

A Summary and Prospect of the Research on Tourism Development under the Background of "One Belt, One Road" in China

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Abstract: Since 2014, the construction of the "Belt and Road" has entered a stage of comprehensive promotion. China's tourism industry has developed rapidly, and its phenomena and influence have attracted the attention and discussion of domestic scholars. Facing the development status of China's tourism industry under the background of "Belt and Road", it is necessary and reference to sort out the tourism research under the background of "Belt and Road" in China. The research status and content of China's tourism development under the background of "One Belt, One Road" were sorted out by using the network of e-measurement analysis and literature combing method to find out the shortcomings in the research. At present, the research on China's tourism development under the background of "Belt and Road" mainly focuses on the integration of regional tourism into "One Belt and One Road" development, tourism special development research, regional tourism cooperation research, tourism education and training research, tourism efficiency research, tourism industry development research and so on. In the future, we can further explore the macro-scale regional tourism development impact research, inbound tourism, maritime silk road and quantitative research in the context of the "Belt and Road" initiative, with a view to promoting the deepening of China's tourism development research under the "Belt and Road Initiative" initiative.

Since President JINPING Xi first proposed the "Belt and Road" initiative in 2013 and the "Vision and Actions to Promote the Joint Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road" in 2014, the "Belt and Road" initiative has entered a comprehensive development of intensive cultivation stage. The "Belt and Road" initiative covers a wide range, covering almost the entire Eurasian continent, bringing development opportunities to countries and regions along the route, and facilitating resource sharing, regional cooperation and common development of the countries along the route. Because of low trade barriers of Tourism, it has become a breakthrough in the development of the "Belt and Road" initiative. Scholars have paid close attention to the development of China tourism industry in the context of the "Belt and Road" initiative. However, although there are many research documents, the research lags behind the development of the tourism industry, and the existing research is scattered and the research depth needs to be improved. This article reviews the literature on the development tourism industry of China under the background of the "One Belt and One Road" collected by Know the net. It aims to summarize the existing research results, find deficiencies and propose possible future research directions and research contents.

1. Status Of Research

This article takes "Belt and Road" and tourism as the title, carries on the cross-library advanced search with "the periodical, the Doctor and Master papers, and the conference ". As at April 2020, a total of 497 journal papers and 22 Doctor and Master Papers were published.

1. 1. Document Time Distribution

Drawing the Line diagram according to the publication time and quantity of the literature (Fig .1). It can be seen from figure 1 that the number of papers on the development of tourism in China under the background of "Belt and Road" shows a continuous upward trend. Among them , " Tourism overview "," Tourism Journal "issued a higher volume.

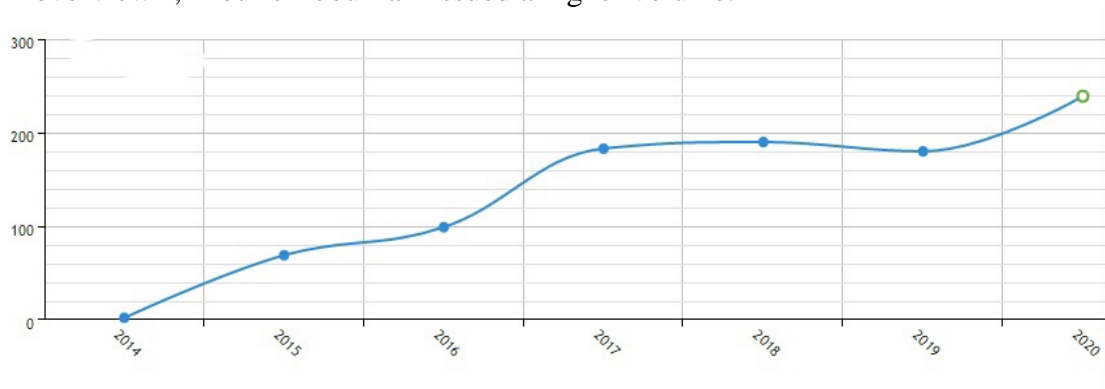


Figure .1 The number of research papers on tourism development in China under the background of "Belt and Road" published in domestic academic journals

1.2. Distribution Of Research Institutions

According to the statistical analysis of the measurement visualization of knowledge network, The distribution of research institutions is obviously regional,mainly concentrated in the key provinces of the "Belt and Road" initiative and the tourist node cities.

1.3. Keyword Distribution

According to the visual analysis of the literature, the high frequency keywords of the published papers on tourism development in China under the background of "Belt and Road" mainly include "sports tourism, cultural tourism, inbound tourism, border tourism, intelligent tourism, global tourism, tourism education and talent training, tourism industry, tourism cooperation, tourism services and trade, tourism English, tourism resources, tourism patterns and development strategies" and so on, the specific number is shown in figure 2. Research scholars are mainly distributed in the subject of tourism economy (382 articles of the research literature), followed by national economy, language, education, culture, sports, transportation economy, agricultural economy, country International trade, light industry, commercial economy, regional economy, industrial economy, news dissemination and politics.

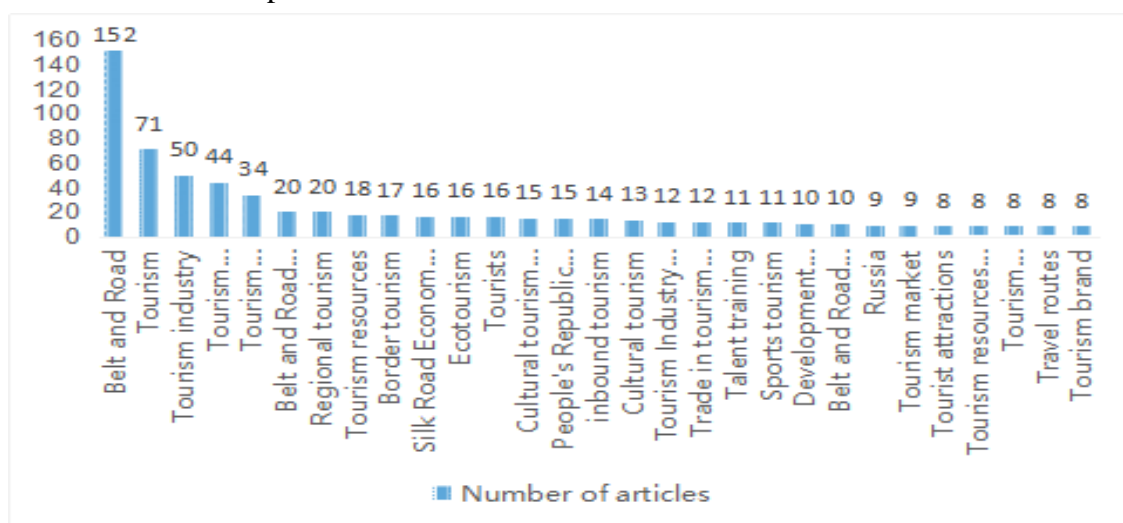


Figure 2 Distribution of Research Topics on Tourism Development in China under the Background of "Belt and Road"

2. Content Of The Study

The "Belt and Road" initiative is extensive, informative and diverse. Scholars at home and abroad have different cognition and opinions. The research of scholars mainly involves six aspects: regional tourism integration "Belt and Road" development research, tourism thematic development research, regional tourism cooperation research, tourism education and tourism Training research, tourism efficiency research, tourism industry development research.

2.1. Study On The Integration Of Regional Tourism Into "Belt and Road"

The "Belt and Road" initiative has just been implemented, and the theoretical research is also just beginning, and the research on tourism is mostly carried out in space. The provincial level is mainly focused on the study of the integration of a certain province into the "Belt and Road" tourism development, cross-provincial regional tourism development research and tourism thematic research; the prefectural level is mainly the "Belt and Road" node city tourism development and tourism city with tourism development foundation into the "Belt and Road" development research. Of the 479 documents collected ,176 were studied on the integration of regional tourism into the "Belt and Road" development, accounting for 33.9% of the total literature.

Through the collation of the existing documents, it can be concluded that the integration of tourism development into "Belt and Road" at the provincial level is mainly concentrated in the 18 provinces defined by the emphasis, and the research perspective reflects the characteristics of tourism development in the provinces, such as the provinces in the northwest region concentrated on tourism with national cultural characteristics and historical and cultural tourism; the provinces in the northeast region are more than ice and snow tourism; the provinces in the southwest region mainly involve ethnic cultural tourism; the coastal areas mainly focus on coastal tourism, island tourism and characteristic tourism; and the inland areas are mainly tourism industry development research.

2.2.Tourism Thematic Development Studies

The "Belt and Road" initiative points out the direction for the development of weak border tourism, outbound tourism, cruise tourism and coastal tourism in China, and promotes the construction of infrastructure and the development of tourist market in coastal and border areas of China^[1] (Kai Xiao) . In order to protect the legitimate rights and interests of border tourism consumers, we should improve the legislation, strengthen law enforcement and publicity^[2] (He Jianyan); In order to promote the development of cruise tourism, China should strengthen the policy support Holding the cultivation of boutique tourism routes, innovative publicity and promotion, the establishment of a comprehensive education system for cruise personnel (Jia Yanhui Shen Yanbing Feng Xiaodong). In general, in order to promote the in-depth development of border tourism, outbound tourism, cruise tourism and coastal tourism in China under the "Belt and Road" initiative, we should attach importance to the establishment and improvement of relevant laws and regulations at the national level, and strengthen propaganda and policy support.

2.3. Regional Tourism Cooperation Studies

The "Belt and Road" initiative has promoted the in-depth development of regional tourism cooperation. Tourism cooperation is an effective way to implement the "Belt and Road" initiative. Scholars' attention to regional tourism cooperation is focused on two aspects: first, macro-scale cooperative research, mainly focused on the choice of regional tourism cooperation development model, cooperation mechanism construction and cooperation path selection; second, meso-scale

[1] Kai Xiao, Innovative Practice in the Development and Design of Outbound Tourism Products in China [J], Tourism Overview ,2018(03):156-157.

[2] He Jianyan, Thoughts on Consumer Rights and Interests of "Belt and Road" Border Tourism [J], Journal of Shanxi University of Political Science and Law Management ,2016(09):23-25.

regional tourism cooperation development research, mainly focused on the border regional tourism cooperation and domestic regional tourism cooperation empirical research. Among them, border regional tourism cooperation is mainly China and Central Asia, Guangdong, Hong Kong and Macao cross-border tourism development, southwest border cross-border sports Tourism cooperation, Guangxi and ASEAN sea and land tourism cooperation, Heilongjiang to Russia tourism cooperation, China-Mongolia-Russia tourism cooperation, China-Russia tourism talent cooperation training, Guangxi Thai cultural tourism cooperation. The effective development of border tourism cooperation needs to innovate the development mode from the construction of multi-level cooperation mechanism, the construction of infrastructure, the integration of tourism resources, the building of tourism brand, the construction of tourism talent team, etc. The domestic regional tourism cooperation mainly includes the northwest region, the northeast region, the southwest region, the coastal area, the Hong Kong, Macao and Taiwan region, and the inland area. The development of domestic regional tourism cooperation can adopt regional integration synergy model^[3] (Han Liu), establish effective coordination mechanism, formulate perfect cooperative development strategy, perfect infrastructure construction and service standard (Wang Jiaying, Yang Hong), innovate the rule of law mode of tourism industry governance, build intelligent tourism management and service engineering to build a tourism cooperation mechanism^[4] (Wang Xiaowei), push the "Qionghai model" widely, carry out the operation of "differentiation and similarity coexistence", and shape the theme tourism route and tourism economic belt^[5] (Li he).

2.4. Tourism Education and Training Research

The "Belt and Road" initiative has promoted the development of tourism industry, the development of tourism industry has put forward new requirements for the training of tourism talents, and tourism colleges and training institutions, as the main export outlets of tourism talents, are facing important changes. Tourism is a knowledge-intensive industry, and talent training is the key to realize tourism policy docking and develop tourism cooperation (Li Qian^[6]). "Belt and Road" puts forward high requirements on the demand for foreign language talents in tourism and their cultural quality, language ability and professional conduct, promotes the teaching reform of English majors in tourism, formulates practical teaching plans, improves teachers' teaching level and professional skills, and transforms students' learning concept, the cultivation of high-quality complex talents become inevitable (Li Ying hui.), through school-enterprise cooperation, cross-cultural comparison and cross-regional cooperation to train tourism English talents^[7] (Lei Ming). The research on the cultivation of tourism talents mainly focuses on three types: tourism professionals, tourism foreign language talents and tourism foreign talents.

As the cradle of tourism management talents training, tourism colleges and universities should first make clear what is the demand and requirement for tourism management professionals under the background of "Belt and Road", and how to train them. Colleges and universities need to increase supply-side reform, meet the needs of "Belt and Road" construction, ensure the supply of talents from the system and mechanism, innovate the talent training mode, establish the cooperation mechanism between schools and enterprises^[8] (Zuo Li), innovate the curriculum (Ling Changrong), strengthen the construction of bilingual dual-ability teachers (Guo Hongfang), set up think tank (GreenYing), compile characteristic teaching materials, comprehensively promote general education

[3] Liu Han, "Belt and Road" under the background of Shandong Peninsula island tourism regional integration coordination model construction [J], 2018(19): 69-70.

[4] Wang Xiaowei, Study on Tourism Cooperation Mechanism in Northwest China from the Perspective of "Belt and Road" [J], Journal of Beijing Institute of Printing, 2017(10):73-75.

[5] Li He, Construction of Hainan Provincial Tourism Demonstration Zone under the Background of "Belt and Road" [J], Education and Teaching Forum, 2019(08):90-91.

[6] Li Qian. Content and Methods of Yunnan Tourism Administration Personnel Training for ASEAN under "Belt and Road" [J], Journal of Sichuan Tourism Institute, 2018(09):10.

[7] Lei Ming, On the Training Mode of Chinese and Foreign Tourism Personnel [J], Farmers Staff, 2019(12):232-233.

[8] Zuo Li, Study on the Reform of Practical Teaching Mode of Tourism Management Specialty in Colleges and Universities under the Background of "Belt and Road" [J], Industry and Technology Forum, 2018(06):206-208.

(Chang Xiaolei, Xu Juexiao, Huang Jingwei), and train tourism management talents. Now higher education, higher vocational education, secondary vocational and technical education and border vocational education four levels.

2.5. Tourism Efficiency Study

Scholars' research on tourism efficiency of "Belt and Road" mainly focuses on the utilization rate of tourism infrastructure, the efficiency of foreign investment and import and export trade. For example, Tian Ze and others analyzed and evaluated the investment efficiency of 35 countries along the "Belt and Road" line; Zhang Qi and others analyzed the utilization efficiency of infrastructure in the countries along the line; Fu Shaojun and Huang Xiaolin used the random frontier gravity model to study and analyze the export trade efficiency of the countries along the "Belt and Road" line.

From the macro point of view, scholars pay more attention to the comparative study and the analysis of influencing factors in a certain area along the "Belt and Road" or the province area within the economic belt. Feng Xuegang^[9] and others analyzed the tourism efficiency of the five provinces and cities of the "21st Century Maritime Silk Road", and found that the operation of tourism enterprises in different provinces and cities was obviously differentiated, and its tourist source market had a remarkable monopoly feature; Tang Rui^[10] and others used DEA- panel Tobit method to study the tourism efficiency of the five provinces and regions in the northwest of the "Silk Road Economic Belt", and found that the provinces and regions had high monopoly characteristics. Few scholars have studied the maritime Silk Road Economic Belt as a whole.

3. Comments And Outputs

To sum up, since the "Belt and Road" initiative was put forward in 2013, scholars have paid more and more attention to the tourism development research in China under the "Belt and Road" initiative, and the number of research documents has shown a rapid growth rate, search topics are diverse, research perspectives are innovative, but existing research still has shortcomings.

The "Belt and Road" initiative is an important development strategy for our country to go out. Compared with foreign scholars, Chinese scholars have more extensive and in-depth research on "Belt and Road", which involves basic problems such as connotation, development mode, tourism cooperation, and is most prominent in regional tourism cooperation research. "Belt and Road", as a macro-initiative at the national level, is bound to affect the development of tourism in our country and the whole world. Therefore, in the future research, scholars should start from the optimization of regional tourism layout with large scale, all-around and high starting point, so as to adapt to the development reality of regional tourism space competition in global tourism, only in this way can we give full play to "Belt and Road". The geographical and resource advantages of the road can promote the realization of the vision and action to promote the co-construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road.

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^[9] Feng Xuegang, has the "Belt and Road" initiative promoted the development of inbound tourism in areas along China? —— Evidence Based on Double Difference [Journal J], Xinjiang University, 2018(11):10-18.

^[10] Tang Rui, Study on the Efficiency of the "Silk Road Economic Belt" inbound Tourism Market [J], International Economic and Trade Exploration, 2017(07):4-18.

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