zone tourism more attractive to the world. Thus more advertising should be concentrated in festival publicity. For example, the “China Tourism Year” that is held in Russia would be a very good opportunity. To take this advantage, the relevant department in Chang-ji-tu Pilot Zone can organize some promotional activities such as “The Tourism Awareness Week” and “Chang-ji-tu Pilot Zone Culture Tourism” as well as other tourism related activities to maintain the growth trend of inbound tourism to Chang-ji-tu Pilot Zone. Secondly, plan tourism promotion activities in Europe, the US and Africa region to develop inbound tourism market. Third, establish platform with the countries in the Northeast of Asian to promote collaborations on tourism and facilitate tourism exchange. In addition, the organizations such as East Asia Interregional Tourism Forum and Tourism Promotion Center of Northeast Asia will promote the development of cooperation and exchange platform, which will help to carry out in-depth tourism exchanges and cooperation between the countries in Northeast Asia and promote the sustainable growth of inbound tourism in the Northeast of Asia.

Develop Culture Tourism, Create Distinctive Tourism Products

Firstly, special attention should be paid to the development of high-grade cultural tourism products. Travel is a great way to experience different cultures, and culture is the soul of tourism. A good tourism product should present soul of culture, and can be more attractive to inbound tourists and make Chang-ji-tu Pilot Zone become internationally recognized tourism resource. Therefore, in order
to attract tourists, the innovation of culture tourism commodities should be strongly encouraged. The economic growth will therefore be promoted by the development of culture tourism.

Secondly, managing a successful merge of the beauty of tourism and the spirit of culture will be a critical step to improve inbound tourism. Tourism is an effective medium to introduce Chinese culture to foreign visitors, disseminate the culture worldwide and promote cultural development. Therefore, the commercialization of culture resources will offer more attractive experience to inbound tourists and stimulate tourists' shopping desires. Some efforts can be made to improve the performance and competitiveness of culture tourism in Chang-ji-tu Pilot Zone, such as enhancing the quality of the products and the service of tourism, deeply digging the geological and cultural value of tourism resources in Chang-ji-tu Pilot Zone, constructing a symbiotic platform of culture tourism and tourism connotation to support the development of both tourism and culture. In addition, to promote the inbound tourism in Chang-ji-tu Pilot Zone more effectively, the establishment of a unique characteristic of cultural tourism products is necessary. For example, supporting Korean folk culture development from the historical perspectives will help to promote the development of national tourism products. In a word, the most important way to achieve a sustained growth of inbound tourism market requires substantial improvements in the performance and competitiveness of culture tourism in Chang-ji-tu Pilot Zone.

Conclusion

The development of inbound tourism shows a great potential to expand and facilitate the growth of tourism industry in Chang-ji-tu Pilot Zone. Therefore it is a major task to establish an effective strategy to enhance the development of the inbound tourism in Chang-ji-tu Pilot Zone. To make Chang-ji-tu Pilot Zone become more recognized tourism resource among other neighboring provinces, solutions such as increasing the competitiveness of the tourism products and services and developing unique characteristics of cultural tourism will offer high-grade experiences to inbound tourists. Moreover, it is important to use propaganda overseas to show an image of Chang-ji-tu Pilot Zone, aiming to achieve new breakthroughs in the rapid development of Chang-ji-tu Pilot Zone inbound tourism market.

References