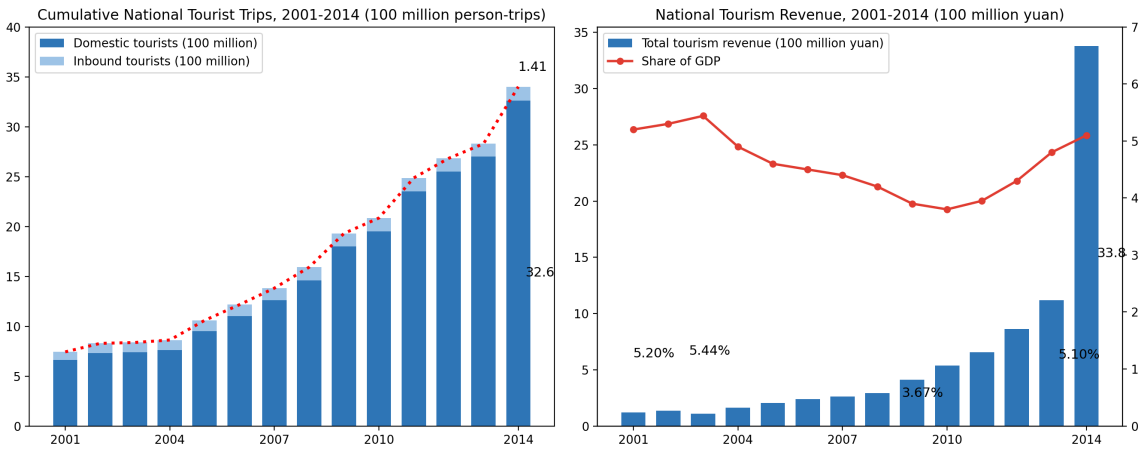
A Comparison of the Advantages of the "Tourism+" Concept and Traditional Tourism

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Abstract: Industrial convergence is a global development trend and is reshaping different industrial structures. With the proposal of "Internet+," "Tourism+" has also emerged. "Tourism+" refers to the mutual relationships and mutual penetration 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 aims to better endow the industry with development connotations and better promote the integration of various industries, and puts forward the latest tourism development plan. Based on this concept, this paper analyzes the advantages of "Tourism+" compared with traditional tourism and its future development direction.

Keywords: Tourism+ | all-region tourism | tourism industry

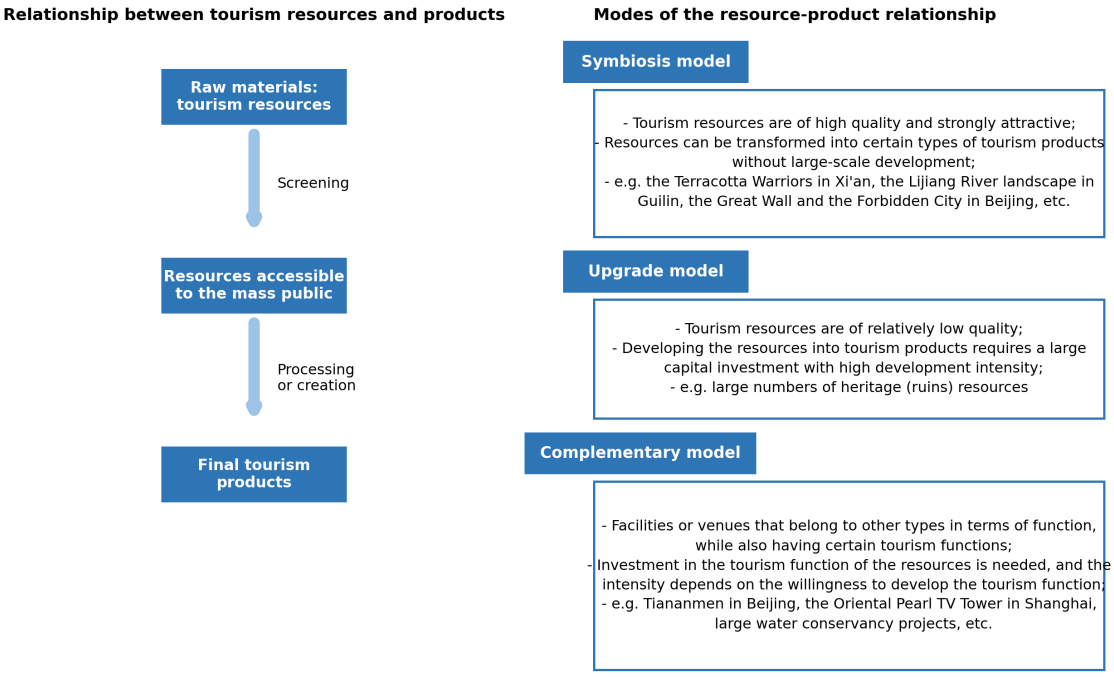
Main Text



As a sunrise industry, tourism 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.

Tourism has never been a demand that can be satisfied by a single link. To satisfy the demand for tourism, comprehensive solutions in all aspects must be provided for tourists. Different from the traditional tourism development thinking, "Tourism+" is reflected in three aspects: breaking the independence of scenic spots in space, breaking the constraints on scenic-area employees, and breaking the single-track development of the tourism industry. Breaking the development concept of independent scenic spots means transforming the original construction of independent large scenic areas into a globalized, multi-angle tourism development city that combines urban construction with the development of tourism. On the one hand, this satisfies the diversified needs of tourists; on the other hand, it improves the life experience of local residents. It can also enhance the overall image of the city, so that tourism development and urban construction can both advance; ideologically, it involves the whole population, expanding the development of tourism from "government guidance, investor execution, and practitioner compliance" to a situation where the whole population knows the characteristics of tourism development, the whole population changes its service thinking, and everyone can be a "tour guide." Through whole-population development, local characteristics and local culture can truly be brought to life and made vivid, genuinely enhancing tourists' sense of experience and participation.

Developing the tourism industry with the "Tourism+" concept combines tourism development with industrial development on the one hand, enriching tourism consumption content through industrial cores, enhancing the core competitiveness of tourism, tapping the added value of tourism, and promoting the development of "diversified industries." In the region, through the role of "tourism promotion," regional brands will be strengthened, the industrial environment improved, and industrial investment assisted.



In general, the development thinking of "Tourism+" hopes to promote the transformation and development of the regional economy through the transformation of the tourism development model, and to build diversified development momentum.

The development of urban space and the level of tourism development can reflect a city's competitiveness. In addition, the advantages of "Tourism+" are often reflected in tourist satisfaction: those with strong innovation capacity and high cultural diversity naturally possess a more diversified tourism industry; the higher the reusable utilization rate of a city's material and cultural resources, the higher the sustainable development level of "Tourism+." Therefore, the development of "Tourism+" is the result of the integration of the tourism industry with other industries. When a city's industries are more diversified and more competitive, the possibility of the tourism industry converging with other industries is greater. Therefore, the core of "Tourism+" is to clarify the relationship between industry and tourism, to grasp industrial production, and to build tourism-based business — industry is the foundation, and the change in tourism is not simply the superposition of "industrial tourism." It is an increase in the degree of "Tourism+," a multi-dimensional reshaping and reconstruction of industry. Tourism+ has a very strong function of stimulating consumer consumption and cultivating potential consumers. By breaking through the narrowly defined industrial audience market, and through the development of derivative tourism products such as agriculture, parent-child

activities, weddings, hot springs, health preservation, and camping, it will attract large numbers of people from unrelated industries to gather. Moreover, the introduction of tourist source markets moves tourism toward a new era of social leisure, and also opens up a new incremental market for the expansion and upgrading of the industrial market.

Conclusion

In summary, for the tourism industry 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, business tourism, and science tourism. 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. "Tourism+" is bound to be the general trend in the future.