Market Status and Development of "Tourism+"

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Abstract: At present, China's tourism industry, as a sunrise industry, has been rated as the third largest industry in the world. Tourism has become a development trend in recent years. With the rapid development of China's economy and the improvement of people's living standards, people's demand for tourism consumption has also been further enhanced. In recent years, China's tourism industry has maintained steady and rapid growth, effectively promoting the development of China's national economy.

Keywords: the "Tourism+" concept | the development prospects of "Tourism+" | the convergence (integration) of "Tourism+"

Industrial convergence is a global development trend and is reshaping the structures of different industries. Just as "Internet+" was proposed, "Tourism+" refers to the mutually connected and mutually penetrating relationships occurring within the tourism industry or between the tourism industry and other industries, ultimately forming a new industrial form. Based on the current development status of China's tourism industry, this is the latest tourism development proposal put forward in order to better endow the industry with development connotations and better promote the integration of various industries. The figure below is a conceptual map of how to promote the integration of the tourism industry with the primary, secondary, and tertiary industry chains.

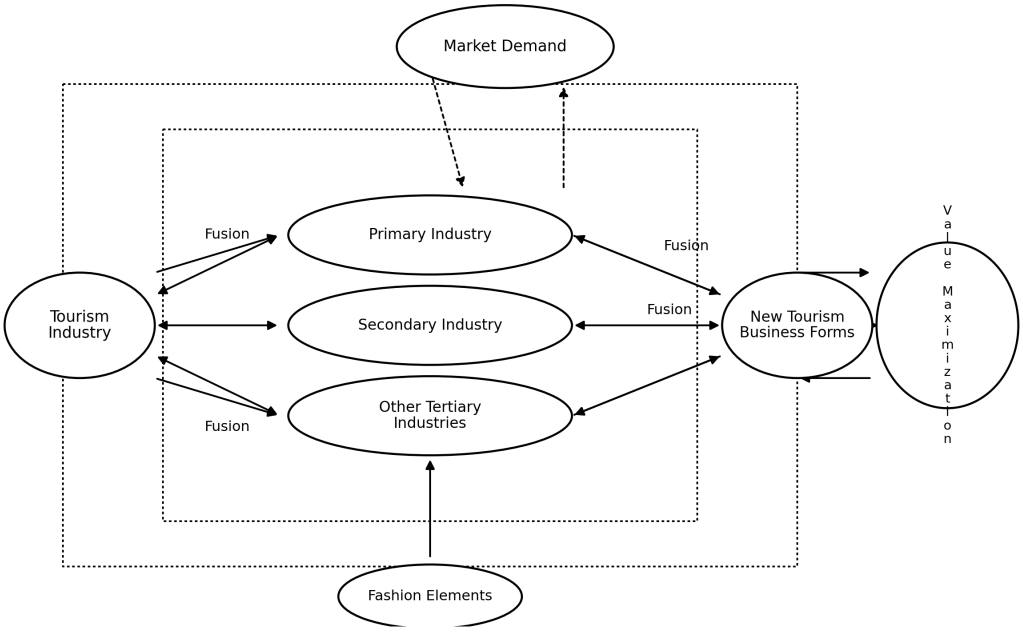


Figure Conceptual Map of the Integration of Tourism with the Primary, Secondary, and Tertiary Industries

In order to meet market demand, we must integrate the tourism industry with the primary industry, the secondary industry, and other tertiary industries, add a third element that fits China's national conditions, and, in combination with people's current needs, construct a new tourism business form with "Tourism+" as the main body, ultimately maximizing the value of tourism.

According to the concept of "Tourism+," the tourism industry can converge with resources, markets, functions, and technology. Below, we explore the development prospects of "Tourism+" from two perspectives: technological convergence and resource convergence.

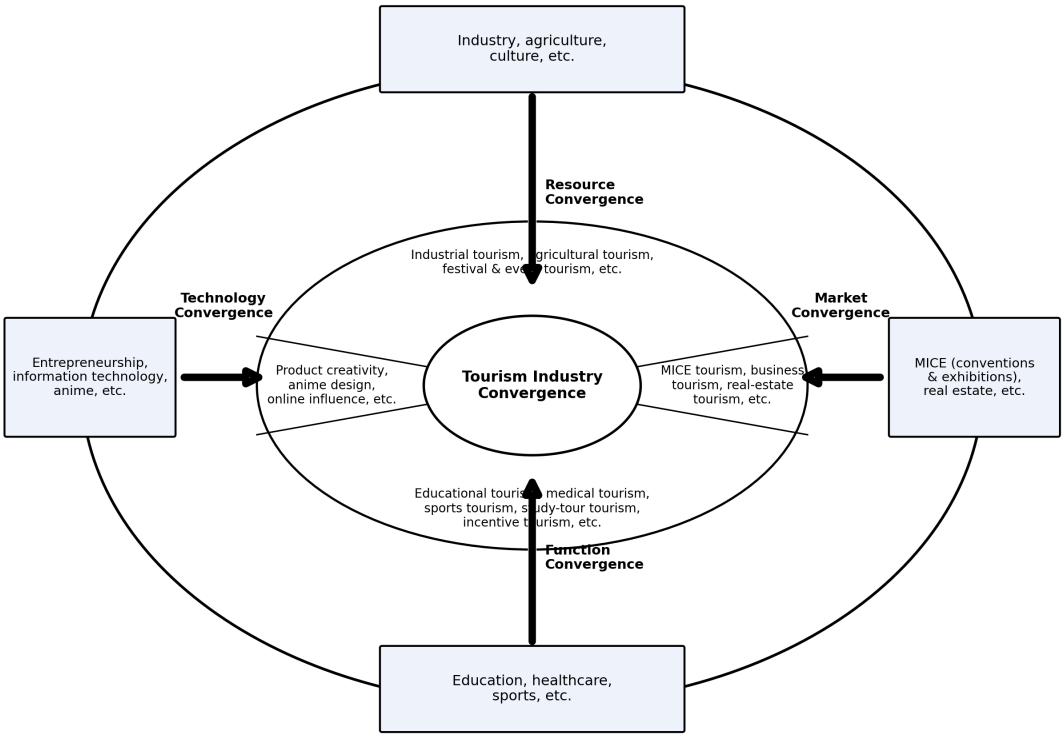


Figure The Four Convergence Paths of the Tourism Industry

1. Convergence with Technology

With the development of today's technology, tourism is no longer just the old concept of sightseeing and enjoying landscapes; it can also be combined with technology, and through today's high technology, tourism is filled with an innovative flavor. Against the background of digitalization, networking, intelligence, and mobility, people pay attention to the cross-border integration of culture. It is not only based on the awareness of new business forms brought about by scientific and technological development, but also on the return of dialectical thinking. The animation industry chain is very long and has a strong artistic effect, such as the very popular COS performances, highly interactive game animations, and theme parks. All of these can produce various anime derivatives closely related to people's daily lives. All links in this industry chain can provide rich choices and market integration for the six major elements of the tourism industry. The convergence and development of tourism and the market is a win-win situation: it can not only increase the benefits of both parties, but also enhance the visibility of both at the same time. The combined development of real estate and tourism not only frees single-function real estate development and the tourism industry from the predicament of independent development, but also, through the combination of the two, achieves a "win-win" effect, increases the development value of urban land, expands the space for citizens' public activities,

and stimulates demand in the real estate market. Moreover, the convergence of tourism and the market can also provide new ideas for solving employment. The convergence of tourism and the market will invisibly increase the scale of employees. In addition to workers and technical personnel on the construction front line, it also provides a large number of subsequent service jobs, which to a certain extent can relieve part of society's employment pressure.

2. Convergence with Resources

Convergence with resources means starting from life and situations, shaping sensory experiences and cognitive identification, so as to capture tourists' attention, change consumption behavior, and find new survival value and space for the development of the tourism industry. Convergence is a stage of social evolution in which services serve as the stage and commodities serve as props to immerse customers in it. As the service economy is gradually becoming commercialized, people's desires for personalized consumption can hardly be fully satisfied, and people begin to shift their attention and spending of money toward economic forms that can provide them with value. The "sightseeing factory" is the organic combination of tourism and industry. "Sightseeing factories" enable traditional industrial enterprises to show new vitality and vigor; they not only improve economic benefits and expand the influence of products and brands, but also enrich tourism products and improve the tourism industry chain — one of the directions for the transformation and development of industry and tourism.

The tourism industry involves transportation, sightseeing, food, accommodation, shopping, and entertainment. It must satisfy the material and spiritual needs of tourists with different tastes, different degrees, and different interests. It must involve transportation, culture, industry and commerce, industry, agriculture, forestry, water conservancy, education, science and technology, sports, and so on. Many industries can also influence the development of other industries to a certain extent. Therefore, the tourism industry is a comprehensive, dependent, and highly interconnected industry. For tourism to develop, it should actively expand other related industries and develop supporting industries, forming tourism-related industry chains, or cross-industry integration of industries such as cultural tourism, sports tourism, industrial tourism, agricultural tourism, water tourism, and business tourism, as well as science and so on. This will inevitably transform tourism from a single type into a related composite type, from isolated development to driven development, opening up broader horizons and development prospects.

Conclusion

"Tourism+" is bound to be the general trend in the future; it can also promote the extension of the tourism industry and is conducive to the cultivation of the industry chain.