

Silk Road Economic Belt in Promoting the Development of Regional Tourism Economy

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Abstract: The formation of the Silk Road Economic Belt has created a broad space for cooperation between China and Central Asian countries. In addition to the rapid development of advantageous regions, relevant industries in the region have also achieved effective progress. Among them, the regional tourism economy is booming because of the establishment of the Silk Road Economic Belt. Its tourism market has been significantly expanded, and new tourism characteristics have been derived. Accordingly, new tourism investment development directions have been developed among regions, giving full play to the promotion role of the Silk Road Economic Belt. This paper discusses the Silk Road Economic Belt, and analyzes its derivation value to the development of regional tourism economy..

1. Introduction

The Silk Road Economic Belt is a new economic development area based on the concept of ancient silk, which involves five provinces in the northwest and four provinces in the southwest. The new Silk Road Economic Belt is connected with the Asia Pacific Economic Circle in the East and the more developed European economic circle in the West. It is considered as "the most potential economic corridor in the world". Because of its vast territory and rich tourism resources, the development and utilization of the Silk Road economy will greatly improve the economic environment for tourism development in the region, so that people's living standards can be effectively improved. Therefore, to develop tourism economy in the region, we need to make full use of the promotion value of the silk road. Because most cities in the northwest are located in the inland area, the urban traffic is relatively backward. Even if there are rich mineral resources and natural scenery, the economic level of the city cannot be improved, and the development of tourism is relatively backward. However, the development of the new silk road can not only develop the "Pearl" cities on the ancient Silk Road, but also excavate the new coastal cities. The combination of the "Pearl" cities on the ancient Silk Road and the new cities is conducive to creating a win-win economic belt of complementary cooperation and competition. The natural scenery of Xinjiang is beautiful, supplemented by rich national culture precipitation and unique singing and dancing food, which lays a good foundation for the development of tourism industry in Xinjiang. Under the environment of the new Silk Road Economic Belt, this paper aims to analyze the impact of Xinjiang tourism industry on the economic level. Therefore, a correct understanding and analysis of the relationship between Xinjiang's economic level and tourism industry provides a very important reference value for the development of tourism in other areas covered by the new silk road.

2. Main Connotation of the Silk Road Economic Belt

In essence, the Silk Road Economic Belt is a specific regional economic spatial structure, so we should have a clear understanding of the economic connotation of the Silk Road from different aspects. First of all, the ultimate driving force for the establishment of the silk road is to gather population and industry. The development of industry provides a large amount of labor supply market for the development of regional economy. Generally speaking, population and industry are

indispensable elements in a vigorous economic development region. Secondly, the macro structure of the Silk Road Economic Belt is the content of the transportation trunk line and its free flow. On the one hand, the core of the Silk Road Economic Belt is the transportation trunk line. The first condition for the construction of regional tourism is to improve the transportation infrastructure, including roads, railways and Minghang. On the other hand, the open flow environment is the blood for the Silk Road Economic Belt, which requires the establishment of a unified and determined system and a coordination mechanism of joint participation. In addition, the foundation of the Silk Road Economic Belt is not independent economic benefit acquisition. It is generally a combination of China and Central Asia. In the Silk Road Economic Belt, the two are the core subjects.



Figure 1 Route map of the Silk Road

3. The Actual Situation of Regional Tourism Economic Development of the Silk Road Economic Belt

At the end of 2014, the National Tourism Administration launched the strategic plan for the development of Silk Road tourism cooperation, determined the innovative mode of regional tourism cooperation from the perspective of system, emphasized the integration of the advantageous tourism resources in each region, so as to create a distinctive brand of Silk Road tourism, and established the integrated development mode of regional tourism. From the actual situation, the Silk Road Economic Belt has rich cultural and natural tourism resources, which undoubtedly provides good conditions for the development of tourism products with world characteristics. According to relevant statistics, there are 62 world natural heritages, 386 world cultural heritages and 18404 nature reserves in the Silk Road Economic Zone, which shows the richness of tourism resources. With the overall planning vision of "one belt and one road", the tourism industry will become a leading industry in promoting the exchange and cooperation of the Silk Road Economic Belt. But at the same time, the regional tourism resources of the Silk Road Economic Belt are facing the challenge of uneven distribution, which makes the tourism cooperation of all regions along the line face great challenges.



Figure 2 Economic strategy map along the way

4. Strategies for Promoting the Development of Regional Tourism Economy in the Silk Road Economic Belt

4.1. Constructing the Cooperation Mode of Regional Tourism Economic Development

The main bodies involved in the development of regional tourism economy in the Silk Road Economic Belt include cities along the line and governments of all countries. In order to ensure the orderly and standardized development of regional tourism economy, a multilateral cooperation mode needs to be formed. Because of the heterogeneity of tourism resources along the Silk Road, the regional tourism economic activities involve a wide range, and the content level of the same consultation is relatively high, which requires the state to pay attention to the macro coordination of quality inspection in various countries. By advocating the principles of independence, pluralism and sustainable development, effective coordination is carried out among countries to ensure that the main tourism elements involved in the silk road can be standardized, and the regional tourism market can be deeply integrated, so as to achieve the goal of joint shaping of the Silk Road tourism image. In addition, in the process of regional tourism economic cooperation of the Silk Road Economic Belt, it is necessary to always maintain the planning policy of taking the national government as the leading role, Regional Tourism City Association and regional tourism organizations' joint participation, and flexibly adjust the cooperation mode according to the actual situation of regional tourism resources and the dynamic market economy.

4.2. Develop Tourism Market and Formulate Facilitation Policies

In the development of regional tourism economy along the Silk Road Economic Belt, it is necessary to develop tourism market vigorously. In addition to expanding the publicity of tourist market, it is also necessary to create a good tourism image. For the development of regional tourism cities, the source of tourists is a key issue, which is also the focus of competition among countries along the Silk Road Economic Belt. First of all, the development of regional tourism economy to the market should be put into the shaping of image. Consider whether the tourism destination has a distinctive and characteristic image, and whether it can attract a large number of tourists. Because the tourism resources distributed in the Silk Road Economic Belt are not evenly distributed, and the tourism elements of one country are an integral part of the overall tourism resources of the Silk Road, it is necessary to integrate tourism resources and carry out unified publicity so as to make the tourism areas in the silk road have recognizable characteristics and leave a deep impression, so as to attract a large number of tourists Tourist.

Secondly, in order to promote the wide market of regional tourism economy and form the construction of barrier free tourism area, it is necessary to formulate convenient tourism policies. From a regional perspective, the economic belt along the silk road has more than 40 countries, and the existence of national boundaries has brought many obstacles to the circulation of regional

tourism economy. Therefore, in order to develop regional tourism economy, each country on the Silk Road Economic Belt needs to make full use of political opportunities of both sides for consultation, so as to promote the construction of regional tourism integration and provide effective protection for tourists. In this process, according to the actual situation of the region, we can try some convenient means, such as landing without visa, so that barrier free tourism can be effectively implemented. Tourism is a relatively fragile industry in nature. It will be affected by many factors and produce volatility. The international situation of the Silk Road Economic Belt is relatively complex, which brings certain resistance to the cooperation and development of regional tourism economy, but also increases the risk of normal operation. In order to ensure that the Silk Road Economic Belt can effectively promote the development of regional tourism economy and resist the influence of the pole elimination factors, all countries along the Silk Road Economic Belt need to be "harmonious and inclusive" Under the principle of "open cooperation, mutual benefit and win-win cooperation", a joint effort will be formed to stabilize the development of regional economy.

4.3. To Formulate the Mechanism for the Development of Regional Tourism Economy Along the Silk Road

In view of the content of regional tourism economic development of the Silk Road Economic Belt, multilateral agreement mechanism should be formulated. In actual development, relevant countries along the silk road need to conduct effective consultation on tourism economic development affairs, and finally ensure the achievement of bilateral and multilateral agreements to achieve mutual benefit and win-win results, so that the Silk Road Economic Belt can promote the maximization of regional tourism economic development benefits. In the construction of regional economic development mechanism of the Silk Road, investment promotion, cross-border tourism governance and political consultation need to be involved. First of all, the development of the Silk Road tourism economy needs a large amount of funds. Whether it is the construction of infrastructure or the establishment of communication equipment, it needs a certain amount of funds, so it needs to rely on a strong investment promotion mechanism to ensure the smooth development of the regional tourism economy. Second, the development of the Silk Road regional tourism economy inevitably needs to be dealt with The establishment of cross-border governance mechanism can provide effective strategies for dealing with public issues; in addition, the development of regional tourism economy needs to rely on relevant cooperation institutions to ensure effective exchanges between countries in the field of tourism development and development mode, so as to achieve multi-level cooperation, which inevitably needs the guarantee of political consultation mechanism, so as to make regional tourism economy develop All forces in the exhibition can be integrated from this.



Figure 3 Maritime silk road

5. Conclusion

Tourism has become one of the large-scale industries with the rapid development of modern

society. Undoubtedly, the formation of China's Silk Road Economic Belt has led to the development of regional tourism economy, which can not only bring huge economic benefits to the region, but also promote the social stability and economic development of the countries along the line, so that the cooperation and exchange between the relevant countries can be strengthened . Therefore, China should pay attention to the important role of the Silk Road Economic Belt in the development of regional tourism economy, construct the cooperation mode and development mechanism of regional tourism economic development, and promote the stable and sustainable development of the Silk Road regional tourism economy by vigorously developing the regional tourism market.

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