

On the Strategy of Integrating Rizhao Aviation Industry and Tourism Industry under the Strategy of Rich Tourism City

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Keywords: Rich tourist city; The aviation industry; The tourism industry; Development of fusion

Abstract: Rizhao is a coastal tourist city and a new aviation industry city. How to transform it into a strong tourism city and a strong aviation city is a major problem in the large-scale development of aviation industry and tourism. From the strategic level of urban development, the deep integration of airports, aviation enterprises and tourism departments can better promote the development of industrial clusters, promote the establishment of national general aviation industry comprehensive demonstration zones and the creation of national tourism demonstration zones, and enhance the comprehensive influence of cities.

1. Introduction

Rizhao City, located on the Yellow Sea, is the eastern bridgehead of the New Eurasian Continental Bridge. It has unique tourism resources and regional advantages. It has complete land, sea and air transport system and convenient transportation conditions. In recent years, Rizhao City has established the "trinity" of aviation industry development strategy of branch line transportation, general aviation and airborne industry. This is not only in line with the development strategy of civil aviation and navigation "flying side by side" proposed by the General Administration of Civil Aviation, but also in line with the actual development of regional airports. In the past few years, Rizhao Airport has not only realized the sustained and rapid growth of passenger throughput, but also explored the "1 + N" mode of development of navigation, and explored a successful way for the rapid development of regional airports. At present, Rizhao City is striving to develop such aviation industry projects as commuting flight, low-altitude tourism, ocean monitoring, flight training, UAV research and development, aircraft simulator development, and to speed up the construction of emergency rescue support system and actively create a national general aviation demonstration area. Although Rizhao's aviation industry is developing rapidly, with novel modes and continuous praise, the problems of single form, insufficient industry leadership and low economic contribution are more prominent in its actual operation. There is an urgent need to extend the industrial chain, enhance industrial added value and enhance its contribution to local economic and social development.

2. Necessity of Integration and Development of Rizhao Aviation Industry and Tourism Industry

Aviation industry is a national strategic emerging industry, and its development degree indicates the national economic strength to a certain extent. In the past ten years, China's aviation industry has developed rapidly, its product and service capabilities have been greatly improved, and a relatively perfect supply system has been formed. However, the situation that China's aviation lags behind developed countries has not changed, and the unbalanced and inadequate development has not been able to meet the growing needs of the people for a better life. [1] However, the large industrial chain system of general aviation has become a new economic growth point and an important strategic option for local government investment, which has obvious pulling effect on promoting industrial restructuring and upgrading and accelerating investment and consumption

growth.[2]

The integration and development of aviation industry and tourism industry is just in time. With the gradual opening of China's low-altitude airspace, aviation tourism is ushering in the opportunity of rapid development, especially low-altitude tourism products have gradually become an important channel to promote consumption, cultivate the general aviation market and promote industrial integration. With the recognition and promotion of Rizhao's navigation mode by the General Administration of Civil Aviation, Rizhao will continue to vigorously develop such services as passenger navigation, flight training, low-altitude tourism and public services to promote the coordinated development of general aviation and regional transportation. But at present, the cross-border project of integrating aviation and tourism in Rizhao is still very scarce. It is known that only in Rizhao Seashore Forest Park and Rizhao Wanpingkou have launched paraglider and power umbrella experience projects. Power umbrella flight activities have been organized in Wuliashan and Jiuxianshan, and low-altitude experience flight activities have been carried out by individual general airlines. Generally speaking, these activities are very small, most of which are spontaneously organized by some enthusiasts or sporadically carried out by general airlines in order to expand the visibility of enterprises, and have not formed a certain social impact.

The integration of aviation industry and tourism industry is an effective way to solve the shortcomings of Rizhao tourism industry. As a traditional open coastal tourism city, Rizhao is facing some outstanding problems in its tourism development, such as fewer characteristic tourism projects, lack of high-quality tourism routes and poor tourists' experience. Therefore, strengthening the deep integration of aviation industry and tourism industry, cultivating new forms of business, developing new tourism products, launching new tourism routes, and creating high-quality aviation tourism projects such as low-altitude flight are to conform to the strategy of rich tourism city, adapt to the development trend of industry integration of aviation industry, improve the quality of Rizhao tourism and promote it. Rizhao Airlines Industry Development, Important Measures to Improve the Influences of Rizhao City.

The integration and development of aviation industry and tourism industry will help to create a new growth pole for the transformation of old and new kinetic energy. As a coastal tourist city and a new aviation city, if Rizhao closely links aviation industry with tourism industry, develops simultaneously and promotes industrial value around the common development goals, it will help to promote the optimization and upgrading of traditional industries, optimize industrial layout, strengthen resource integration, and promote the smooth implementation of the transformation of new and old kinetic energy in the whole city. Moving the economy to achieve high-quality development. Over the years, Rizhao has implemented the overall development strategy of the "13th Five-Year Plan". The pattern of aviation industry and tourism industry has been deepening, and the comprehensive benefits have been expanding. It has formed a good trend of continuous development. It has developed into an important economic growth point of Rizhao and made outstanding contributions to the economic and social development of Rizhao. At the same time, Rizhao City attaches great importance to the development of aviation industry, and vigorously promotes the rapid development of aviation industry. It has taken the lead in introducing the "1 + N" aviation industry development model throughout the country. However, due to the lack of platform and mechanism for the development of aviation industry and tourism, the phenomenon of "restraint" and "disconnection" in the development has resulted in the development of the two industries separately, without forming a joint force for development. At present, the whole province and the whole city are actively promoting the transformation of new and old kinetic energy. The development of Rizhao aviation industry and tourism industry has reached the stage of transformation and upgrading, improving quality and increasing efficiency. They are facing the challenge of leaping from a demonstration city of navigation to a strong city of aviation industry and from a big city of tourism to a strong city of tourism. To explore effective mechanisms, paths and modes for the integration and development of aviation industry and tourism industry, to promote mutual support, mutual benefit and win-win between aviation industry and tourism industry in accordance with the principles of government-led and industry integration, and to build

a platform for cooperation and development of aviation industry and tourism industry, so as to make Rizhao a region with international influence. Regional tourism destinations and airport hubs to promote the construction of "beautiful and rich, ecologically appropriate".

3. Outstanding Problems in the Integration Development of Rizhao Aviation Industry and Tourism Industry

Through visiting and investigating the major aviation enterprises in Rizhao City, we find that the factors that restrict the integration and development of aviation industry and tourism industry are as follows:

Imperfect infrastructure and difficult operation of general airports. At present, besides the initial scale of Shanzhihe Airport in Rizhao City, Lanshan Airport has been built and has not yet been opened, Juxian Airport, Wulian Airport or temporary starting and landing points have not been completed, and the basic conditions of aviation oil storage and night navigation facilities are not yet available. This has affected the actual effect of the "1 + N" development model.

The infrastructure is not perfect and the general airport is difficult to operate. At present, Rizhao City has begun to take shape except Shanzhihe Airport. Lanshan Navigation Airport has been completed but not yet navigable. Navigation airports or temporary take-off and landing points such as Ju County and Wulian have not been completed. Basic conditions such as aviation oil storage and night navigation facilities are not yet available. The construction of aviation fuel supply and maintenance infrastructure lags behind[3], which affects the actual effect of the "1+N" development model.

The degree of airspace liberalization is insufficient, and the airspace management system restricts the integration and development of aviation industry and tourism industry. Since 2014, with the national pilot reform of low-altitude airspace management, airspace management has become increasingly relaxed and convenient. However, according to the current three types of airspace management methods, low-altitude tourism projects to truly "fly up" must be approved by the record. Although with the deepening of the government's "release and control" reform, the time limit for filing has been shortened, but it still does not touch the fundamental problem, and the development of the general aviation industry in recent years is still in progress. However, it faces some problems. Flight approval process is cumbersome and involves many departments, which limits the activity of the general aviation market to a certain extent. Aviation resources are not fully utilized, which directly limits the development of the general aviation industry [4]. It seriously restricts the integration and development of aviation industry and tourism industry.

Lack of policy support and unified planning for industrial integration and development. Although Rizhao has already established a trinity of "regional transportation, general aviation and aviation industry", it has issued the "Implementation Opinions on Supporting the Development of Aviation Industry" and has successively opened flights to and from 21 cities with a total of 22 navigation points, increasing passenger and cargo throughput. However, limited by local financial resources, the aviation industry development fund set up by the government is not strong enough, the investment and policy support for the aviation industry, especially aviation tourism, are relatively limited, and the planning for the integration and development of the aviation industry and tourism industry is insufficient and the incentive effect is limited.

The business model is relatively single and the profit model is relatively rigid. According to the investigation and understanding of relevant aviation enterprises and tourism enterprises, there are few integration projects between Rizhao aviation industry and tourism industry. Only a few navigation enterprises and research institutes organize sporadic aviation research camps, summer (winter) camps and other projects, and normalized air travel, short-route charter flights and other industries. Business has not been carried out basically. Overall, business model is relatively single, social influence is quite limited, economic benefits have not been produced, and the profitability is not ideal.

Although Rizhao's aviation industry has not yet formed a scale, its prospects are very bright. The "1+5+N" radiation airport network system centered on Rizhao airport is constantly enriching and

improving. Especially, the rapid development of general aviation industry has made use of the advantages of traditional tourism resources to create low-altitude tourism, aviation sports, aviation exhibitions and aviation for Rizhao City. Model events and other tourism related projects provide a resource platform, and the integration of aviation industry and tourism industry has unique advantages and development potential.

4. Strategic Suggestions on the Integration Development of Rizhao Aviation Industry and Tourism Industry

Although the integration of Rizhao aviation industry and tourism industry faces many bottlenecks, it also has some unique advantages. For example, as a branch Airport city, there are fewer routes and the development of navigation has advantages. It can actively expand navigation tourism projects and enrich low-altitude tourism products; traditional tourism projects are mature, rich in tourist resources, and with the development of regional Airport cities, it can actively expand navigation tourism projects and enrich low-altitude tourism products. The integration of aviation industry can attract more tourists and enrich and enhance tourists' experience. Based on this, according to the theory of industry chain, this paper makes an in-depth analysis of the integration development of aviation industry and tourism industry from macro and micro levels. We believe that the following aspects can be taken to promote the integration development of Rizhao aviation industry and tourism industry.

To establish a mechanism for the deep integration and development of aviation industry and tourism industry. Developing characteristic tourism and aviation industry is an important measure for Rizhao City to promote the strategy of rich tourism and strong industry. Whether from government departments or aviation and tourism enterprises, in order to build a new aviation city and become a famous tourism city, we must strengthen the innovation of the system. From the government level, it is necessary to establish integrated management mechanism of aviation industry and tourism industry, support mechanism and policy incentive mechanism of integration development of aviation industry and tourism industry, Trinity linkage mechanism of government, aviation enterprise and tourism enterprise, data information exchange mechanism of aviation industry and tourism industry, joint marketing mechanism, etc. Perfect and scientific policy operation system and mechanism, and do a good job of "aviation +" and "tourism +" articles.

Perfecting the Construction of Airport Economic Zone. Actively create a national general aviation industry comprehensive demonstration zone, strive to create a "domestic first-class regional airport", give full play to the airport's efficient and convenient transportation hub and the "industry leader" function of the integration and rise of "aviation+" and other multi-formats, continuously cultivate new industries, develop new formats and create new models, and build the airport new zone into a national well-known aviation industry ecological new zone with the integration and development of multi-formats of aviation industry and production cities, relying on the navigation base and the beautiful surrounding environment. Developing air travel experience and vacation tourism, emphasizing the mode of "attracting people with the environment"[5], integrating tourism routes with general aviation, pooling tourism resources, and establishing a three-dimensional tourism network[6], to promote the coordinated development of aviation and tourism industries.

Activate regional aviation and improve the radiation surface of aviation branch network. From the government's point of view, we should base ourselves on the traditional tourist origin, focus on inland areas, actively cooperate with airlines to develop new routes, and build a network of excellent tourist routes in and around the province. Especially, we should expand cooperation space in tourism market development, integration of aviation industry, exploration of aviation + tourism mode, and constantly consolidate it. Old customers, develop new ones. At the same time, Rizhao Airport should be given clear policy incentives and different incentives and subsidy policies for the route network of tourist origin, so as to truly expand the route network and attract tourists.

Supporting and fostering characteristic projects for the integration and development of aviation industry and tourism industry. The government should promulgate special preferential policies to

encourage enterprises to develop integrated projects such as charter flights, branch flights, aviation experience tourism, aviation vacation products, pan-outdoor tourism, aviation exhibitions, aviation sports and leisure, so as to promote the brand operation and popularization of aviation tourism. Airlines should follow the policy direction of the government, develop more regional and general aviation, strive to expand travel-related business and innovate new formats; tourism enterprises should, in accordance with government policy orientation, conform to airlines' route network, expand tourists' sources, develop special tourism products related to navigation, and make use of the construction of airport economic zone. Set up for industrial experience, aviation research education, leisure and vacation and other new forms of tourism development, called Rizhao aviation tourism characteristic brand.

Supporting and fostering special projects for the integration and development of aviation industry and tourism. The integration and development of aviation industry and tourism will play a direct driving role in enriching Rizhao tourism characteristic projects, improving Rizhao tourism quality and building a three-dimensional tourism system of sea, land and air [7]. The government should issue special preferential policies to encourage enterprises to develop integrated projects such as charter flights, regional flights, aviation experience tourism, aviation holiday products, pan-outdoor tourism, aviation exhibitions, aviation sports and leisure, and promote the brand-name operation and popularization of aviation tourism. Airlines should closely follow the government's policy direction, develop more regional and general aviation, and strive to expand travel-related businesses and innovate new formats. Tourism enterprises should be guided by government policies, conform to the airline's route network, expand the source of tourists, develop special tourism products related to aviation, and make use of the construction of airport economic zone to develop into new tourism formats such as industrial experience, aviation research and education, leisure and vacation, so as to attract Rizhao's special brand of aviation tourism.

5. Summary

Aviation industry and tourism industry are congenitally closely linked, and their integration and development has a solid practical foundation. Under the situation that Rizhao City vigorously implements the strategy of rich tourism city and strong industry city, the development prospects of new aviation tourism projects such as regional aviation tourism and general aviation tourism are tremendous. We should firmly grasp the important strategic opportunity period for the development of aviation industry, deeply grasp the new situation of competition in tourism industry, and strive at a higher level. In the future, we will firmly promote the integration of aviation industry and tourism industry, Polish city business cards, and enhance Sunshine's popularity, influence and competitiveness.

Acknowledgements

Foundation projects: Rizhao Social Sciences Special Topic "Research on the Development of Rizhao General Aviation Industry from the Perspective of Industry Chain" (Project No. 49, 2019), Rizhao Polytechnic Humanities and Social Sciences Project "Research on the Integration and Development of Rizhao Aviation Industry and Tourism Industry under the Strategy of Tourism Rich City" (Project Edition) No. 2018S13) Phased research results.

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