

Tourism Image Orientation and Marketing Promotion Strategy for Resource-based Cities

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Abstract: The amount of resource-based cities is huge in China, while mineral resource exploitation in the past has led to serious pollution. Therefore, reshaping the tourism image as well as developing the tourism products is a good way of economy transition from the aspect of sustainable development. It is obvious that resource-based cities have sufficient natural resources and unique history of civilization. However, we should not overlook the contamination resulted from the long-term development of them. Meanwhile, defects of urban planning and design should not be ignored. Hence, some urban complex should be reconstructed to create better tourism images of resource-based cities. Besides, we should not only make the most utilization of historical and cultural resources, but also develop the industrial structure optimization and upgrading.

1 INTRODUCTION

In the past, the gradual formation of resource-based cities in China relied on their inherent natural resources. Currently, there are about 120 resource-based cities in China, occupying about 20 percent of the total number of cities, where over one-thirteenth of China's population live. It has come to a consensus that over-exploitation of inherent natural resources in resource-based cities is incorrect. But it has become a major problem in China and the world to promote the development of resource-based cities in the process of economic structure transition and industrial structure optimization and upgrading. It can be gradually found from the wide social practice that development of resource-based cities should pay attention to the development of tourism resources. If they want to experience the real way of tourism development, they need to reshape a more favorable tourism image. Most resource-based cities combine the development of industrial resource with petroleum and mine resource. Then they developed into large cities after the establishment of China. Therefore, they need to reexplore a better way when they inevitably encounter more problems of creating good tourism images.

2 ADVANTAGE AND DISADVANTAGE OF TOURISM IMAGES ORIENTATION OF RESOURCE-BASED CITIES

2.1 Advantage of Tourism Images Orientation of Resource-based Cities

Resource-based cities have relatively sufficient natural resources, especially for more developed mineral resources or forestry resources. Therefore, they can take relatively unique advantages among the newly arisen concepts of industrial tourism. Because resource-based cities tend to have these valuable industry resources, these related resources have already been concentrated after a long-term development. With an accumulated good economic foundation, it can give more supports in the process of tourism development. Some resource-based cities have maintained a very strong vitality for a long time by leading the promotion and development of mineral industrial enterprises. Their created values can support the infrastructure reconstruction of the city, and some abandoned mines can gradually become a sort of industrial tourism attractions supported by these funds.

Besides, resource-based cities have cultivated a considerable number of talents in urban development field in the process of long-term industrial development, who have their own

technologies and skills in industrial production. Still, they are talented in urban development and resources utilization, which can be an important driving force of talents in tourism development of resource-based cities. Serious pollution of the environment has occurred in some resource-based cities because of long-term exploitation of natural mineral resources. Apart from this, more workers in resource-based city also have urgent ideas to push urban transformation under the condition of urban industrial transition. As a consequence, these valuable labor resources can be devoted to developing the tourism resources and reshaping the tourism images in resource-based cities.

Many resource-based cities are relatively rich in tourism resources and supplies. Resources of a tourism-based city contain a variety of aspects, such as the ecology resources, culture resources and so on. They have relatively abundant natural resources, and the long-term resource exploitation has also made their resources of the urban infrastructure construction relatively more sufficient. Many cities with relatively rich mineral resources tend to form a very unique ecological environment with the support of many natural resources, especially in some forestry-based cities of relatively rich coal resources and forestry resources, which are likely to own very special tourism resources such as natural resources, water environment, topography, etc.. In addition, industrial tourism projects need to be developed in the cities of industrial production, which actually can become hot industrial tourist attractions to draw the curiosity of tourists. For instance, open-air mining fields can be constructed in some resource-based cities rich in coal resources. Some cities rich in oil resources have oil producing regions, and some cities rich in metallurgical resources have metallurgical plants, etc. Hence, these industrial resources can also be developed as a kind of very valuable tourism resource.

2.2 Disadvantage of Tourism Images Orientation of Resource-based Cities

Industrial structure appears relatively single in the process of industrial development of resource-based cities. In particular, the development of mineral resources is more valued, so these often result in the imbalances of industrial structure in resource-based cities, where daily staffs in employment and related enterprise components of companies consist of only mining field. These factors are bad for the development of tourism resources in resource-based urban, making themselves lag behind. Geological disasters are resulted from long-term over-exploitation in some resource-based cities, including land landslides. Also their ecological resources have been under

the condition of depletion, which are not conducive to large-scale development of tourism resources in resource-based cities.

A lot of cities with mineral resources or forestry resources locate relatively remotely, which are far away from the economically developed cities in China. So the distance in physical space will inevitably affect more tourists' desires to travel in resource-based cities. Moreover, the development of many resource-based cities focuses on natural resources, and the overall layout design of them is based on the distribution of natural resources. So resource-based cities are often established in barren areas, where they have a certain distance from big and medium-sized cities. Since the distance between a tourist source region and the destination is too far, the transportation has become an important bottleneck factor to tourism transition of resource-based cities.

Most resource-based cities were constructed and developed after the establishment of the new China with less time-honored history. Foreign tourists had unclear, unfavorable impressions on many resource-based cities. During the mining history of the past, all sorts of industrial mineral resources were relatively scarce in resource-based cities when the new China was established at that time. Therefore, these cities responded to the call of the country, and they carried out a large-scale development of mineral or forest resources, which damaged the image of industrial resource-based cities. Long-term development of industries had promoted the development of heavy industry, while causing different effects on these industrial cities. Especially, foreign tourists were impressed by problems like relative air pollution, municipal sewage, etc. From a psychological perspective, it was a stereotyped prejudice. Although some cities with development of industrial resources had taken their own efforts to make comprehensive improvement of urban environment, and achieved some success, some foreign tourists still had the idea that the industrial development and tourism development were not incompatible with each other in the past, due to bad image of these cities. In addition to the bad interpretation of images of resource-based of the cities, they were trapped into embarrassment when reshaping their tourism image.

Moreover, the construction of many resource-based cities is relied on mineral resources, so the entire construction of them tends to be decentralized. The concept of urban planning and construction was still immature during the period of early establishment of new China, so many situations of unreasonable design appeared. Some mining areas presented a construction mode of crumbly structures, which just pays attention to the construction of mines, and ignores the daily

demands of people in cities. Finally inadequate designs in the early stage led to traffic jams in tourism.

3 MARKETING PROMOTION STRATEGY OF TOURISM IMAGES OF RESOURCE-BASED CITIES

It is better for productive cities based on industrial resources to consider more about their own problems about natural resources conservation when developing their tourism resources. Both China and countries that developed based on heavy industries like Germany are facing the difficulties of tourism development of resource-based cities. However, resource-based cities can adopt a way of tourism development in civilization demonstration type in terms of tourism marketing promotion. That is to say, they can classify the great numbers of industrial developing factories into industrial civilization heritage category, and then integrate them together to become tourism resources. As to this strategy, it can refer to the following three approaches.

The first approach of marketing promotion is to redevelop the regional resources. Some resource-based cities have a lot of iron and steel smelters, coal plants and other plants, which can actually be developed into the exhibition halls. In fact many mineral processing plants have been associated with their age and long history closely, such as the histories of Daqing Oilfield, "Iron Man" Wang Jinxi and so on. These can serve as the focus of further redevelopment of regional resources. In order to attract people to visit, some mineral processing plant with no producing function or steel smelters can be taken as exhibition halls. Some factories actually have very large areas, which can be redeveloped to be amusement parks for children in industrial civilization. They can serve as changed safe places for children to play and also help the development of parent-child tourism. They are good places to show the charm of industrial civilization, and families can come together to enhance their own sense of history and true feelings. Waste locomotives or some tourist souvenirs with industrial civilization characters can become peripheral products for marketing and promote tourism industry.

Secondly, we take an approach of integrated development for marketing promotion. Some large industrial cities tend to involve a variety of industrial civilization, such as iron and steel smelting, coke or coal resources collecting methods. Therefore, themes of coal and steel can

draw more tourists to visit in the course of tourism marketing promotion. Processing plants of coal and

steel can be transformed into cultural centers for young people to visit. The mottled walls of original factories can also be changed safely into new works of art or even youth's recreational facilities. For example, the factory warehouse can be altered into a cultural exchange center for youth. Symphony performances and legitimate dramas can also choose steel and coal as the objects of literary and artistic creation. So tourism resources can be combined with the original resources to make more tourists feel the important contribution of industrial civilization. Meanwhile, it can not only increase tourists' knowledge and experience, but also encourage more artists to show their talents in these factories. If some industrial plants cover relatively broad areas, they can become integrated functional areas based on the practical construction with community and leisure functions, so that more tourists are willing to stop for a short sightseeing. There will be some better supporting measures for short-term residence such as supermarkets or some hotels, which can recover the vitality of the original heritages of industrial civilization.

Thirdly, we should develop more tourism products in resource type and industrial type. The related resource-based cities should employ professional staff to fully discover their history of civilization according to their own characteristics. Although some industrial cities only started to be developed in a large-scale after the establishment of new China, the history of human development existed in some areas of them in the Ming Dynasty and Qing history of China. Furthermore, some mining areas even existed in the period of prehistoric civilization. Through the systematical management of research group about the development of tourism resources, these products can become a kind of very good tourism resource. The civilization and history of tourism industry are the main content of marketing promotion and spread via different media. Particularly in order to fulfill the current demand of youth's curiosity, the tourism city of industrial civilization can be developed as a kind of pop culture. Then it can spread through the Internet and other channels and take effects, so that more young people want to learn them. These are relied on the sufficient travel services offered by the cities of industrial civilization.

In all, as regards to integrated development of resource-based cities, it basically requires a combination of the above three aspects to conduct development and marketing promotion. With the integrated development, the marketing tourism products of resource-based cities will be more attractive.

4 CONCLUSIONS

China is a country with a vast territory and a lot of natural resources, and there are many resource-based cities such as Datong City of Shanxi Province and Daqing City, with abundant coal and oil resources, respectively. However, when people have gradually and widely accepted the concept of sustainable development, resource-based cities should reconsider its development model. It is necessary for China to take the advantages of different kinds of resources and promote the industrial structure upgrading of resource-based cities, so as to step on the real way of sustainable development. Therefore, in order to make the industrial civilization become part of civilization history of human beings, we should take measures to develop industrial tourism products and industrial traditional civilization, making them well known by the public. In addition, they can provide the way of sustainable development for more resources-based cities to avoid the unsustainable situation of resources exhaustion. Only in this way can we make contributions to China's development and prosperity.

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