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Comparison of spatial differentiation of tourist attraction and recreational flows in China

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The article describes main features of spatial differentiation of Chinese inbound tourism. It gives some explanations of influence of distribution of tourist attraction to recreational flows. There are different regions of China considered in the article.

Keywords- spatial differentiation, recreational flows, classification, distribution

I. INTRODUCTION

China is rapidly becoming a world leader with tourist arrivals. In 1978, when the foreign policy of the country moved from a closure to a policy of "open doors", there entered 716 thousands of tourists. As for arrivals in 2010 they reached 55.7 million. According to the UNWTO, China became the third largest country in the world with arrivals and the fourth one with tourist revenue (45.8 billion). [4] Success in the development of the tourism industry is due to rapid economic development, active tourism policy and excellent recreational resources. Natural, cultural and historical sites, which are the subject of this study, are among the most popular recreational resources.

II. GEOGRAPHY OF TOURIST ATTRACTIONS: EXPECTATIONS AND REALITY

Geography of tourist attractions is due to the peculiarities of nature, cultural and historical development of the area. Each area has naturally uneven presence of natural recreation resources. As for China it can be expected that the highest density of cultural and historical tourist attractions should be located in the east of the country, the cradle of civilization. Logically natural attractions are more attractive in the western mountainous part of the country. However, in the east there are very widespread karst rocks, creating a particular attractive relief within humid climate. Midlands and lowlands of the east of the country have a high dissected topography because of the proximity to the ocean, as the absolute base level. There was a recent volcanic activity. Besides a high density of population leads to a high need for the use of tourist attractions in the east, and respectively, for their promotion and development.

III. DISTRIBUTION OF TOURIST ATTRACTIONS ACCORDING TO STATE CLASSIFICATION OF TOURISM SITES AAAAA

National Tourism Administration of China developed and implemented a state classification of tourist sites (attractions) in 1999. Based on this classification, all the tourist sites of the country are divided by the degree of recreational value and its level of development. Objects with minimal recreational significance are denoted by the Latin letter "A", with increasing recreational value increases the amount of the letters "A". Originally there were allocated 4 groups of attractions, the 5th category was allocated in January 2005. The objects of the maximum recreational significance are denoted as "5A" or "AAAAA". The division of tourist objects into classes depends on the quality of attractions, its preparedness and equipment to display and use, and the number of visits. [2] Objects of the class "3A" are of the municipal level, the objects of classes "4A" and "5A" are of the provincial and national level. UNESCO World Heritage sites are predominantly of the rank of "5A", or at least to the "4A". The Chinese government regularly reviews the list, moving recreational objects from one class to another. In 2010, there were 2460 tourist attractions: 2.7% were classified as "1A", 32.7% - as "2A", 21.5% - "3A", 37.7% - "4A" and 5.4% - "5A". Besides there were not yet classified objects (186).

Distribution of the objects of different classes according to administrative territories of China is shown in Table 1. Let us calculate the overall ranking of each administrative area of China to analyze the spatial distribution of recreational facilities in China. Let us deem the attractiveness (value) of a higher rank object increases twice compared to the lower class one. Thus, let's attach one point to the class 1A sights, 2 points to Class 2A, 4 - 3 A, 8 - 4 A, 16 points to 5 A, not classified objects gets 0.5. The final scores are shown in Table 1.

TABLE I. DISTRIBUTION OF TOURIST ATTRACTIONS ACCORDING TO THE CLASSIFICATION AAAAA (COMPILED ACCORDING TO [1])

Administrative area	Classes					U/c O*	Sum	Scores
	5A	4A	3A	2A	1A			
Anhui	2	29	4	41	13	0	89	375
Inner Mongolia	0	19	27	48	6	0	100	362
Gansu	2	26	7	29	2	0	66	328
Guangdong	2	49	14	10	0	0	75	500
Guanxi	2	33	13	4	0	0	52	356
Guizhou	2	3	7	8	0	0	20	100
Liaoning	2	54	42	34	7	113	252	763,5
Ningxia Hui ar	2	3	3	8	1	0	17	85
Beijing	4	32	26	50	12	0	124	536
Xinjiang Uygur. ar	3	13	32	49	22	0	119	400
Sichuan	3	30	17	51	1	0	102	459
Tibet ae	0	8	1	2	1	0	12	73
Tianjin	2	7	9	17	5	0	40	163
Fujian	2	23	1	3	0	0	29	226
Hainan	2	8	2	2	0	0	14	108
Hubei	2	26	34	46	3	0	111	471
Hunan	2	28	21	21	3	0	75	385
Hebei	3	34	20	49	7	0	113	505
Heilongjiang	1	17	34	42	2	13	109	380,5
Henan	3	52	26	21	0	0	102	610
Jilin	2	12	9	45	5	0	73	259
Jiangxi	2	21	7	20	0	0	50	268
Jiangsu	4	66	32	76	5	0	183	877
Qinghai	0	9	2	3	0	0	14	86
Zhejiang	3	58	25	70	4	0	160	756
Chongqing	2	29	9	21	5	0	66	347
Shanghai	2	18	1	0	0	60	81	210
Shandong	3	34	61	64	6	0	168	698
Shanxi	2	13	1	25	8	0	49	198
Shaanxi	3	18	28	23	5	0	77	355
Yunnan	3	32	15	45	9	0	104	463
OVERALL	67	804	530	927	132	186	2646	11703

*U/C o = unclassified objects

Thus, the most attractive areas for tourism with a maximum intensity of tourist sites are the Jiangsu Province (877),

Liaoning (763.5) and Zhejiang (756). Beijing (536) took only 6th place, but we can get scores of 1041 combining it with the "accommodating" it Hebei (505). If we add Tianjin (163), having city status under the central government as Beijing, the overall metropolitan area has 1204 points, going well ahead of other areas. In total, the list of leaders has most of the coastal areas (from north to south): Liaoning, Hebei, Shandong, Jiangsu, Zhejiang (plus municipalities Shanghai), Guangdong, Guangxi Zhuang Autonomous Region, Fujian and Hainan have the modest rates among other coastal areas. Provinces in the basin of Yangtze River (Hubei, Yunnan, Sichuan) have high availability of tourist facilities. There is the city under the central government of Chongqing in the province of Sichuan, which increases the rating territory to 806 points. The poorest areas are Western - Tibet and Ningxia Hui autonomous regions and Qinghai.

IV. DENSITY OF TOURIST SITES VS. DENSITY OF TOURIST ARRIVALS

Considered territories are significantly different in size. Therefore, for more accurate comparisons of territories, we introduce a new indicator which reflects conditional density of tourist sites (including their significance). To do this, we divide the total obtained score for the province into their area. The results are shown in Table 2. Then let's compare relative indicator of the "density of tourist facilities" with the actual density of arrivals of foreign tourists and tourists huatsao in all administrative units of China (calculated according to [1]).

The highest density of tourist objects is in municipalities - Shanghai, Beijing, Tianjin. This is due to the rich history of the old cities (especially Beijing) and territories of a small size (Shanghai). High density of tourist objects is typical for eastern coastal provinces - Jiangsu, Zhejiang, Liaoning and Shandong, Hainan and Guangdong, as well as the adjacent central-eastern provinces (Henan, Anhui, Hubei and Hebei). The lowest density of tourist facilities is in western Territories as Tibetan autonomous region, Xinjiang, Inner Mongolia, Ningxia Hui, and provinces of Qinghai, Guizhou, Gansu, Sichuan.

In Chinese inbound tourism statistics there are two components: the "foreigners" and tourists from "overseas Chinese provinces" (huatsao) - Hong Kong, Macao and Taiwan. The correlation (Spearman formula) between the density of tourist sites and the density of foreign arrivals is very high - 0.85, while excluding Shanghai from the calculation, which is strongly out of the general regularity, the correlation value reaches 0.98. Thus, the geography of arrivals of foreign tourists highly depends on the allocation of attractive tourist sites, i.e. the main purpose of the trip for foreigners is sightseeing. The correlation between the density of tourist facilities and huatsao arrivals is quite high, but much lower - 0.69. This indicates that their purposes of trips are

often not sightseeing, but others, such as shopping, business, visiting relatives and friends, and just recreation.

*3 - Foreign., Arr./area. ; 4 - Huastao, Arr./area.

TABLE II. COMPARISON OF DENSITY OF TOURIST SITES AND A DENSITY OF ARRIVALS

Administrative area	Tourist sites		Arrivals (2010)		Density of arrivals	
	Score	Score/area	1*	2*	3*	4*
Anhui	375	0,0027	1174	810	8,4	5,80
Inner Mongolia	362	0,0003	1400	28	1,2	0,02
Gansu	328	0,0007	50	20	0,1	0,04
Guangdong	500	0,0024	7333	24077	34,6	113,57
Guangxi	356	0,0015	1414	1088	6,1	4,73
Guizhou	100	0,0006	186	314	1,1	1,78
Liaoning	764	0,0052	3070	548	21,0	3,75
Ningxia Hui ar	85	0,0014	13	5	0,2	0,09
Beijing	536	0,0319	4216	684	251,0	40,74
Xinjiang Uygur. ar	400	0,0003	454	55	0,3	0,03
Sichuan	459	0,0008	750	300	1,3	0,53
Tibet ae	73	0,0001	214	14	0,2	0,01
Tianjin	163	0,0137	1530	130	128,4	10,92
Fujian	226	0,0019	1153	2529	9,6	21,07
Hainan	108	0,0032	474	189	13,9	5,57
Hubei	471	0,0025	1385	432	7,4	2,31
Hunan	385	0,0018	1033	866	4,9	4,12
Hebei	505	0,0027	853	124	4,5	0,66
Heilongjiang	380	0,0008	1648	76	3,5	0,16
Henan	610	0,0037	96	1372	0,6	8,22
Jilin	259	0,0014	722	98	4,0	0,55
Jiangxi	268	0,0016	399	740	2,4	4,44
Jiangsu	877	0,0086	4735	1801	46,4	17,65
Qinghai	86	0,0001	34	13	0,0	0,02
Zhejiang	756	0,0074	4474	2373	43,9	23,31
Chongqing	347	0,0042	1040	331	12,6	4,01
Shanghai	210	0,0331	5931	1406	935,5	221,77
Shandong	698	0,0046	2779	889	18,1	5,80
Shanxi	198	0,0013	821	482	5,3	3,08
Shaanxi	355	0,0018	1552	569	8,0	2,92
Yunnan	463	0,0012	2312	979	5,9	2,49
Total / Avarage	11703	0,0012	53246	43343	5,5	4,49

*1 - FOREIGN, THOUSAND; 2 - HUASTAO, THOUSAND;

There are administrative areas, arrivals to which do not correspond to their rank of provision of tourist facilities. The municipality of Shanghai with almost the same density of tourists sites as Beijing stands out with the foreign tourism, but the density of arrivals to Shanghai exceeds Beijing's one 3.5. This is due primarily to the fact that Shanghai is sea and air gate of China, the biggest business center of the country. The municipalities of Beijing and Tianjin have increased density of arrivals. A big number of tourists to the large cities is due, except the presence of tourists objects, multifunctionality of large cities, causing tourist flows of various purpose (business, educational, ethnic, entertainment, etc.), as well as high provision and quality of the tourism industry. Beijing popularity is also due to the presence of the most famous of Chinese "brand" objects - the Imperial Palace Gugun and the Great Wall of China. Tianjin's advantages are due to the proximity to Beijing and the presence of sea and air ports. High intensity of arrivals is typical for coastal provinces with free economic zones: Zhejiang, Fujian, Guangdong. Due to active promotion of Hainan island province as an international tourist coastal zone it has high rates, although the provision of attractive objects is low there. Heilongjiang Province, Yunnan and Guangxi Zhuang Autonomous Region stand out due to the cross-border tourism.

The municipality of Chongqing, Henan, Hebei, Jiangxi, Gansu, and Ningxia Hui Autonomous Region show us low density of arrivals compared to the provision of tourists objects. Low density of arrivals in Hebei is explainable with features of statistics. Many tourists visit the objects of province during the tours from Beijing, so the statistics records tourists at the place of arrival and lodging for the night, that is, these tourists arrivals are in the statistics of the capital. If you combine the province with the enclave of municipalities, then the leaders with the density of tourist facilities would be Zhejiang, Jiangsu and Hebei.

As for the arrivals of overseas Chinese tourists the deviations from the normal statistical distribution are more significant, as it was demonstrated by the above correlation factor (0.69). The arrivals of domestic tourists exceed foreigners one only in four provinces in the southwest China - Guangdong, Fujian, Guizhou and Jiangxi. The number of domestic tourists coming to Guangdong is almost five times more than foreigners, as for Fujian - the number is twice bigger.

V. CONCLUSION

Inadequacy to the ranks of tourist objects is first of all due to the proximity to the territories, supplying tourists and especially to Syangan and also due to the other purposes of arrivals. This is shopping in the free trade zones where goods are cheaper and better, and also business and ethnic trips.

Some administrative territories of China have extremely low density of huatsao arrivals not corresponding to the density of tourist facilities and popularity with the actual foreign tourists. The number of huatsao tourists is sometimes 10-20 times lower than foreign. This applies to the Tibetan autonomous region, Xinjiang, Ningxia Hui and Inner Mongolia, and to the provinces of Heilongjiang, Jilin, Liaoning, Hebei and the municipalities of Shanghai, Beijing, Tianjin and Chongqing. The reasons for the low arrivals of western region are caused with high cost, inaccessibility, lack of time, the territorial national problems and lack of huatsao interest in ethnic travel to these areas.

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