

On the Impact of Tourism Industry on High-quality Economic Development in Heilongjiang Province

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Abstract

Firstly, this paper analyzes the economic development and the current situation of tourism industry in Heilongjiang Province of China. It is found that the economic development trend of Heilongjiang Province is good, but it has slowed down slightly in the near future. The number of inbound tourists increased, but showed a fluctuating state. The influence of high-quality tourism brands is gradually expanding. Then, the paper analyzes the resource advantages and main problems of tourism industry in Heilongjiang Province. Finally, it puts forward countermeasures and suggestions on how to promote the impact of tourism industry on high-quality economic development.

Keywords

Tourism Industry; High Quality Economic Development; Resource Advantage.

1. Introduction

During the 14th Five Year Plan period, the Chinese government proposed to promote the integrated development of culture and tourism, build a number of world-class scenic spots and resorts with rich cultural heritage, create a number of national tourism and leisure cities and blocks with distinctive cultural characteristics, develop red tourism and rural tourism, echo the core and focus of China's social and economic development in the future, and pay attention to high-quality development echo the new development pattern, highlight the integration of culture and tourism and strengthen cultural identity. We should recognize the improvement of the quality of life and shine in key aspects such as celebrating the centennial of the founding of the party, active red tourism, great efforts in the construction of national cultural parks and the effectiveness of the long march National Cultural Park. In the future, China's tourism industry should pay attention to the following ten trends: cross-border tourism development combined with high technology. Personalized small group deep tour; Micro vacation products and research products need to be explored. The blurring of the boundary between life and tourism; Pay more attention to "tourism +" and promote "+ tourism". The acceleration of e-commerce of various social media has led to better development of tourism value. The reform of tourism salary and the change of the operation mode of talent use; Acquisitions in the tourism industry tend to be active. Improve the accurate utilization of natural resources and the tourism utilization of cultural resources, and speed up the construction of world-class scenic spots and resorts; Smart tourism turns to intelligent development.

"Five-pronged Approach" Overall Layout and "Four-pronged Comprehensive Strategy" proposed in the report of the 18th CPC National Congress, the five development concepts of innovative development, coordinated development, green development, open development and shared development, the "515 strategy", the global tourism development strategy and the "three-step" strategy all provide policy advantages for the tourism industry, The tourism

industry should seize the opportunity of "building a beautiful China" and open a new chapter of a powerful tourism country. The report of the 19th national congress pointed out that socialism with Chinese characteristics has entered a new era, and the main contradiction in Chinese society has changed into the contradiction between the people's growing needs for a better life and unbalanced and insufficient development. As a service industry, tourism industry has really felt the changes of people's needs, and should also carry out corresponding reform with the upgrading of people's demand structure. We should study and implement the spirit of the 18th and 19th national congress, integrate the reality of tourism development, and implement the spirit of the 18th and 19th National Congress to promote the development of tourism industry and promote economic development. Heilongjiang Province is the northernmost province in China, with rich tourism resources. Among the natural resources, ice and snow resources can be called the most in China, as well as forest resources, border tourism resources, summer tourism resources, etc. In addition, Heilongjiang Province is the birthplace of the Northern Wei Dynasty and the Liao, Jin and Qing Dynasties. Since ancient times, it has been a place for many ethnic minorities to thrive, with strong ethnic customs and distinctive northern border characteristics in the city; It retains a lot of historical and cultural relics and is also a suitable area for the development of red tourism. Since the decline of the old industrial base in Northeast China, the economic development of Heilongjiang Province has gradually been unable to adapt to the national rhythm, and the GDP ranking in Heilongjiang Province has fallen all the way from the top in the country. Although the state attaches great importance to the revitalization of the old industrial base in Northeast China, the reform of heavy industry can not be drastic and needs to be reformed slowly. In the stage of national economic development as the center, it is also an important path to inject new industry vitality into Heilongjiang Province with tourism as the starting point. Taking the tourism industry as the representative of the new industry, this paper analyzes its promotion to the high-quality economic development of Heilongjiang Province, which has a certain reference value for China to implement the strategy of revitalizing the northeast.

2. Economic Development and Current Situation of Tourism Industry in Heilongjiang Province

2.1. Current Situation of Economic Development in Heilongjiang Province

(1) The economic development trend is good, but it has slowed down slightly in the near future. According to the GDP data of Heilongjiang Province from 2001 to 2020, the economic development of Heilongjiang Province has generally shown a steady upward trend in recent 20 years, but the recent economic development speed has slowed down slightly, even decreased in some years. The gross national product increased from 339.013 billion yuan in 2001 to 1369.85 billion yuan in 2020, an increase of 1030.837 billion yuan over the past two decades. In 2008, due to the outbreak of the financial crisis, the GDP growth in the province slowed down. In 2009, the global financial crisis came to an end. The import and export trade of Heilongjiang Province recovered a part, and the GDP growth accelerated. By 2010, it exceeded 1 trillion yuan for the first time, reaching 1036.86 billion yuan. Since then, the economy has been growing steadily, reaching the peak of economic development in 2018, with GDP reaching 1636162 million yuan. The outbreak of COVID-19 in 2020 led to a sharp decline in economic development and the first decline. In 2020, with the epidemic gradually controlled, the economic development tends to be stable and slightly recovered, but it is far lower than the level before the epidemic. Under the influence of the epidemic, economic development was blocked and multi industry trade showed a declining trend. But because of the variability of COVID-19, the epidemic can not be quickly controlled, and may have to fight a "protracted war" with the new crown. On the one hand, all industries are ready to resume work and production,

and on the other hand, they strive to make breakthroughs and seek development under the epidemic situation.

2.2. Development Status of Tourism Industry in Heilongjiang Province

(1) Inbound tourists increased, but showed a fluctuating state. Due to the lack of domestic tourism industry data after 2008, the number of inbound overnight tourists is taken as the basic index of tourist reception in Heilongjiang Province. Although there is some uncertainty, the general trend is not different. In 2001, Heilongjiang Province received 612300 inbound overnight tourists, which has increased to 1106900 by 2019. There are two peaks of inbound overnight tourists, namely, 2.061 million in 2008 and 2.0652 million and 2.0762 million in 2011 and 2012. The lowest number of inbound overnight tourists in the past decade was in 2015, with only 834700 tourists. Since then, it has increased slightly. The stable value of overnight visitors is roughly 100-150, but due to the reason of COVID-19 in 2019, the tourism industry is at a low recovery stage.

(2) The influence of high-quality brands is gradually expanding [1]. Through continuous efforts, Heilongjiang Province has formed a number of well-known cultural tourism brands, such as Wudalianchi, Jingpo Lake, snow Township, ice and snow world, central street, Sun Island, Xingkai Lake, Mohe Arctic village, Zhalong wetland, five small ethnic customs, forest oxygen bar Yichun, the ruins of the 731 Japanese Army invading China, etc. The influence and popularity of these cultural tourism brands are also expanding with the economic development of the tourism industry. In recent years, Heilongjiang Province has launched some cultural activities such as Harbin International Ice and Snow Festival, Heilongjiang international culture and Art Industry Expo, China Russia Economic and Trade Expo, Harbin summer concert and so on, further improving the influence of cultural tourism brand in Heilongjiang Province.

3. Resource Advantages of Tourism Industry in Heilongjiang Province

3.1. Ice and Snow Resources

Heilongjiang Province is located in the northeast of China. It is the province with the highest latitude in China. It has a temperate continental climate with four distinct seasons. It has a long winter with heavy snowfall and a long snow period. The snowfall mainly does not melt in winter. It is extremely rich in ice and snow resources [2]. Ice and snow tourism has developed rapidly in recent years, resulting in a variety of ice and snow tourism characteristic projects such as skiing and skating, sledding, ice sculpture exhibition, and many activities such as Yabuli Ski Festival, ice and snow tourism development forum, ice mining Festival, international ice sculpture competition, ice and Snow Festival, International Winter Swimming open, which have attracted many tourists at home and abroad. As an important part of the tourism industry in Heilongjiang Province, ice and snow tourism projects have created a lot of income for the tourism industry every year.

3.2. Wetland and Forest Resources

Heilongjiang Province is one of the provinces with the largest wetland natural ecological resources in China, with a total wetland area of 5.3692 million Hm². It has many international important wetlands such as Zhalong, Xingkai Lake, Honghe, Sanjiang and so on. The unique river landscape, migratory bird habitat, Wudalianchi, Jingpo Lake and other natural landscapes of the wetland have great tourism development value. Heilongjiang provincial government has developed a series of tourism projects such as fishing, bird watching and lake visiting. Heilongjiang Province has a forest area of 21.4 million hectares, with a forest coverage rate of 47.1%. Rich forest resources regulate the climate and make it a summer resort in China. It also breeds a variety of wild vegetables, berries, Chinese herbal medicines, mountain treasures and

rare animals. Wuhua mountain formed by various tree species in autumn is favored by tourists, and each forest park is also a good place for summer vacation.

3.3. National and Foreign Cultural Resources

Heilongjiang Province is a multi-ethnic and scattered Frontier Province. There are 53 ethnic minorities in the province, including 10 ethnic minorities that have lived for generations: Manchu, Korean, Hui, Mongolian, Daur, Xibe, Hezhe, Oroqen, Ewenki and Kirgiz. Unique folk culture is an important tourism resource. At present, the developed folk culture tourism projects include folk activity experience, hunting, sightseeing and so on. Heilongjiang Province is located at the border and close to Russia. The city is also full of exotic customs. Western style buildings and vendors selling Russian food and toys can be seen everywhere. Tourists can experience Russian customs without going abroad. Harbin's St. Sofia Cathedral, outside the old road, Gogol street, central street and other buildings in the province include Western-style buildings of Baroque and Renaissance styles, which are all good places for tourism.

3.4. Red Cultural Resources

After the September 18th Incident, the Northeast fell to the enemy and launched the Anti Japanese struggle here under the leadership of the Communist Party of China. Therefore, many red relics remain in the northeast. The red tourist attractions in Heilongjiang province include the former site of the 731 Japanese army invading China, the Iron Man Wang Jinxi memorial hall, the eight women throwing into the river revolutionary martyrs cemetery, the Kazakh military industrial and Cultural Park, the Beidahuang development and construction memorial hall, the Daqing Oilfield history exhibition hall, the Zhao Yiman Memorial Park and many other scenic spots. The rich red tourism resources in Heilongjiang Province have laid the foundation for developing red cultural tourism. China proposes to build a socialist cultural power and combine cultural tourism. As an experiential way of communication, red culture tourism has the characteristics of popularization, easy dissemination and vivid image. Vigorously developing red cultural tourism plays an important role in building and disseminating socialist core values, and red cultural tourism has great development value.

4. Problems in Tourism Industry in Heilongjiang Province

4.1. The Impact of the Epidemic has Reduced the Flow of Tourists

The outbreak of COVID-19 has a serious impact on all industries. For tourism industry, the first problem is the reduction of tourist flow. Since 2019, COVID-19 has continued to the present. Due to the improvement in the development of the special effect vaccine, the tourism industry has recovered, China's restrictions on residents' travel have gradually eased, and the number of tourist tourists has increased little. Due to the need to receive domestic and foreign tourists, the tourism industry has a large flow of people and a wide range. Compared with other industries, it is more seriously affected by the epidemic, the risk of infection is greater, and it is more difficult to restore the industry economy. Faced with the constant variation of COVID-19, how to restore the flow of tourist tourists under the influence of epidemic situation is an urgent problem.

4.2. Unreasonable Industrial Structure

The tourism industry in Heilongjiang Province includes ice and snow tourism, forest wetland tourism, red tourism, ethnic tourism and other tourism modes, but the development of each tourism mode is uneven, and the structure of the tourism industry is not reasonable^[3]. The ice and snow tourism in Heilongjiang tourism industry has developed well, with rich tourism projects and various characteristic activities, and the ice and snow resources have been developed with great value. The development momentum of other tourism modes is relatively

weak. Heilongjiang Province has a large area of wetland forest, many red revolutionary relics, a variety of ethnic cultures and some other tourism resources to be developed. However, the development of wetland forest tourism, red tourism and ethnic tourism is still in an imperfect initial stage, the utilization of resources is poor, and there are many single tourism projects [4]. The unreasonable structure of tourism industry in Heilongjiang Province also intensifies the gap between off-season and peak season of tourism industry, and leads to the problem of too large income gap between off-season and peak season of tourism industry.

4.3. Lack of High-level Talents in Tourism Industry

At present, most of the tourism industry practitioners in Heilongjiang Province have low educational background and lack of highly educated and High-level talents. The professional quality of the practitioners in the whole industry is not high enough, resulting in a series of problems, such as not understanding the scenic spot and unable to correctly answer tourists' questions, resulting in reducing tourists' psychological impression and recognition of the scenic spot. The lack of High-level talents will also cause problems such as lack of creativity in the tourism industry, single tourism projects, tourism products do not meet the needs of tourists and so on. Due to the imperfect talent introduction system in Heilongjiang Province and the relatively low treatment of highly educated talents, it is not easy to attract High-level talents. The service quality of the staff in the scenic spot is one of the important factors of tourists' tourism perception, which determines the passenger flow and even the development prospect of the scenic spot to a certain extent.

4.4. Weak Experience of Characteristic Tourism Model

Although the tourism industry in Heilongjiang Province has developed characteristic tourism sections such as folk custom tourism, red tourism, wetland tourism and ice and snow tourism, in addition to the large development of ice and snow tourism, the tourism projects launched by other tourism modes still have a surface feeling, and tourists get a weak sense of experience. The tourism projects launched by Heilongjiang province still stay in the surface conventional tourism projects such as sightseeing, watching the red revolutionary relics and eating characteristic food. They lack innovation and autonomy and can not meet the experience required by people for tourism in the new era. The lack of development of "characteristics" in the characteristic tourism model makes it not have the particularity compared with ordinary tourism and lack of attraction to tourists.

5. Suggestions

5.1. The State and Enterprises Jointly Adhere to the Anti Epidemic Policy

From now on, COVID-19 will continue for a period of time, reducing its impact on various industries, especially tourism. It needs the joint efforts of the state and enterprises to restore economic development. First, the state should introduce relevant policies to restore economic development under the epidemic and guide economic recovery and development [5]. Secondly, the state should intensify the development of the new crown vaccine. Now there are many new crown vaccines, but the rate of vaccination has not reached 100%, which can not completely prevent infection. With the constant changes of COVID-19, the new crown vaccine should also be renewed. Finally, we should pay more attention to the epidemic prevention of entry-exit population and prevent the epidemic from spreading through domestic and foreign trade. All tourism enterprises should also strengthen epidemic prevention and improve the security system of various tourism projects; In addition, tourism enterprises can launch appropriate activities and promote them to increase the number of tourists.

5.2. Balance the Development of Various Tourism Models

We should balance the development of various characteristic tourism modes according to various characteristic tourism resources in Heilongjiang Province, and integrate tourism resources in an all-round way. While ensuring the development of ice and snow tourism, vigorously develop red revolution tourism resources, forest wetland resources, folk culture resources and other tourism resources with great development value but small development value. We should practice the "tourism +" development strategy and combine tourism with other industries. Tourism enterprises can use the launch of new tourism projects and activities, innovative tourism souvenir design and other ways to develop less effective tourism models to attract tourists, balance the development between ice and snow tourism and other tourism models, and strive to form a good situation of high-quality and balanced development of multiple tourism models in the tourism industry of Heilongjiang Province.

5.3. The Government Improved the Talent Introduction System in the Province

In order to improve the professional quality of employees in the tourism industry in Heilongjiang Province, firstly, the government should improve the introduction system of highly educated and High-level talents [6], improve the salary of high-quality talents, ensure the living standard of high-quality talents and attract the inflow of High-level talents; Secondly, all tourism enterprises should carry out professional quality training for employees to ensure that the staff in the scenic spot have a considerable understanding of the scenic spot, so as to provide better services for tourists. Finally, after the introduction of high-quality talents into the province, they need appropriate professional training to improve their understanding of the current situation of the tourism industry in Heilongjiang Province, so that high-quality talents can maximize their value and make the tourism industry in the province more prosperous.

5.4. Innovative Characteristic Tourism Projects and Products

Tourism enterprises can use advanced technologies such as big data, cloud computing, mobile Internet and Internet of things to transform and upgrade traditional tourism to smart tourism, improve the convenience of tourists in tourism, simplify the time of queuing and asking for directions in tourism, and improve the tourism efficiency and goodwill of tourists. Tourism enterprises in the new era should break the surface of traditional tourism, use characteristic tourism resources to innovate tourism projects, tourism products and characteristic activities and festivals, provide private customized tourism routes, improve tourists' autonomy and sense of experience in the tourism process, and create a new business form combining high-quality cultural tourism. Tourism enterprises should strengthen the exploration and mystery of tourists in the process of tourism, improve the attraction of characteristic tourism to tourists, so as to improve the viscosity of tourists and improve the situation of "one place and one tour" in tourism.

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