

Analysis on the Process, Pattern and Mechanism of Xi'an Tourism Urbanization

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Abstract: In this paper, the author mainly analyzes the current situation of Xi'an tourism urbanization and makes a concrete analysis of the evolution of tourism urbanization in Xi'an by using the relevant statistics and data. Based on this, it concludes that Xi'an urban tourism's development pattern, and further demonstrates the factors that cause this pattern of development, in order to build a corresponding mechanism analysis model. Aiming at enhancing the development of urban tourism in Xi'an and promoting the level of economic development in the region, the paper hopes to provide some references for the future researches.

1. Introduction

With the continuous improvement of social and economic development, the population flow rate and concentration rate among regions in our country are obviously higher than in the past, greatly accelerating the development of urbanization and making urbanization a special kind of society economic phenomenon. The continuous development of tourism has provided an important driving force for the acceleration of the process of urbanization and has also become a development model of multi-urbanization, which has far-reaching significance for development.

2. Xi'an Tourism Urbanization Status

Xi'an belongs to the western metropolis, pays more attention to the development of tourism industry and related product development. During the 12th Five-Year Plan period, China has classified tourism as the leading force for development in Xi'an and has become an important development industry. On this basis, the relevant government formulated a series of development measures to promote local tourism, which directly increased the number of tourists in the city by more than a few percentage points. In the "13th Five-Year Plan" period, "making bigger and stronger tourism industry and building a world-class tourism destination" is regarded as the main development goal, which has obviously promoted the tourism influence of Xi'an and the GDP Proportion of added value can be as high as 9.5%. From this, we can see that the process, pattern and mechanism of tourism urbanization in Xi'an have obvious changes and have some significance [1].

Xi'an and its adjacent areas are rich in tourism resources. The natural landscape in the region has a great ornamental value and attracts a large number of tourists each year during the tourist season. Most importantly, Xi'an unearthed the Terracotta Warriors and Horses of Qin Shihuang, known as "one of the Eight Wonders of the World", and has an immeasurable artistic value and literary value. It has become one of the most important tourism and viewing areas in Xi'an. It can be said that Xi'an, as the leading force and important representative of tourism in Shaanxi, has greatly promoted the development of Xi'an's tourism urbanization. According to relevant surveys, the tourism industry in Xi'an has already transitioned from "hospitality-oriented" to "general-industrial-type". As the development in recent years, it has basically completed the transition from "general industrial type" to "cultivating pillar industries". The transitional phase, which also shows from the side of Xi'an tourism urbanization development process embarked on a good track of development, and achieved good economic returns.

Combined with last year's tourism data survey shows that Xi'an tourism revenue has reached hundreds of billions, accounting for about 30% of GDP this year. In addition, under the pressure of

the international situation and domestic economic development in the first half of 2015, Shaanxi Province put forward the development measure of "being steady, improving quality and improving efficiency". The main purpose of Shaanxi Province is to firmly grasp. The economic characteristics of the Silk Road, taking its development characteristics as a turning point for new construction, will better cater to the development trend of the new normalcy of economic development and promote the development of tourism urbanization in an all-round way in order to realize the economic integration of the Silk Road Lay a solid foundation [2].

3. Analyze the Stage of Development Involved in the Process of Urban Tourism in Xi'an

(1) The first phase

The first phase of the time can be roughly estimated between 1995-1997. Xi'an City was approved by the State in 1994 as a pilot city participating in the new round of comprehensive reform in the country. Based on the economic development characteristics and development trend of Xi'an, Xi'an City has formulated specific overall plans and other related supporting plans. In 1996, Xi'an Municipal Government promulgated a plan for the development of Xi'an's future tourism industry. It proposed for the first time that tourism should be regarded as the pillar industry in Xi'an. It can be said that the effective implementation of this proposal has given new impetus to the economic development in Xi'an. In the practice of this phase, the response value of urbanization of tourism in Xi'an rose from 3.99 to 3.93 and its average annual growth rate was as high as 31.3%. It can be said that the development of tourism urbanization in Xi'an is effectively promoted.

(2) The second phase

The second phase was roughly between 1998 and 2003. In March 1999, China put forward relevant opinions on promoting the development of the western region. The main goal of "developing tourism, building markets and forming industries" is to lay a solid foundation for strengthening the dominance of tourism in Xi'an. After two years of practice, the tourism industry has taken the lead in forming a dominant industry in Xi'an and has gradually become an important way to promote economic growth and expand the scale of industrial development. In this stage of development, the response coefficient of tourism urbanization in Xi'an rose from 3.88 to 3.96 before. Compared with the development in 1995-1997, there was not much room for growth of response coefficient, which made the speed of urbanization progress. The decline of the situation [3].

(3) The third stage

The third phase of the time roughly between 2004-2008. In the development of this period, the tourism industry in Xi'an actively seized the development opportunities of the times and boldly innovated in the cultural concept. For example, according to the "Into the history, feel the humanities, to experience life, "the idea of the region's historical sites as the focus of tourism construction, and actively integrate the corresponding tourism resources to achieve the purpose of optimizing the tourism environment. For example, a large number of relics unearthed in Xi'an city Terracotta Warriors and Horses and other artifacts with historical value of cultural relics, has basically become the mainstay of tourism in Shaanxi Province [4]. And the cultural resources in Xi'an have more prominent features, such as the history and culture of the Qin Dynasty, the Han Dynasty and the Tang Dynasty. The tourism enterprises in this area have actively integrated these cultural relics and cultural resources, attracting domestic and foreign. A large number of tourists come to visit. In this stage of development, the response coefficient of tourism urbanization has steadily risen from 3.22 in the early years to 4.63, and the average annual growth rate has reached about 43.8%. It can be said that Xi'an tourism urbanization has been developed during this period. Rapid development, and achieved high economic benefits.

(4) The fourth stage

The fourth phase is roughly between 2009 and 2015. In the development of this stage, Xi'an has already established the international metropolis rich in historical and cultural features as the basic development orientation of tourism in this Municipality. The tourism industry in Xi'an fully integrated the strategic objectives of "One Belt and One Road", actively and positively responded to the development trend of the new normal in economic development, and consistently adhered to

"stabilize growth and promote reforms" as the mainstay for the transformation and upgrading of the tourism industry Motivation. In addition, under the background of "Internet +" industry integration, tourism industry in Xi'an has intensified the development of tourism industry scale in recent years, making the tourism attraction and praise of this place rising continuously. For the tourism urbanization in Xi'an in terms of development, it is of more significance. According to incomplete surveys, the response coefficient of tourism urbanization dropped from 4.52 to 3.82 at the peak, and the average annual growth rate was 15.5% [5]. This result is undoubtedly not proof of the slowdown in the construction of tourism urbanization in Xi'an. The author believes that the main reason for this phenomenon is that due to the relevant personnel put more effort on the quality of development, the tourism conversion rate has increased. In contrast, the response coefficient of urbanization is relatively decreased [6].

4. Xi'an Tourism Urbanization Development Pattern and Relevant Influencing Factors

4.1 Development pattern

As the dominant force and important representative of Shaanxi cultural tourism, the coordinated development of culture and tourism in Xi'an area has a far-reaching promotion significance for the overall economic development in Xi'an. After more than two decades of continuous exploration and development, the tourism industry in Xi'an has firmly grasped the development opportunities of "One Belt and One Road" and effectively promoted the transformation and upgrading of the tourism industry. In particular, "Five Year" plan period. At this stage, the basic development pattern of tourism industry in Xi'an mainly presents the situation of "one area and three districts", mainly including the ecology of the northern foot of Qinling Mountains, the cultural belt of tourism industry that we often say, the Qujiang National Model Cultural Tourism Industrial Zone, Tourism industry gathering area and Lintong cultural tourism industry gathering area. Among them, the Qujiang National Demonstration and Cultural Tourism Zone, as the development source of the cultural tourism industry in Xi'an, is fully integrated with the cultural features of the Tang Dynasty and makes good use of the existing cultural resources. Based on this, the all-round integration and launch of the Qujiang National Demonstration and Cultural Tourism Zone A lot of development projects, to a great extent effectively highlighted the retro features of the region's culture. Therefore, we can say that the current development pattern has been initially formed and the corresponding geographic pattern has also been developed soundly.

4.2 Influencing factors

In the initial stage of the development of tourism industry in the main urban area of Xi'an, all tourism industries in the specific distribution form, mainly based on their own development advantages and economic characteristics, optimize the choice of the locations involved, and basically all will focus on the traditional The clock tower or Xiaozhai and other tourist sites. It can be said that all tourism enterprises in this period relatively speaking, the development pattern is small and fragmented, tourism enterprises have not yet established a strong correlation between the development of the scale subject to greater restrictions. In the middle of the development of the tourism industry in the main city of Xi'an, all tourism enterprises gradually formed urban roads with the north-south and east-west as the axes on the basis of the development of the original core areas. To a great extent, the scale of tourism urbanization was obtained Further expanded to form more agglomeration areas, such as Qujiang Cultural Industry Zone [7].

The main factors influencing the development of tourism urbanization during this period are the level of development in the region, the level of resource development and relevant policies formulated by the government. At this stage, with the proposed "One Belt and One Road" strategy, the scale of the tourism industrial agglomeration area in the existing urban centers has undergone a major transformation. Some emerging tourism industries have gradually expanded to the suburbs, making the leisure and tourism industry energetic Development. The main factors that should influence the development of tourism urbanization at this stage are the relevant policies

promulgated by the state, the actual needs of tourists and the capital investment of tourism enterprises. It can be said that with the development of the times, the major factors affecting the development of tourism urbanization have undergone significant changes. Relevant personnel need to keep abreast of the times. At any moment, they pay attention to these variables that influence the development of tourism urbanization in Xi'an.

5. On the Tourism City of Xi'an Dynamic Mechanism of the Relevant Analysis

5.1 Construction of dynamic mechanism analysis

Tourism urbanization and industrial tourism in the process of actual development will be subject to many factors, the author combined with the above factors on the development pattern can be obtained, the main influencing factors for the actual needs of tourists and the supply of local tourism resources, the impact of factors can be subdivided into many factors such as the level of economic development, relevant policies promulgated by the government, and the level of urban investment and construction[8]. Under the influence of these factors, we can construct the related dynamic mechanism system. On the basis of the above factors, combined with the leading factors such as the degree of traffic development and the level of tourism service, we make a detailed analysis on the dynamic mechanism and draw the conclusion. Most suitable for the development of tourism in Xi'an pattern [9].

5.2 The main driving force of the dynamic mechanism

According to the relevant model of dynamical mechanism, we can see that the intrinsic driving force of spatial evolution of Xi'an tourism urbanization is mainly the development of local economy and the investment of local tourism, and secondly, we often say that urban development intensity and current development intensity of tourism. From the perspective of the construction of dynamic mechanism to promote the rapid economic development in Xi'an, it can simultaneously promote the development of Xi'an tourism urbanization. From the current stage of development, there is a certain deviation in the intensity of urban development and tourism development intensity in specific values, which also shows that Xi'an still has unbalanced development in the development of tourism scale. To be promptly improved in order to better achieve the tourism urbanization of high-quality, high service development requirements.

6. Conclusions

In summary, the development of tourism in Xi'an at the present stage mainly shows the upward trend of development. It can be said that the supportive role of urbanization in industrial tourism is increasingly evident. However, it is not difficult to see that the process of urbanization in Xi'an embodies the development characteristics of cyclical volatility in combination with the development of the era. It is necessary for staff to plan the development system of urbanization rationally in light of the specific development status. In terms of the development pattern and driving force mechanism, various influencing factors need to be mastered so as to avoid adversely affecting the development process of tourism urbanization in Xi'an. Therefore, great importance must be attached to promoting the development of urbanization. I hope the author's above content, can provide some reference value for the relevant personnel.

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