

The Background and Challenge of the Global Tourism Development

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Abstract: With the expansion of tourism space and the integration of tourism resources, the development of tourism industry has entered the era of global tourism. The development of global tourism is the transformation of tourism development ideas and methods, the innovation of tourism development strategy, and the national industrial development strategy. Global tourism is the change and subversion of the traditional tourist attractions, what kind of challenge will it bring to the tourism industry? What changes will it bring to visitors? These are all questions that deserve our further consideration.

Key words: the global tourism, background of the Times, challenges

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I. INTRODUCTION

In the past few decades, China's tourism development has been based on the traditional development model of scenic spots, scenic spots, hotels, etc., which is characterized by the construction of "point" for the development of tourism has played a huge role in promoting the development of tourism, and has accumulated development experience. However, in the face of the new era of mass tourism, the tourism industry has increasingly become a comprehensive industry, and its influence and role in the social economy are increasingly significant and extensive. The traditional model characterized by "point" development has been difficult to meet the needs of tourism development and tourists. It is necessary to change the development ideas and methods, integrate tourism resources, and reposition the development strategy of the tourism industry. Shift to global tourism.

II. LITERATURE REVIEW

2.1 The connotation of global tourism

Global tourism is to take a complete region as a tourist destination, complete the creation of tourism functions, overall planning and reasonable allocation of economic, social, environmental and other resources, promote the integration of various industries and tourism industries in the region, from layout planning, comprehensive management to overall business promotion, and promote the development of the tourism industry in the whole region, the whole industry chain and all elements. To realize the overall development of the interior and exterior of tourist attractions, pay attention to and meet the whole process of tourists, the whole time and space of tourism experience, form a development model of all-area co-construction, sharing and integration of the whole people's participation, and finally realize the transformation and upgrading of the tourism industry and innovative development [1].

2.2 The era background of global tourism

In ten years of exploration and practice, global tourism has been continuously endowed with new connotations. "Four" (panoramic, full-time, all-industry, all-people) and "three" (product, service, and environment) all reflect the essential characteristics of global tourism, driving the continuous upgrading of the tourism industry and gradually integrating with a variety of related industries. It breaks the traditional single development mode of scenic spot tourism and creates a new concept and new pattern of tourism industry development [2].

From a worldwide perspective, tourism has become a pillar industry of social and economic development, contributing more than 10% to economic development and employment, and tourism has become an indispensable and important consumption for people's vacation and leisure and relieving pressure. The tourism market demand is increasingly diversified, forcing the tourism industry and other related industries to integrate and integrate resources, global tourism came into being. Specifically, the emergence of global tourism includes the following aspects of the background of The Times.

2.3 Challenges in the development of global tourism

2.3.1 Disruptive changes in tourism development planning

The development concept and planning of global tourism is a huge transformation of traditional scenic spot tourism. Its development planning is no longer limited to the construction of a single scenic spot or scenic spot, but needs to integrate tourism development planning with other industry development plans, truly achieving the top-level design of integrated multi industry planning. In addition, according to the basic development requirements of global tourism, it is necessary to design and plan from the aspects of systematization of tourism products, completeness of tourism facilities, and sharing of benefits among residents in tourism destinations. These new plans can be considered disruptive changes.

2.3.2 Insufficient theoretical research and practical experience in global tourism

The development of global tourism is a long-term systematic project, which is mainly manifested in the tourism industry gradually getting rid of its dependence on the ticket economy of scenic spots, constantly increasing the investment in tourism services and infrastructure, and the cross-fertilization and complementarity of various related industries in tourist destinations. It is necessary to gradually accumulate practical experience and find out the development path suitable for China's national conditions and the current situation of tourism development. In addition, the return on investment period of global tourism will be extended to a large extent compared with traditional scenic spot tourism, which will further affect the enthusiasm of tourism investment. How to give full play to the leading and guiding role of the government in the development of global tourism and stimulate the enthusiasm of tourism investment enterprises are topics worthy of theoretical research [5].

2.3.3 The cross and integration of multi-industry in global tourism

Global tourism requires the tourism industry to transform from a closed to an open and diversified development model, give full play to the driving role of the tourism industry, catalyze the deep integration and integration of other related industries and tourism, form development forces and competitiveness, and promote the comprehensive development of tourism. In the development of global tourism, it is necessary to mobilize the initiative and enthusiasm of related industries and promote the integration and cross of many related industries, which is an important challenge for the development of global tourism pattern.

2.3.4 The overall tourism management changes to the comprehensive management

In the traditional scenic spot tourism, the tourism management mainly has the tourism related authority to be responsible for the execution, and is limited to dealing with the dispute between the tourist and the tourism service provider, grasping the examination and approval and the construction of the scenic spot and the scenic spot, the management of global tourism has gone far beyond this category. In particular, the development of new media such as self-media has made global tourism management more complex. No matter from the main body of management, or management mode, and so on, it is necessary to change from scenic spot management to regional comprehensive management, which is also the only way for the development of the whole tourism management[4].

2.3.5 Beware of a global tourism bubble

At present, governments at all levels and the competent departments and institutions of the tourism industry are full of expectations and enthusiasm for the development of global tourism, and have put forward global tourism development plans, and the two batches of national tourism demonstration zones issued by the National Tourism Administration involve more than 200 cities and counties. This unprecedented scale must be effectively guided and guided, especially when the lack of corresponding practical experience, otherwise, it is extremely easy to make the global tourism can not be effectively constructed and implemented, reduced to a slogan and a face project, unable to establish a real construction model and benchmark, resulting in the development of tourism bubbles.

III. CONCLUSION

Promoting global tourism is the repositioning of China's tourism development strategy in the new stage, and it is a far-reaching reform. Finally realize the transformation from small tourism pattern to large tourism pattern. This is a sign of the maturity of regional development, an objective requirement of improving the quality and efficiency of tourism and sustainable development, and a common law and general trend of world tourism development, representing a new direction of modern tourism development.

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