

## Study on the Global Tourism Development of Ganquan County

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**Abstract:** Under the background of social and economic development, global tourism was put forward when China's social and economic development entered a new normal. The new normal state of economy and the normal development of tourism formed a poor situation, which made a large number of capital and technology enter the tourism industry. The development of global tourism in Ganquan County is a major local project, which involves many industries in many fields. There are many factors for development and many risks. It is necessary to change from traditional "scenic spot tourism" to "global tourism", incorporate the whole region into tourism planning, and build it as a complete tourist area, so as to realize the coordinated development of tourism and other industries in the region, introduce a new concept of global tourism, based on the actual situation of tourism development in Ganquan County, analyze the necessity and realistic basis of the development of global tourism in Ganquan County, create a core attraction for global tourism; highlight "joint marketing", broaden marketing channels; implement an active talent strategy, promote the construction of a global tourism talent team; and establish effective coordination mechanism strategies.

### 1. Introduction

With the advent of the era of mass tourism, tourism industry has become a new driving force of the world economy, and a core industry to enhance the competitiveness of fate [1]. Under the mode of "tourism plus" integration, tourism destination will become an open space. Ganquan County, as the main regional central city of Yan'an City in the future, will inevitably increase the number of urban population in the future. With the acceleration of urbanization and industrialization, the contradiction between supply and demand of cultivated land is bound to become more prominent [2]. In terms of spatial domain, global tourism is to change the tourism spatial economic system with scenic spots as its main structure, and to construct a tourism destination spatial system with scenic spots, holiday resorts, leisure areas, tourist shopping areas, tourist campsites, tourist functional towns, tourist scenic roads and other different tourist functional areas as its framework. The level of tourism development in the whole region has been steadily improved, showing a strong spatial agglomeration effect, and there are obvious interaction between regions and other spatial development characteristics [3]. Systematic optimization and upgrading, realizing regional organic integration of resources, industrial integration and development, joint construction and sharing, tourism to promote and promote the coordinated development of economic madness, a new regional coordinated development concept and model". Promote tourism to the panoramic whole At the time of the transformation of the whole nation's tourism, efforts to build a unique tourist destination in Ganquan County is undoubtedly the inevitable choice to enhance the influence of the "Ganquan County" brand [4].

As far as the industrial area is concerned, global tourism is to change the industrial structure dominated by a single form of tourism, build a composite industrial structure based on tourism, and promote the transformation of China's tourism industry from "small tourism" to "big tourism" [5]. To promote the development of other industries by tourism, and ultimately to promote the economic development and social progress of the region. In the process of promoting global tourism in China, synergy theory plays an indispensable role [6]. "Improving infrastructure", "industrial integration and development", "diversification of participants" and so on. At present, the adjustment and optimization of industrial structure has become the key research object, and the new format derived

from "tourism +" has also become a hot topic. In order to truly realize the overall optimization of tourism landscape and the overall matching of tourism services, all regions should fully implement the concept of global tourism development, not only choose the development mode according to local conditions, but also strive to innovate in five aspects: system, products, industry, service and marketing [7]. Introducing the new concept of global tourism, taking Ganquan County of Fujian Province as an example, exploring new ideas of county tourism development from the perspective of global tourism, carefully screening and demonstrating a group of distinctive industrial development projects around the market demand, enriching the county tourism The industrial project library forms a distinct tourist area. It is hoped that Ganquan County will benefit the development of tourism [8].

## 2. Materials and Methods

The coordinated development of regional tourism refers to the symbiosis and cooperation among the units or subsystems of each tourist area in the region, forming an efficient and highly orderly integration, and realizing the regional tourism development mode of "integration" operation of each tourist area unit in the region. Changing the tourism industry structure dominated by a single tourism form, building a complex tourism industry structure based on tourism platform, and promoting the transformation of tourism industry from "small tourism" to "big tourism". Highlighting the distinction of industrial regions. Reasonable planning of industrial development area and construction scope in Ganquan County, highlighting the organic integration and extension of industry on the basis of industry clarity. Advancement and development require all regions to optimize the overall tourism environment and tourism throughout the new era, full facilities, full service and all factors. Only in this way can we effectively meet the growing needs of the people, and enhance the sense of well-being and happiness of tourists. Fully consider the tourism resources, transportation, location and other factors in the region, and make unified planning for tourism resource development, tourism public facilities construction and tourism-related supply.

Ganquan County is located in the southeastern slope of Shaanxi Province, Ordos Basin. It is located in the middle of Taiwa depression in northern Shaanxi Province, mainly in Mesozoic sedimentary rocks. In response to the great call of "rebuilding a beautiful northwest with beautiful mountains and rivers", efforts are being made to explore the path of coordinated population resources, environment and sustainable socio-economic development, actively carry out the project of returning farmland to forests and grasslands, and achieve significant ecological and environmental benefits, laying the foundation for the development of social tourism in Ganquan County. It is an important task for Ganquan County to establish a global tourism demonstration area and lengthen the short board of catering, shopping and entertainment. Use all-media marketing means to attract tourists; The new concept of service means to transform the concept of "non-owner and visitor" into a "home and guest family", and provide all-weather, full-service services for tourists with the attitude of receiving loved ones. Fully relying on the advantages of other new media, such as efficient, fast, wide-spread, and interactive, relying on various online platforms, and cooperating with well-known travel websites to promote online travel marketing and enhance tourism marketing. It has developed emerging businesses such as smart tourism marketing, smart tourism services, smart tourism management, smart tourism enterprises, and smart tourism cities, laying a solid foundation for the development of the tourism industry. The development of rural tourism itself is also one of the important ways to further improve the living standards and quality of life of rural residents and effectively meet the needs of the people's growing and better life.

In terms of the mode of social and economic development, global tourism is not only a way and mode of tourism development, but also a way of social and economic development. The development of county tourism is not an independent development of tourism resources, tourism industry or tourism services, nor a simple "addition" of these links, but a "comprehensive development" of all links. With the promotion of global tourism, the construction of beautiful countryside will be carried out to completely change the living and ecological environment of the countryside, and make urban and rural civilizations complement each other and blend with each

other, so that the peasants can gradually broaden their horizons and improve their civilized literacy, so as to realize the transformation from the traditional way of life to the way of life in the new century. Efficient is the characteristic of sustainable development, not only to meet the requirements of social and economic development, but also at the expense of the environment. Sustainable development is a multi-dimensional development. Ganquan County should take a diversified and multi-model sustainable development path according to its own points and outstanding advantages. Strengthen the integrity construction system of the tourism industry and practitioners, improve their credit rating, implement the “blacklist” system for unscrupulous and unscrupulous enterprises, and improve the unified acceptance mechanism for tourism complaints and the mechanism for sharing illegal information. Compared with the rich tourism resources, the number of tourist attractions in Ganquan County is relatively small, the overall grade is not high, the type is relatively simple, and the tourism function is incomplete, which cannot constitute the conditions for the county to become a tourist destination. The creation of a global tourism demonstration zone in Ganquan County is a top priority for creating a series of tourist attractions. The tourism development parameters of Ganquan County are shown in Table 1.

Table 1 Global Tourism Development Parameters of Ganquan County

	Factor	Coefficient
A New Concept of Development	Social brigade Republic	0.32
	Travel together	0.27
	Literature and Tourism Co prosperity	0.29
	Birth brigade symbiosis	0.31
A New View on Resources	Natural Attractor	0.28
	Humanistic Attractors	0.30
	Social Attractors	0.25
	Industrial Attractors	0.30

### 3. Result Analysis and Discussion

The infrastructure of Ganquan County is improving day by day. Transportation is very convenient, Xi'an Railway and National Highway pass through, Ganzhi Road Ganquan Zhidan all-through. It provides a good transportation basis for the development of global tourism. In the tourism industry, we should break through the restrictions of the traditional six elements of "food, housing, transportation, tourism, shopping and entertainment", put emphasis on industrial integration, provide diversified tourism products, and constantly expand the industrial scale, so as to promote the common development of related industries. Give full play to the strong market appeal and integrate with other tourism resources in the county to conduct full media marketing, which can enhance the thickness of county tourism marketing content and enhance the connotation of tourism in Ganquan County. The new tourism industry system will be established, and the new tourism market mainstays and consumption hotspots will be actively guided, driven by regional tourism brands to enhance the tourism competitiveness of provinces and even our country.

As the main regional central city of Yan'an in the future, the population of Ganquan County will increase substantially, and the social and economic structure will change dramatically. In today's society with the accelerating development of urbanization and industrialization, we should find new tourist attractions in the region in the process of social development and industrial integration. The brand-new product concept means that tourism attractions should be fully considered in the design of tourism products. The humanistic, natural and temporal characteristics of objects. In order to realize the above-mentioned vision, Ganquan County should design and formulate a comprehensive tourism strategy under the mechanism of multi-integration. Each city and county should clearly define its own development goals, direction, orientation, scale, elements, spatial layout, environment, transportation, supporting planning and strategic steps, standardize and guide the

development of tourism in the whole region, and meet the needs of tourists' types and experience. Develop a full-experience, full-chain, all-time tourism product. Improve service quality and service atmosphere, and enhance the soft power of tourism destinations. In terms of tourism marketing, we will use the unilateral marketing model of the government and enterprises to include residents in tourism products. Give full play to the publicity of tourists' monuments and build a national marketing system combining government, enterprises, residents and tourists.

Ganquan County is a part of Ordos Platform in regional structure. After a long period of water erosion, wind erosion, gravity erosion and denudation of external forces, the Loess Plateau has developed into a landscape of gullies, ridges and beams. In order to ensure long-term competitiveness, the process of global tourism construction should not be consistent in tone and competing for peaks among mountains. Cultural tourism brand is in line with the development plan of urban independent tourism destination. Under the guidance of culture, it highlights its own personality and builds a tourism brand with the regional characteristics of Ganquan County. It can keep pace with the times, actively adopt new tourism technologies and means, adapt to the development and changes of the times and the tourism market, and timely feedback to relevant government departments, enterprises and residents, in order to respond quickly and maintain the era atmosphere of the overall tourism development in Ganquan County. To achieve the overall image of the region, the overall efficiency of the play and the overall value of the promotion, including Ganquan County, the establishment of a global tourism demonstration area units provides an important opportunity. Introduce high-level tourism professionals and participate in tourism management of Ganquan County. Strengthen the construction of tourism think tanks, establish contacts with tourism experts, scholars and outstanding practitioners in the province and in China, provide suggestions for tourism in Ganquan County, and provide intellectual support for tourism development in Ganquan County. At the same time, it is necessary to sort out the innovative development models of each region in a phased manner, and sort out the experience exchanges of industry model organizations. In order to ensure the good operation of the whole world tourism, it is recommended to hold a global tourism briefing every quarter to follow up and inspect and feedback in a timely manner.

#### **4. Conclusion**

This paper studies the development of tourism in Ganquan County. Global tourism is the development direction and construction goal of China's tourism industry for a long time to come, and it is also a brand-new development mode of county tourism industry. The purpose of the practice of global tourism is not only to make the tourism industry bigger and stronger, but also to enhance the added value of tourism to related industries through the practice of global tourism. Through the "Internet +", the tourism industry will enter the industrial Internet era from the consumption Internet era, and achieve the symbiotic economy of Resource Reengineering, marketing channels, consumer services, the whole industry chain, sustainable value innovation, product supremacy, and service as the king. In the construction of the whole region tourism, it is necessary to establish a scientific and efficient system guarantee, establish and improve the overall management and leadership institutions, and comprehensively coordinate the promotion institutions to provide a lasting impetus for the development of global tourism. Actively adopt the new technology of smart tourism to build a global smart tourism service center in Ganquan County, and provide humanized, standardized and intelligent travel services for tourists in Ganquan County all the time to ensure the construction and development of tourism in Ganquan County. The core of "tourism" is to promote human development, and the essence is achieved through people. Innovative development path or countermeasures. The place is to create a unique global travel path based on the basic model. Only innovative ideas, rapid action, and efficient integration can overcome the roadblocks in development and make new progress.

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