



Integrated Tourism and Regional Development: A New Mode of Tourism Destination Development of Chinese Characteristics

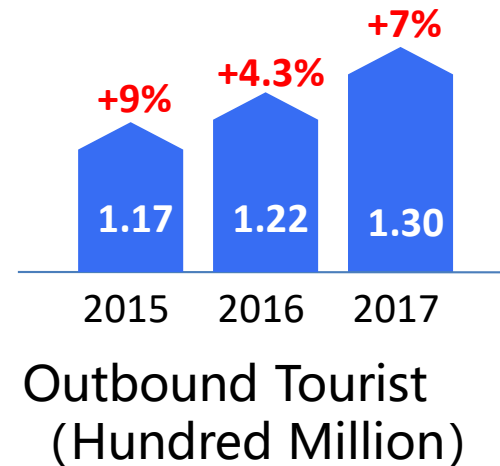
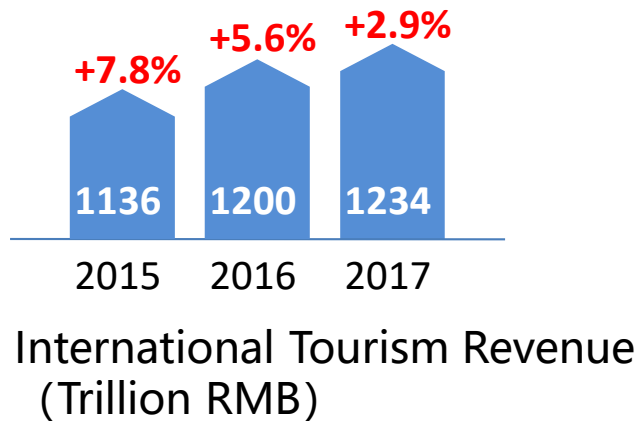
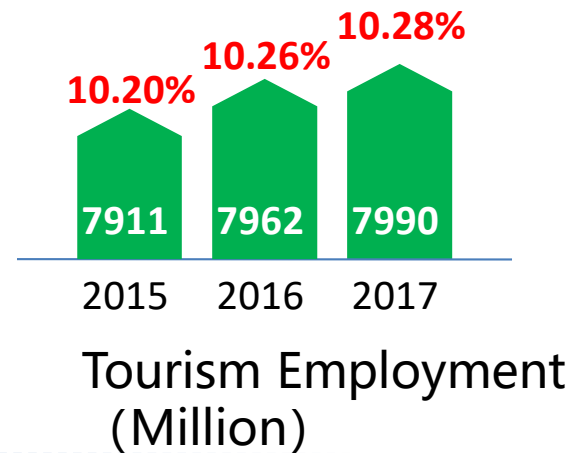
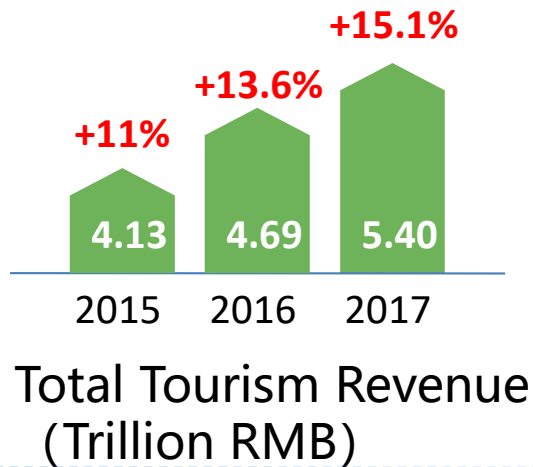
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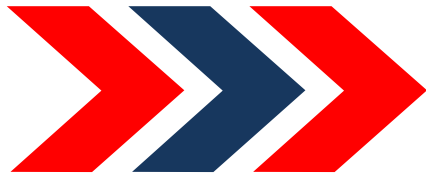
- Scope of Chinese Tourism





- Driven from demand side, Promoted by national policies

Three main strategies in Chinese Tourism Development



- **“515” Strategy**
 - **“Tourism+” Strategy**
 - **“Integrated Tourism” Strategy**
-



美丽中国 — 2018全域旅游年

Beautiful China Year of Integrated Tourism 2018

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01

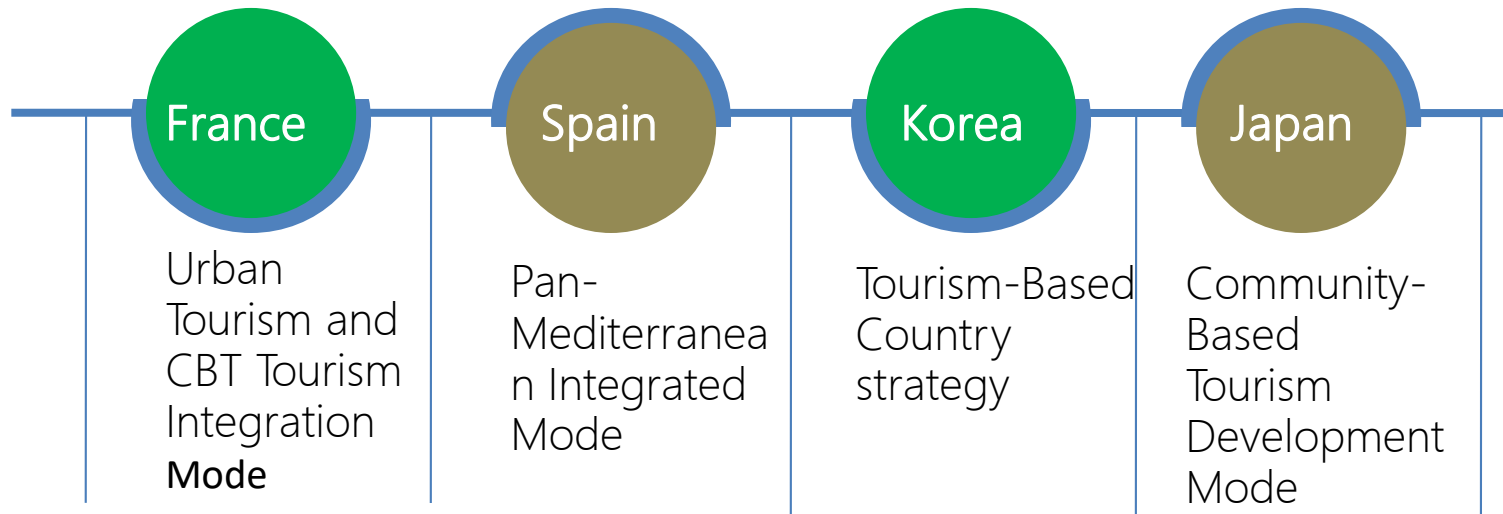
**Connotation and
Characteristics of
Integrated Tourism**



1. Connotation and Characteristics of Integrated Tourism

1.1 Definition

Integrated Tourism refers to deem **regional destination** as integrated development destination. **Tourism industry** serves as the dominant and pillar industry, through the **organic integration** of resources within the region, **social co-construction** and **sharing economy**. Tourism industry become the driving forces and conceptualization to promote the coordinated development of the region.





1. Connotation and Characteristics of Integrated Tourism

1.2 Connotation of definition

- ↘ Basic form: Tourism destination
- ↘ Connotation: "Tourism+"
- ↘ Core concord: Integrated
- ↘ Core value: Transformation



1. Connotation and Characteristics of Integrated Tourism

1.3 Essential characteristics

- ↳ Tourism scenic escalation integration
- ↳ Tourism service enhancement integration
- ↳ Tourism administrative coverage integration
- ↳ Tourism industry promotion integration
- ↳ Tourism outcome sharing integration



1. Connotation and Characteristics of Integrated Tourism

About Integrated Tourism

- Integrated tourism is a new mode of sustainable tourism destination development in Chinese tourism industry.
- Integrated tourism serves as a new methodology for regional integration in ecological construction.
- Integrated tourism is a new momentum and social reformation for tourism destination management.
- Integrated tourism is a new domain for tourism destination development theory.

The background of the slide features several overlapping, flowing, translucent blue lines that create a sense of movement and depth. These lines originate from the left side and curve towards the right, with varying shades of blue from light to dark. The overall effect is dynamic and modern.

02

**Integrated
Tourism in
China**



2. Integrated Tourism in China

2.1 The background of integrated tourism

2.1.1 Demand of mass tourism era

In recent years, the Chinese citizen travel 3 times per capita per year in the mass tourism era, among which 80% are to the non-traditional scenic spots. FIT tourists are consist of 85% of the Chinese tourists volume. Tourism demand side witnessed a transformation from the traditional scenic spots sightseeing model to the deeper experiential tour model.



2. Integrated Tourism in China

New generation of Chinese tourists has higher demand on diversified tourism services and higher quality tourism service.

The traditional tourist scenic spot sightseeing model could not satisfy the diversified tourists demand in the modern scenario.



2. Integrated Tourism in China

2.1.2 Tourism industry upgrading and transforming

Chinese tourism industry witnesses a golden era, while the traditional tourist scenic spots are suffering a downturn in marginal benefits. Group travellers formation has turned in to trendy FIT tendency. This FIT tendency weaken the core competitiveness the traditional travel agencies and transformed the tour guiding profession. Tourism industry operation model has changed drastically in its essence.



2. Integrated Tourism in China

Thus, the core competitiveness of tourism industry shifted from the competition of scenic sports attractiveness to the comprehensive competition of tourism destination image. The tourism industry is now entering into a transitory period of adjustment and profound transforming, from the traditional mode to the pursuing of quality-of-life mode.



2. Integrated Tourism in China

2.1.3 Integrated Tourism serves for the national development mindset and strategy

Integrated tourism

has become a national-level strategic framework, closely inline with the current national political, economic, cultural development level, as well as the national development mindset and strategy.





2. Integrated Tourism in China

2.2 Implementing outcome within 3 years

2.2.1 systematic managerial innovation

- Forming a multiple-tourism related departments management institution.
- Forming a integrated tourism industry development mechanism.
- Forming a tourism administrative policy system for integrated tourism.



2. Integrated Tourism in China

2.2.2 integrated tourism

- Tourism industry with competitive edge has become one of the pillar industry in market performance.
- Integrated tourism triggered new tourism products and commercial activities.
- Integrated tourism became a solid counter measurement for combating poverty and reaching for escalating general social welfare and prosperity.



2. Integrated Tourism in China

2.2.3 Infrastructure construction has improved.

- “Toilet Revolution” generated from scenic spots has extended to the rural areas, which is a vivid prove of the escalation of infrastructures.
- Regional public service level improvement ensures a quality backup system for integrated system.
- The marketing of the Integrated tourism has promoted it forming a popular TDI branding.



2. Integrated Tourism in China

2.2.4 Six typologies of Integrated tourism

- comprehensive integrated tourism districts
- dominating scenic-spots-oriented integrated tourism districts.
- urban or township-based integrated tourism districts.
- eco-friendly integrated tourism districts.
- industrial-based integrated tourism districts.
- rural integrated tourism districts.

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03

**Discussion of
Chinese
Experience for
Integrated
Tourism**



3. Discussion of Chinese Experience for Integrated Tourism

3.1 Discussion: What could be learned from the Integrated tourism practice?

- New approach for regional tourism development
- Constructing a systematic tourism administration institution of modernity.
- Integrated tourism project development mode
- New approach to achieve the integrated tourism scenario.
- New theoretical ontology and methodology for Integrated tourism



3. Discussion of Chinese Experience for Integrated Tourism

3.2 Conclusion

- Integrated tourism is a brand-new approach and advancement to the current Tourism Destination Image theories. The core connotation of Integrated tourism is “Tourism +” , by emphasizing to a coordination among political, economic and social elements. It serves as a new model of societal and economical coordination and cooperation.



3. Discussion of Chinese Experience for Integrated Tourism

3.2 Conclusion

- By cutting in from the perspective of viewing tourism industry as driving forces and pillar industry for economic growth, the discussion of tourism as a strategic momentum for a comprehensive development model in China.
- The emergence of integrated tourism is new and not yet a mature theological and philosophical debate, and it is requiring a combination of theoretical and empirical level, as well as practical implication. There are potential spaces for a new creation and renovation adding value to this new approach and theory

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**THANK YOU
FOR LISTENING**
