

# Countermeasures for High Quality Development of China's Tourist Attractions

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**Abstract:** In China, tourism tourist attractions are the core subjects of tourism development, an important supply carrier to meet the people's growing demand for tourism and high quality of life, and promoting the high-quality development of tourism tourist attractions is an important way to improve the quality of national life. By analyzing the current problems of tourism tourist attractions such as low economic benefits and imperfect facilities, this paper proposes strategies for the future high-quality development of tourism tourist attractions, in order to develop the vision and ideas of tourism tourist attractions in the future high-quality development.

**Keywords:** Tourist Attractions, Development review, High-quality development, Development countermeasures, China.

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## 1. Introduction

Tourism tourist attraction is an important productivity element of tourism and tourism attraction, and is the main force and achievement representative of China's tourism industry development [1-2]. A-grade tourist attractions are a kind of tourism carrier unique to China. The first batch of A-grade tourist attractions were announced in 2001, and over the past 20 years, A-grade tourist attractions have developed rapidly, and by the end of 2019, there were 12,402 A-grade tourist attractions of various types in China. In 2019, the total number of tourists received by A-grade tourist attractions was 6.475 billion, total tourism revenue was 506.597-billion-yuan, total investment was 403.451 billion yuan, and direct employment was 1.6202 million [3]. A-grade tourist attractions have always been at the core of China's tourism consumption and tourism supply, and their connotation is constantly deepening and expanding, becoming the most active and critical element in the development of the tourism industry. Tourism tourist attractions make outstanding contributions in driving national economic development, promoting industrial integration, and precisely alleviating poverty [4-5]. However, the development of tourist attractions in China still has low operating efficiency, the region's industry-driven capacity is not strong, sustainable high-quality development capacity is not enough and other issues. Therefore, in the face of the severe challenges of increased economic downward pressure, higher standards and requirements are put forward for the high-quality development of tourist attractions in terms of economic contribution rate and industry-driven.

While the development and utilization of tourism tourist attractions, the more important role is to protect and start restoring some destroyed resources, so as to achieve the sustainable development of tourist attractions as well as the perpetual use of resources. However, there is still much room for improvement in the quality of natural resource protection, such as the lack of development supervision leading to damage to resources and the lack of operation management leading to damage to the scenic environment caused by tourists. Therefore, in the practice of ecological civilization construction, higher standards and requirements are put

forward for the high-quality development of tourist attractions in terms of green development of products, green upgrading of operation and services.

Tourism industry has become an important area for deepening the structural reform on the supply side with its characteristics of good compounding and many associated industries. Tourist attractions, hotels and restaurants and travel agencies are the three main market players of traditional tourism, and tourist attractions have been in the engine position in tourism and its associated industries [6-8]. However, with the continuous development of the tourism industry, health tourism, industrial tourism, sports tourism, science and technology tourism, study tourism and other "tourism +" integration development of new industries continue to emerge, national consumption is also more diversified, caravan camps, recreation base and other new forms of tourism more popular, the traditional tourist attractions on other industries gradually weakened. At the same time, the tourist attraction itself also has many problems such as institutional mechanism, talents and investment. Coupled with the large inter-month and inter-day changes in the number of visitors to tourist attractions, resulting in the inefficient use of tourist attraction personnel facilities and equipment integrated. Therefore, tourist attractions need to meet the diversified needs of tourists based on the perspective, to fill the shortcomings, adjust the structure of the way to break through their own development bottlenecks, to achieve high standards, high quality, high efficiency supply-side reform.

A high quality of life is a life in which people's needs for better economic, political, cultural, social and ecological aspects are better guaranteed and satisfied [9-10]. Tourism tourist attractions are one of the important supply bodies of national high-quality life. However, there is still an imbalance in the supply of tourist attractions, such as a large gap between urban and rural residents in the frequency of tourism trips, a large gap in the number of tourists received in the east, middle and west, and most prominently, the overall low quality of tourism and leisure. The people's demand for high quality of life forces high quality production and supply, and puts forward higher standards and requirements for the high-quality development of tourist attractions in terms of

structural quality, service quality, content and experience quality [11].

To sum up, researchers and workers of tourist attractions should focus on the goal of "high-quality development", innovate continuously in theory, practice and system, promote the sustainable development of tourist attractions in resource protection and utilization, development and construction, management and operation, etc., build a high-quality national recreation and leisure environment, and contribute to the overall building of a moderately prosperous society, ecological civilization, beautiful China and rural revitalization. In order to achieve the goal of building a well-off society, ecological civilization, beautiful China and rural revitalization, it is urgent to carry out a comprehensive mapping of the key, difficult and painful points of the high-quality development of tourist attractions.

## 2. Overview of Tourist Attractions

Tourism activities have been in existence since ancient times, and the material carriers of tourism can be traced back to the dangerous and beautiful mountains and rivers, the vast and magnificent royal gardens, and the light and elegant private gardens, all of which, in a broad sense, can be called tourist attractions, the essence of which is an immovable heritage with multiple socio-economic and ecological functions that can be consumed by people off-site [12]. In 1999, China began to implement a system of three long holidays each year: May Day, November and Spring Festival, which led to the full-scale launch of the domestic tourism market and the further expansion of inbound tourism, bringing greater room for the development of tourist attractions. In 1999, the annual number of inbound tourists increased by 14.7% over the previous year, the number of foreign tourists increased by 18.6%, and the international revenue increased by 11.9%. The total number of domestic tourists for the year was 719 million and the total domestic tourism revenue was RMB 283.192 billion, up 3.6% and 18.4%, respectively, over the previous year [13]. Under this circumstance, the enthusiasm of developing tourist attractions has never been higher.

In the tourism demand expansion at the same time, the tourist attraction management mechanism is relatively backward, in this tourism industry contradiction between supply and demand are outstanding, the national "tourist attractions (spots) quality rating of the classification and assessment of the first version" officially introduced. In 1999, the former National Tourism Administration promulgated the document "Classification and Evaluation of Quality Grades of Tourist attractions (spots)" (GB/T 17775-1999), which began to grade and regulate the management of tourist attractions [14]. In 2002, the former National Tourism Administration (NTA) formulated the "A-grade tourist attraction evaluation standard" for the first time in order to strengthen the management of tourist attractions, improve the service quality of tourist attractions, and promote the development and utilization of national tourism resources. Since the promulgation of this standard, the development, operation, management and protection of tourism attractions in China have gradually entered the right track [15]. In 2004, the former National Tourism Administration promulgated the "Classification and Assessment of Quality Levels of Tourist Attractions" (revised) (GB/T 17775-2003), which added AAAA tourist attractions to the classification

level, with the new AAAA level doing higher requirements mainly in terms of details, cultural and characteristic aspects of the tourist attractions. Subsequently, a series of standards were introduced one after another to improve the rating and specification of A-grade tourist attractions.

According to the "classification and assessment of the quality of tourist attractions" provisions, the quality of tourist attractions is divided into five levels, from high to low AAAA, AAAA, AAA, AA, A tourist attractions, and the quality of tourism tourist attractions grade signs, certificates by the national scenic quality rating agencies unified custom-made. The division and evaluation of the five levels of tourist attractions are mainly based on three criteria, one is based on the "Service Quality and Environmental Quality Scoring Rules" to evaluate the eight aspects of tourism traffic, sightseeing, tourism safety, health, post and telecommunications, tourism shopping, comprehensive management, resources and environmental protection; the second is based on the "Landscape Quality Scoring Rules" to evaluate the attractiveness of resources and market influence; the third is based on the "Visitor Opinion Scoring Rules" to evaluate the comprehensive satisfaction of tourists to the tourist attraction. A-grade tourist attractions are evaluated by the Tourism Tourist attraction Quality Rating Committee according to the above 3 rules and regulations in 11 aspects, and the evaluation level is set according to the score. After the tourist attractions meet the relevant standards, they are recognized by the corresponding level of the Tourism Tourist attraction Quality Rating Committee, and are issued certificates and placards by the corresponding rating agencies, which become A-grade tourist attractions [16].

Normally, AAA, AA and A tourist attractions are entrusted by the National Tourist Attractions Quality Rating Committee to the provincial tourist attractions quality rating committees. The provincial tourism scenic quality rating committee can be entrusted to the municipal tourism scenic quality rating agencies in mature conditions. AA-level tourist attractions are recommended by the provincial tourism scenic quality rating committee and evaluated by the national tourism scenic quality rating committee. AAAAA grade tourism tourist attractions are produced from AAAA grade tourism tourist attractions, in accordance with the national standard of "Classification and Evaluation of Quality Level of Tourist Attractions" and "Management Measures for Quality Rating of Tourist Attractions", which are evaluated and recommended by the Provincial Quality Rating Committee of Tourist Attractions and evaluated by the National Quality Rating Committee of Tourist Attractions. Based on the standardization and standardized management of national tourist attractions, A-grade tourist attractions are identified by the corresponding evaluation agencies according to the above three rules and conditions. At present, A-grade tourist attractions have become one of the main bases of competition for modern tourist places because of their high brand awareness [17].

## 3. Existing Problems and Causes in Tourist Attractions

### 3.1. Tourist Attractions Travel Off-Peak Season Is Extremely Obvious

Tourist attractions have obvious "seasonal" characteristics of tourism, high season demand, tourism reception often appear congestion and saturation phenomenon, parking

difficulties, difficult to enter the park, difficult to enjoy the scenery, difficult to toilet and other issues stand out, directly affecting the experience and comfort of tourists, but also on the social and natural resources of the tourist places have a huge pressure. And in the off-season of tourism, with the decline in demand, resulting in the low utilization of services and facilities in tourist places, and serious waste of idle resources.

The problem of low season in tourist attractions is further

exacerbated by the relatively concentrated holidays in China. According to the statistics of the 2017 China Tourist Attractions Development Report, Wuzhen town had 2.61 million visitors in the second quarter, 1.54 times the total number of visitors in the first quarter (Fig. 1); Longmen Grottoes Tourist attraction in Luoyang City had 1.47 million visitors in the second quarter, 2.63 times the total number of visitors in the first quarter, and the gap between off-peak season visitor reception is extremely obvious.

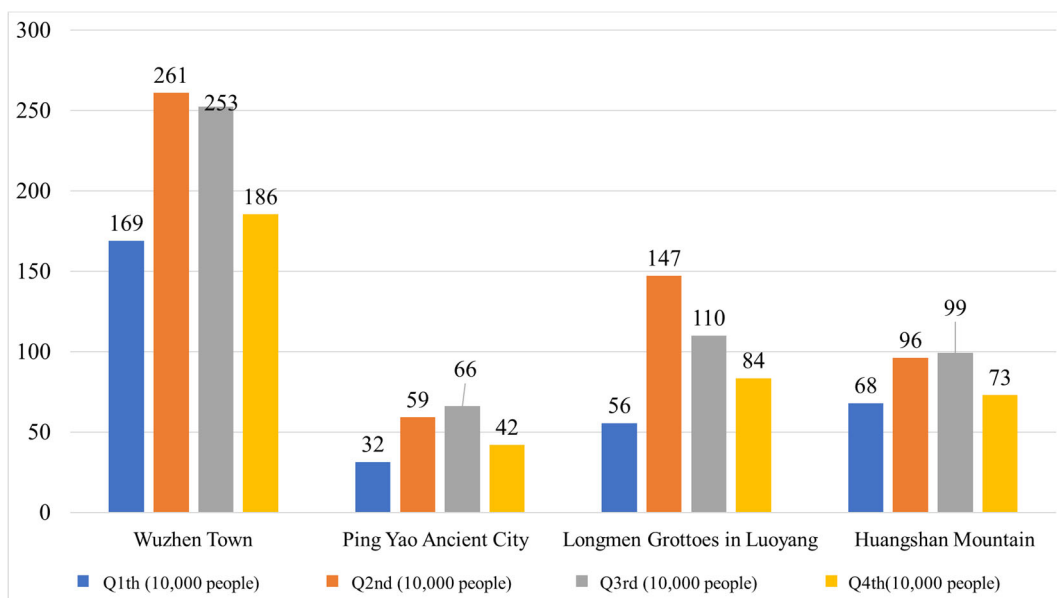


Figure 1. Important tourist attractions by quarter visitor statistics

### 3.2. The Economic Benefits of Tourist Attractions Are Generally Low

According to the data of China Tourist Attraction Operation Statistical System, between 2013 and 2017 (Fig. 2), the growth rate of revenue of tourist attractions was much lower than the growth rate of tourist reception, except for a small

decline in tourist volume in 2013. In particular, in 2017, the national A-grade tourist attractions achieved a total tourism revenue of 433.383 billion yuan, an increase of 48.163 billion yuan over the previous year, with a growth rate of 12.48%, but a large difference with the growth rate of 21.73% in the number of tourists received.

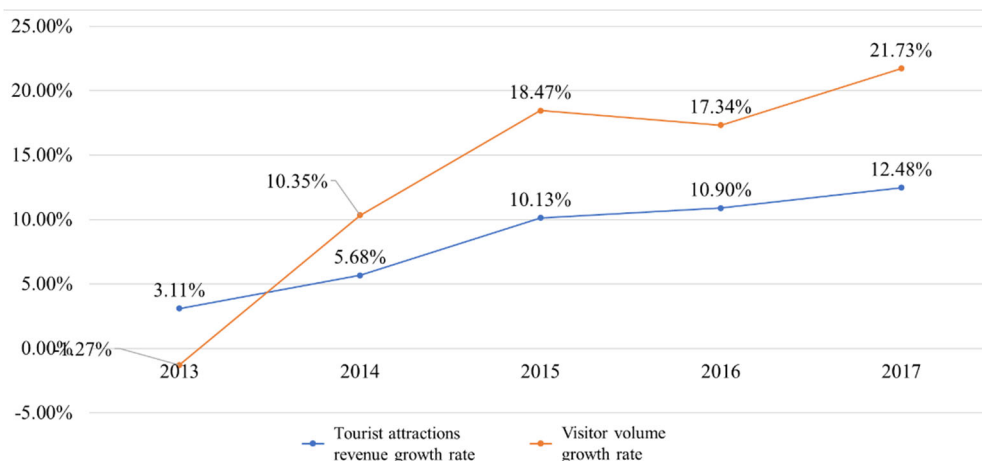


Figure 2. Average revenue growth rate of tourist attractions versus visitor volume growth rate, 2013-2017

### 3.3. The Cultural and Scientific Quality of Tourist Attractions Is Not High

At present, the tourist attraction mainly focuses on sightseeing products, and there are few vacation and special products. Most of the products are relatively rudimentary in development, and the integration with other industries such as culture and science are not high and the innovation is

insufficient. According to the statistics of the tourism word-of-mouth public opinion thesaurus, among the 19518 pieces of negative information, the tourists' feelings accounted for 45.89% (Figure 3), which mainly reflected the poor general subjective feelings of tourists on the tourist products of the tourist attraction. The specific contents include: the tourist products of the tourist attraction are single and the homogeneity is serious; Lack of product project experience

and interactive participation; The supply of medium and high-

end products is insufficient or seriously insufficient.

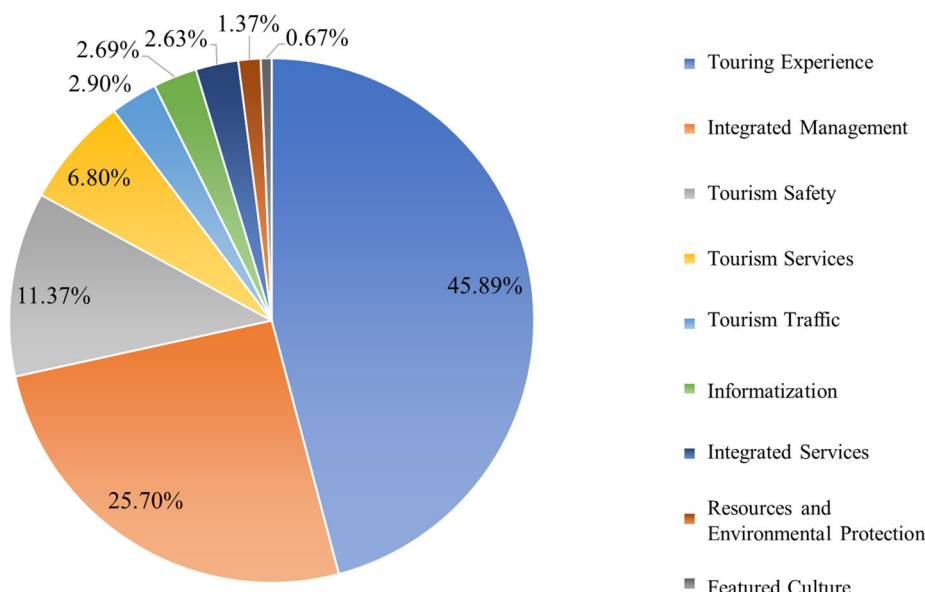


Figure 3. Proportion of negative evaluation types of tourist attractions

### 3.4. The Facilities of Tourist Attractions Are Imperfect and Aging Seriously

Since the implementation of the classification and evaluation of quality grades of tourist attractions (GB / t17775-2003) for more than ten years, the quality of tourist services in China has been greatly improved. However, after the grade an evaluation, some tourist attractions have slackened their understanding, and the quality of tourist attractions has declined seriously, which is mainly reflected in the serious aging of infrastructure such as roads, water, electricity and communications, and the lack of tourism service facilities systems such as transportation, information consulting, sightseeing, rest, safety, sanitation, shopping and catering. Including high-level tourist attractions, the parking lot capacity is insufficient and the external traffic signs are incomplete; Tourism toilets, sanitation facilities and tourist rest facilities are insufficient; Illegal land use is serious; The problems of simple and crude construction facilities and low equipment are widespread, resulting in the poor quality of tourists' experience.

## 4. Countermeasures for High Quality Development of Tourist Attractions

### 4.1. Reform of Flexible Holiday System

With the large-scale blowout of holiday tourism, the national uniform holiday system has caused early warning of the carrying capacity of tourist attractions in all aspects, and the quality of tourist experience has decreased. Therefore, according to the current situation and in order to meet the market demand, the state should formulate the "uneven" holiday system in various regions according to the principles of "long and short matching", "small concentration, large dispersion" and "seasonal regional peak staggering", and further increase the total number of statutory holidays if necessary.

### 4.2. Strengthen the Construction of Facilities in Tourist Attractions

Public infrastructure construction is the cornerstone of social and economic development, which is conducive to promoting the improvement of people's living standards, increasing the happiness index of the people, and contributing to the good and fast development of the national economy. The construction of non-profit infrastructure such as tourist service center, parking lot, roads, rest facilities, environmental sanitation facilities and tourist public toilets in tourist attractions has the same significance as the construction of public infrastructure. Therefore, the construction of non-profit infrastructure in tourist attractions is included in the scope of municipal public infrastructure construction, and the construction of tourist roads from tourist attractions to central cities, trunk highways and airports is included in the scope of regional transportation planning, which is conducive to the further enhancement of the public welfare attributes of tourist attractions and the promotion of tourist attractions as "the ideal place for the nation to aspire to a better life".

### 4.3. Promote Secondary Consumption in Tourist Attractions

Data show that the secondary consumption of most domestic tourist attractions is less than 10% of the total revenue, in the face of rising marketing targets and operating costs year by year, it is difficult to promote the benign development of tourist attractions by relying only on the ticket economy, and it has become inevitable to dig deeper into the secondary consumption of tourist attractions. Therefore, we should study how to improve the secondary consumption of tourist attractions, encourage operators of tourist attractions to develop secondary consumption products and enrich the tourism industry, guide operators to change the previous business philosophy and operation management mode of tourist attractions, promote the transformation and upgrading of tourist attractions, which is conducive to satisfying tourists' excursion needs, improving

the business environment of tourist attractions and enhancing the business benefits of tourist attractions.

#### **4.4. Promote Innovation in The Management System and Mechanism of Tourist Attractions**

In order to meet the diversified and high-quality needs of national tourism, we should implement the separation of ownership and operation of tourism tourist attractions, and build a clear relationship of responsibility, power and benefit between administrative supervisors and operators; build a network of tourism resource management and supervision including all stakeholders. form a stable resource protection and supervision mechanism; encourage and guide tourist attractions to actively explore new financing channels and explore new financing models to build a three-dimensional multi-funding mechanism; increase the introduction of market-oriented business models, increase the participation of private funds and other social institutions through reforms in institutions and mechanisms, and innovate the model of tourist attraction management.

#### **4.5. Strengthen the Professional Talent Team and Improve the Employment System**

Encourage colleges and universities, higher education and other institutions to set up tourist attraction construction and management majors, rational allocation of education and training resources, and accelerate the establishment of different levels of professional tourism scenic talent training system. Promote the construction of tourist attraction construction and management discipline talent training base construction, the establishment of tourist attraction management and construction talent continuing education system. Promote the tourism tourist attraction management professional manager system, and encourage state-owned tourism tourist attractions to implement the tenure system for members of the management layer and Market-based salary allocation mechanism. For tourism tourist attractions to absorb college students to start their own business and local people or poor people to employment, give preferential treatment in taxation and social insurance, etc.

#### **4.6. Strengthen Tourism Attractions Development Research**

Deepen the implementation of innovation-driven development strategy, accelerate the construction of innovative tourist attractions, strengthen the tourist attractions "cultural tourism + technology" of basic research and applied research. Support research institutes, universities and tourist attractions to jointly implement major research projects. Strengthen research and technical research on facilities and equipment, green and low consumption, environmental protection, monitoring technology and intelligent management in tourist attractions. Accelerate the application of basic research innovation results, improve the construction and operation of tourism scenic services technology level, reduce the cost of operation and management.

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