



Study on the Tourism Industry Competitiveness of Nanyue Economic Zone

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Received 17 October 2012; accepted 20 February 2013

Abstract

This paper analyzed the subjects of tourism development of Nanyue economic zone, such as production elements, demand status, related and supporting industries, enterprise, government and opportunities, and points out that the Nanyue economic zone tourism industry competitiveness support elements and restricting factors, and puts forward some countermeasures on how to improve the competitiveness of the industry of tourism Nanyue economic zone.

Key words: Nanyue economic zone; Tourism industry; Competitiveness model

DAI Min, CHEN Xiaoliang (2013). Study on the Tourism Industry Competitiveness of Nanyue Economic Zone. *Cross-Cultural Communication*, 9(1), 22-25. Available from: <http://www.cscanada.net/index.php/ccc/article/view/j.ccc.1923670020130901.Z1231>
DOI: <http://dx.doi.org/10.3968/j.ccc.1923670020130901.Z1231>

1. OVERVIEW ON THE TOURISM INDUSTRY OF NANYUE ECONOMIC ZONE

"Nanyue economic zone" is the core district of Hengyang city. In order to put forward the settlement of urban and rural coordination development, Hengyang government takes a through the regional overall development, drive and promote large Hengshan region comprehensive, coordinated and sustainable development of the new road, and create conditions gradually realize construction

"big Hengshan" development goals. Mount Hengshan as Hunan tourism one of core brands and leading in southern Hunan tourism layout belongs to build international tourism products target, it also and the municipal government proposed world-class, culture form, distinctive goal together.

Tourism market demand diversity and religious market continued growth will give Nanyue bring greater market, Beijing-Zhuhai multiline, HengYang high-speed, high-speed HengYue addition, high-speed railway and Hengyang airport construction constructed Nanyue quick and convenient transportation system will completely eliminate the traffic bottleneck restriction. Changsha-Zhuzhou-Xiangtan "3 + 5" urban agglomeration and the special economic circle of Hengyang and external urban agglomeration the continuous development of the economy for le tour of "the second pioneering effort" brought the opportunity, this will undoubtedly make mount Hengshan brand raised to a new height.

Along with the tourism and cultural industry in depth and breadth of merging, Nanyue economic zone tourism industry has become the most has the local growth vigor of the emerging industries in the world. Nanyue district as a tourist area, development today nearly 4 million person-time year visits, 150 million tickets income, 20 more than tourist income and more than GDP, for only 50,000 population Nanyue district are quite good results. In 2008, Nanyue district per capita GDP reached 21,264 Yuan, greatly over the city and the province level, and urban and rural residents per capita disposable income only equivalent to the average level, travel to local people become rich effect is not prominent. Tourism industry to promote the economic and social development played an important role, but at the same time its development process, there exist some negative factors restrict its competitiveness.

2. ANALYSIS ON THE COMPETITIVENESS OF NANYUE ECONOMIC ZONE TOURISM INDUSTRY

2.1 Production Factor Analysis

Harvard University professor Michael porter's industry competitiveness research divided the production factor into basic elements and advanced elements. Basic elements mainly include natural resources, geography, climate, unskilled or semi-skilled labor, etc.; senior elements including modern infrastructure, high quality talents, high and new technology, etc. Accordingly, Nanyue economic zone of the tourism industry production factors can be divided into resource elements, infrastructure, employees, tourism industrial investment and related projects.

2.1.1 The Resources Elements

Unique resources for Nanyue economic zone tourism industry to create a competitive advantage: Nanyue economic zone tourism resources quantity, grade high, wide distribution and relative concentration, natural scenery magnificent much appearance, the humanities landscape amazing. In the development process, because some areas and the department eager for quick success and instant benefit lead to these areas to national cultural resources excessive development, too commercialized, make its value devaluation, essence alienation, weaken the brand effect and competitiveness.

2.1.2 Infrastructure

Nanyue economic zone is located in the north of Hengyang, and then, Changsha-Zhuzhou-Xiangtan urban agglomeration of Zhuzhou and Xiangtan, is Hengyang butt Chang-Zhu-Tan the bridgehead. 107 national road north and south are interlinked, the Xiangjiang things are linked together, the Beijing-Zhuhai expressway across the Xiangjiang river, the Beijing-Zhuhai the west pool scale section after Hengshan, Hengyang two county, Beijing-Guangzhou railway Hengshan station has been to mount tourists important entrances and exits, and Wuhan-Guangzhou passenger special line of opening, make le traffic more convenient. Because of mount economic zone economic development foundation relatively weak, and infrastructure remains relatively lag.

2.1.3 Practitioners Status

Nanyue economic zone tourism industry professionals overall quality is not high, the good and bad are intermingled, structure of talents is not reasonable, senior guide rare breed, tourism culture project planning, design, management talent shortage, a few tourism operators such as crews, tour guides, tourism administrators and the waiter and so on, their quality is low, lack of on-the-job training and professional ethics. All these restrict the Nanyue economic zone tourism industry development.

2.2 Analysis on the Related Industry and Auxiliary Industry

Potter pointed out: a group of geographically close to each other, in technology and talent support each other and with the international competitiveness of the relevant industries by the formation of the industrial chain, is an industry obtains lasting an important source of competitive advantage. In Nanyue economic zone tourism, the development of production process, produce a group of leading enterprises, convention and exhibition industry, media industry, common development, and gradually formed a tourism as the leading Nanyue economic zone tourism industry series group, realize the effective extension industry chain, forming a "1+X" industry development "Nanyue economic zone model". The healthy development of the industrial cluster to mount economic zone tourism industry is very good on product innovation development, production and marketing.

2.3 Analysis on the Element of Enterprise Strategy and Structure

Really can form the international competitive advantage is the enterprise strategy, because between enterprise really not easy to learn and imitation is the competition strategy and development strategy. At the same time, in the fierce competition grow up enterprise tend to be more competitive.

Many travel agencies compete for the limited source of tourists, resulting in very limited market share; Whole industry supply exceeds demand, coupled with low-cost travel agency for tourists, all kinds of illegal business tourism business intermediary institutions involved in the hotel industry, low price "form" and to tourist economy for tourists and other reasons, low malignant competition is a common phenomenon. The fierce competition on the one hand will give small and medium-sized tourism enterprise to bring the huge impact, on the other hand, will make tourism enterprise continuous "internal strength", in order to enhance their own competitiveness, gain lasting competitive advantage and even reach from abroad and win the international market ability, so as to produce a group of strong tourism enterprise.

The distribution of the tourism resources with regional and relatively concentrative rule, in the light of the special natural and humanistic environment, often form some landscape relative concentration of tourism resources, tourism resources often across several region adjacent to the administrative area. Due to the administrative districts division, tourism resources overall planning is difficult to implement, cause all decentralized management, product convergence and the tourist market of vicious competition, go against the whole development of regional tourism.

Nanyue economic zone scenic natural matching, combination optimal degree, with the distinctive features of the scenic spots formed complementary trend, out of a

differentiation competitive development way, and enhance the Nanyue economic zone tourism at home and abroad awareness, enhance the Nanyue economic zone tourism industry market competitiveness.

2.4 Analysis on the Situation of Demand

Potter think demand condition is also an important factor affecting industrial competitiveness, demand mainly by the demand scale and demand structure composition, the demand scale and demand structure from the two aspects of Nanyue economic zone tourism industry to carry on the analysis.

(1) The demand scale advantage, Nanyue economic zone and the adjacent to the Changsha-Zhuzhou-Xiangtan urban agglomeration, local tourism resources cannot be replaced, the potential formed complementary in the country, obvious comparative advantage. Nanyue economic zone tourism growth greatly higher than the national average level, both receive tourists and tourism income situation very well. Travel demand scale advantages for the development of the Nanyue economic zone tourism industry provide a broad market space, the tourism consumption amount in the central area relative lead, but with domestic advanced area compared, difference is very big still, overall development is not enough.

(2) Demand composition analysis: due to the location factors, Nanyue economic zone from Europe and the United States and Japan and other major countries economic developed area tourist market and tourist market structure is not reasonable, although reception number increases year by year, but the proportion of high-end tourists smaller, consumption level is low. Demand structure features of tourist culture to product development, innovation and the improvement of quality.

3. CONCLUSIONS AND COUNTERMEASURES

Through the above analysis, we can safely draw a conclusion that and countermeasures:

Firstly, Nanyue economic zone carry out the tourism industry has the advantages in resources elements. But for the exploitation of resources rate is not high, in addition in disguised form development factors, Nanyue economic zone tourism industry resources elements of the competitive advantage existence very big development space. So in products such as handicraft design should be prominent national characteristics, avoid similar, creating the brand, improve the cultural value, increase the technological content; in the cultural festival tourism project development, attention should be paid to depth excavation its unique cultural connotation, eliminate excessive commercialization, the waste of resources and the occurrence of the phenomenon.

Secondly, Nanyue economic zone tourism infrastructure has been greatly improved, especially traffic aspects of competitive advantage is obvious. But due to the geographical disadvantage, and domestic economic developed area compared, Nanyue economic zone tourism infrastructure needs to be improved. Therefore, the government departments should increase investment, further improve the tourism infrastructure, increase the technological content, and gradually realize the modernization of infrastructure.

Thirdly, Nanyue economic zone tourism education some development, but employees the whole situation of not beautiful, have seriously restricted the Nanyue economic zone tourism industry competitiveness. To improve the competitiveness of the Nanyue economic zone tourism industry, should be in improve the tourism talent structure, improve the talent market, reasonable use of local talent, effective introduce foreign talents, inheritance of religious and cultural aspects of the concentrate one's efforts.

Fourthly, Nanyue economic zone tourism industry has been formed industrial cluster, relevant industry and auxiliary industry overall development is good, realize the effective extension industry chain. Nanyue economic zone tourism industry's development depends on the area formed in the competitive industrial clusters. At the same time, from the whole society is rising year by year of huge investment, for the tourism industry to enhance the competitiveness of finance.

Fifthly, to improve the competitive advantage of the demand side, on the one hand, we should enlarge the scale demand, on the other hand, demand structure should be optimized. Therefore Nanyue economic zone to actively explore the international high-quality tourist market, aimed at the high-end customers, in view of the tourist demand to develop the corresponding products, adapt to and guide the market demand.

Sixthly, create a positive environment, which is beneficial to the healthy growth of the tourist enterprise, fair competition, so as to improve their own competitiveness. Nanyue economic zone through the system mechanism innovation and operation mode innovation, bigger and stronger a number of strong tourism culture enterprise. Small and medium-sized enterprises should seize the opportunity, in accordance with the modern enterprise system, eliminate stick segmentation and department barriers, go collectivization, the network, information development way, in order to improve the market competitiveness.

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