

# Research on the Development of Tourism Industry in Resource-Based City Jixi

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**Abstract:** Resource-based cities refer to cities that rely on natural resources in the process of social and economic development. The main industries are the development of natural resources and the primary processing industry. These industries are usually non-renewable, so such cities are called resource-based cities. Resource-based cities have the characteristics of simple development of industrial structure, usually only pay attention to economic growth, often neglect the development of the protection of the ecological environment and the development of natural resources, when natural resources are exhausted, the local economy, economic recession, natural ecology Will be irreundered, resulting in ecological imbalance, hindering the development of socio-economic activities, which makes the advantageous resources of resource-based cities in development unlimited use of exhaustion, and gradually develop into resource depleted cities.

## 1. Introduction

### (1) Excessive consumption of resources

Like all resource-based cities, Jixi excessively pursues economic growth in the long-term resource development process, and exchanges excessive consumption of resources for temporary economic benefits, and pays huge resources and environmental costs. Mine development and production activities occupy a large area of land, most of which is forest land or cultivated land. The black soil contaminated by coal accumulation will make the fertile black soil unusable for agricultural production or ecological land. The underground rock structure is destroyed, affecting the stability of the geological structure. In the mining process, there is the possibility of water seepage, causing groundwater pollution and waste. Most abandoned mines in Jixi City have not yet been fully exploited, but they have been closed due to rising resource mining costs and loss of income. Therefore, there is a lack of funds for the later treatment of environmental problems in closed mines. Due to the lack of backfilling mechanism, ground subsidence is caused, and solid wastes such as coal gangue are piled up in the open, destroying arable land and polluting the soil.

### (2)Economic development

In 2017, the GDP of Jixi City increased by 6.5%, which was 0.1% higher than the provincial average and 0.4% lower than the national average. During this period, the added value of the primary industry was 18.57 billion yuan, an increase of 6.8% over the previous year; the added value of the secondary industry was 13.16 billion yuan, an increase of 5.7% over the previous year; the added value of the tertiary industry was 21.28 billion yuan, an increase of 6.6% over the previous year. Since 2011, the contribution rate of the tertiary industry to GDP has increased significantly in Jixi city, which is closely related to the policy of ending the industrial transformation and promotion in Jixi city. In 2017, the proportion of the three industrial structures in Jixi City was 35.0:24.8:40.2, and the contribution rates of the three industries were 38.5%, 23% and 38.5% respectively. In terms of industry, the rapid growth of service industries such as agriculture, forestry, animal husbandry, fishery, industry, wholesale and retail has become the engine of economic growth in the city. This is still a long way from the policy of cultivating and strengthening eco-tourism, accelerating the opening of modern service industry, and ending industrial optimization and promotion proposed in the 13th Five-Year Plan of Jixi City.

### (3)Dilemma of social development

With the relatively stable development of the economy, the social development of Jixi City is

relatively stable. The infrastructure construction is gradually following up, the transportation network is improving day by day, the education and health services are continuously optimized, and the social welfare security system is initially established.

However, as the urbanization process of Jixi City has accelerated in recent years, resource reserves have declined, and the supporting role of the leading mining industry in the economy has weakened, and a series of social problems have also emerged. Social development is in trouble, public service supervision is not in place, and people's livelihood needs to be improved. Coal mine safety issues continue to escalate; industrial wastes are discharged in excess of standards, making management difficult; unemployment is rising, and social safety nets are weak; urban functions are imperfect and social service functions are weak.

## **2. Status Quo of Tourism Development in Jixi City**

### **(1) Economic aggregate**

In the past ten years, the tourism industry in Jixi City has developed rapidly. The number of domestic and foreign tourists has increased year by year, and the total tourism revenue has also increased year by year. However, the number of inbound tourists and tourism income have declined, which is the same as the situation of inbound tourism in my country. In 2019, a total of 1.8167 million tourists from home and abroad were hosted, and the total tourism revenue was 10.62 billion yuan. The development of Heilongjiang's tourism industry can be roughly divided into three levels, among which Harbin ranks first. Daqing, Qiqihar and Mudanjiang belong to the second level. The third level is Jixi, Yichun, Jiamusi and Heihe. Jixi City's tourism industry has developed superbly, with rapid development speed and great development potential. It is expected to leap into the second level of the province's tourism industry.

### **(2) Scenic spots**

The tourism resources of Jixi City have obvious characteristics. Tourism resources are rich, including 8 categories, 25 subcategories, and 72 fundamental types. The overall quality of the ecological tourism resources in Jixi City is superior, and some of the cultural tourism resources are unique. The spatial distribution of tourism resources is concentrated on the whole, but scattered on the microscopic level. The seasonal use of tourism resources is obvious. There are 22 national A-level scenic spots and 4 national nature reserves. There are 1 national geological park, 1 national mine park, 1 national agricultural tourism demonstration area, and 1 national ski resort. There are 356 cultural relics protection units and sites at various levels across the country, among which 2 are national key cultural relics protection units. There are more than 60 cultural landscapes such as the Xinkailiu Site, the Memorial Garden of the late World War II, and the Northeast Laofanhai Academy. From an overall point of view, the scenic spots in Jixi City are still in a point of expansion, and the scenic spots in the area are in an isolated and scattered state and need to be further reconciled.

### **(3) Industrial supporting facilities**

In terms of tourism accommodation, 9 star-rated hotels have been built, 140 family hotels along the Ussuri River and around Xingkai Lake, of which 51 are provincial star-rated tourist hotels by the Provincial Tourism Bureau, with certain tourism capabilities, but still There are shortcomings, unreasonable structure, irregular hotel services, etc. In terms of tourism and catering, Jixi currently has hotels, restaurants, restaurants and other social catering facilities, and the form of farmhouses is also booming. Most of them are located in the town center and surrounding areas, as well as mature scenic spots such as Xingkai Lake and Baodao in Hutou Town.

## **3. Problems in the Development of Tourism in Jixi City**

### **(1) The overall tourism planning guidance is insufficient**

The development of tourism in Jixi City is in its infancy. The scenic spots formed in the early stage mainly relied on the original natural landscape. With the increase in the number of tourists, supporting service facilities have been built one after another. Such lack of planning in the

development mode will inevitably expose a series of problems in the later stage. Over-exploitation due to unreasonable estimation of tourism reception capacity and environmental carrying capacity, or arbitrary establishment of small and scattered tourist reception points, reduces the quality of scenic spots. Due to the lack of macro planning and guidance, the lack of communication, cooperation and exchanges between tourism, the design of the scenic area is simple and rough, the cultural connotation is shallow, and the overall layout of the scenic area is disorderly. It will also cause traffic congestion, difficulty in evacuation of tourists, large investment in the scenic area, and high operating costs. The lack of a series of problem characteristics, long idle time and other problems.

#### (2)Single marketing methods for tourism products and services

Jixi has rich and diverse tourism resources, good gathering conditions, both natural tourism resources and cultural tourism resources, and a good regional combination. And the aesthetic value, cultural value, scientific value and economic value are high. Among them, Xingkai Lake, Wusuli River, Zhenbao Island and other tourist attractions are unique and extraordinary. However, the value of most scenic spots has not been fully developed, which is reflected in the single form of tourism products and lack of novelty. Most of them focus on elementary sightseeing, and don't pay attention to deep excavation of cultural connotations. The restricting factor for the development of tourism in Jixi City lies in the high degree of homogeneity between its tourism products and the surrounding scenic spots. It focuses on natural resources, and focuses on landscape sightseeing. In addition, the quality of natural resources in Jixi City is worse than that of the neighboring Mudanjiang City. Xingkai Lake Scenic Area and Wusuli River Scenic Area, as key scenic areas, are essentially water tourism, lacking in-depth development, resulting in a lack of characteristic tourist attractions. In the marketing of tourism products, a variety of methods should be adopted. The tourism products of Jixi City lack marketing methods, it is difficult to highlight the characteristics of tourism products, the coverage is small, and the radiation is low. Radio, television, newspapers, and the Internet should be used for publicity, and specific publicity methods and themes should be formulated according to different source markets, so as to highlight the advantages of Jixi City's tourism resources in various aspects and establish a city tourism brand.

#### (3)Dispersed construction funds, project economic benefits are not high

The source of funds for tourism projects in Jixi City is mainly led by the government, and preferential policies have been formulated to attract investment. However, the capital investment in Jixi City is relatively scattered, and there is a lack of strategic investment to improve the overall value of tourism resources. Funds are mainly used for the construction of individual scenic spots. Scenic spots have low relevance, poor cluster conditions, and no good regional combination. The high travel cost of tourists cannot improve the tourist attraction of Jixi City. For the city as a whole, the housing market has not expanded, resulting in no significant increase in the economic benefits of the project.

### **4. Suggestions for the Development of Tourism Industry in Jixi City**

#### (1)Setting of tourism goals in Jixi City

According to the social and economic development goals of Jixi City, combined with the environment and basic conditions for the future development of the tourism industry in Jixi City, the overall goal of tourism development in Jixi City has been formulated, which is to strengthen the construction of the tourism industry system and improve the functions of the tourism industry during the planning period. The three pillars of eco-vacation tourism, border tourism, cultural tourism, and experiential tourism; accelerate the transformation of the tourism economic development mode, improve the quality of the tourism industry, and establish the leading position of the tourism service industry in the strategic pillar industries of the national economy, and the construction of Jixi into Cultural characteristics, superior service quality, obvious driving effect of tourism environment and industry, sightseeing, vacation, business, conference, catering, sports, shopping, entertainment, tourism is one of the key tourist cities in Heilongjiang Province, and it has become a famous ecological vacation at home and abroad Type border tourism destination.

In addition, in the process of tourism development, we must pay attention to the protection of the ecological environment and history and culture to realize the sustainability of tourism development in Jixi City and ensure the sustainable development of the region. At the same time, in the development and construction process, it is necessary to fully consider whether the combination of ecological environment, tourism resources, location transportation and tourist areas is reasonable, and whether the functions are complementary. Based on the people-oriented concept, the needs of tourists are considered in the development process, and the construction of products is more in line with the trend of modern tourism consumption; the layout of tourism development should be coordinated with the layout of urban planning, rational use of urban infrastructure, and promotion of later tourism development of.

#### (2) Strengthen the development of tourism products

The key direction of the future development of Xingkai Lake Scenic Area is a leisure vacation. Into Qihu Qihuqi Scenic Area, developing a meeting, health, health and fitness vacation, and constructs more mature comprehensive lake health vacation products. The Beida Cultural Area has developed modern agriculture, has a good economic foundation, beautiful natural scenery, and ever to try. We can rely on the experience of knowledge youth to enrich the culture of the Northland. At the same time, the process of designing youth popular science projects and family event experience projects, experiencing high-ranking science projects and family activities, and experiences the happiness of modern agriculture and harvest.

The urban leisure area of Jixi City includes Jiguan District, Chengzihe District, Didao District, Hengshan District, Lishu District, Mashan District, etc. The main functions are urban leisure tourism, transportation distribution, industrial tourism and comprehensive tourism. It is a regional tourism distribution center. Highlight the characteristics of resource-based cities, restore the mining process, open the era of mining tourism, devote itself to creating high-quality mining tourism products, and form a distinctive city card. For example, the resources of Hengshan Coal Mine will be fully exploited and reserved, with high security.

#### (3) Increase government capital investment and management

Increase the government's guiding investment in the tourism industry, and incorporate tourism development into the annual plan and national economic development plan. Government departments focus on investing in the construction of water, roads, electricity, communications and other infrastructure projects in tourist areas; and provide special funds for the development of the tourism industry, set up a supervision and implementation team to ensure their own whereabouts; at the same time, require the financial sector to provide maximum for the construction of scenic spots Credit support. Environmental protection, forestry and other departments actively provide special funds to implement greening, ecological management and environmental protection in tourist attractions.

Established an attractive commercial investment project, through introduction of strategic investors, philosophy, technology, channel, management, talent, market, etc., formulate investment promotion methods, and strengthen the service of enterprises, and improve the investment environment. Adhere to the national, collective, personal, private, foreign-funded policy and who invests people who benefit the principles, mobilize the enthusiasm of all parties, and encourage the development of multi-channel tourism resources and diversification.

Actively develop preferential policies for tax, land use, infrastructure construction, employment, etc., establish investors to invest in the green service channels of Jixi City Tourism, attract foreign investment in Jixi Tourism. Policy can be specifically developed to encourage investment in tourism. For a certain amount of tourism projects (including the original project transformation) in Ji Xi investment, the business tax and income tax exemption should be implemented in the short term.

## 5. Conclusion

Facing the severe test of mine exhaustion and urban decline, how to explore an economic transformation path based on local actual conditions has become an inevitable choice for regional sustainable development. Although Jixi City has a new industrial development structure, there are

still some development difficulties in the process of resource transformation and upgrading. The problems of resources and environment have become increasingly prominent, and economic and social development are facing various difficulties. Therefore, the specific direction of transformation and upgrading needs to be further clarified. The development of tourism in Jixi City needs to further strengthen planning and management. In the future, the tourism industry of Jixi City should develop in accordance with the “four districts and one belt” tourism space layout, and promote the better development of tourism under the background of resource transformation in Jixi City.

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