

# The Study of Tourism Strategy of Guilin

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**Abstract:** Today's tourism industry has become the global hot industry. The global integration of economy and society and sustainable development, promote the international and domestic tourism market expanding. According to the world tourism organization recently forecast shows that the beginning of the next century 20 years, the international tourism industry will be continued to grow at a 4% annual rate. In the new and old phase transition, as a famous international tourist city, Guilin will have severe competitive challenges and opportunities. The next century, Guilin's tourism industry about how to seize opportunities and full power development. It is a theme in front of Guilin decision-making leadership level class. So that Guilin municipal party committee, Guilin municipal government proposed, "tourist city, industrial city, science and education encouraging city, rich commercial and trade city" with the outcome way to drive the development of the strategy. In this development strategy, increase the tourism to the height of the city. Guilin's tourism is Guangxi province tourism leading head. In GUILIN as the leader, the construction of GUANGXI tourism province, the construction of GUILIN above. These goals is GUANGXI autonomous region party committee and GUANGXI district people's government during the period of "9.5 <sup>[1]</sup>" term of the identified the strategic development of regional tourism industry. It further establishes the GUILIN in the GUANGXI tourism industry the important position. Very easy to see the importance of tourism development of GUILIN city. Strategy of the GUILIN tourism as the city development goals is clear.

In recent years, tourism strategy research is ignored a research field, from the present status of the tourism theory research and practical applications. Tourism research and tourism development strategy planning strategy is independent of other trends in the field of research and planning and become independent. Combined with the new trend of research and development, this paper discusses the programs and activities as the core, with Guilin tourism as the core, Guilin tourism strategic integration and strategic partnership, the reform of investment system and planning research aspects in the tourism development strategy research and innovation, such as, on the basis of tentatively constructed tourism strategy, resource strategy and investment strategy innovation framework, preliminarily discussed the innovation of tourism strategy research and system. This paper USES the method of SWOT. From GUILIN tourism strategic strengths, weaknesses, opportunities and challenges, such as four aspects. Set the location advantage, resource development depth, regional economic development and opening up, the surrounding the tourism market competition, etc. studied the GUILIN tourism strategy. Results show that the GUILIN tourism should be taken to rely on the strengths to weaken the weaknesses of ST development strategy, in order to realize the sustainable development of GUILIN tourism.

**Keywords:** GUILIN tourism, strategy, development, SWOT, tourism.

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## 1. INTRODUCTION

Totally summary November 2015. The tourists in the city around 39.5374 million peoples, increase 9.05% more than last year. Even thought, the visitors around 2.0462 million peoples, increase 5.28% more than last year. Total annual reception travel is expected to hit the 4000 mark for the first time, 42 million visitors.

Guilin's first batch of China's opening to the outside world tourism city. For a long time of Guilin tourism independent and unique, but need to increase the cultural experience and leisure holiday. Urgent need in the development of the tourism environment realize the city tourism development to upgrade. In November 2012, according to China's state council agreed that China's national development and reform commission formally approved the Guilin international tourism resort planning development outline." In 2020, Guilin will be put forward to build a world-class scenic sightseeing and leisure vacation travel destination and tourist center <sup>(2)</sup>."

The structure of the tourism market gradually optimized, the leisure vacation and the travel experience is becoming a hot spot of tourism, and gradually to the popularization of development. Tourists already cannot meet the needs of the traditional mass travel tourism products; begin to choose with distinct regional characteristics and age characteristics and personality characteristics of holiday travel products. In the travel team that tourism continues to grow steadily at the same time, free the tourism has become the main body of tourism way, tourists demand for tourism products also increased significantly. Therefore, in addition to the advantage of natural resources and historical and cultural resources, do not copy the social resources, folk cultural resources and other recreational projects Guilin should be more likely to attract tourists.

### Objective of Study

Improve the tourism management performance evaluation. First of all, the proposal of Guilin's tourism resources, products, facilities, transport, environmental factors such as the status quo to conduct a comprehensive carding and evaluation, through multispectral coordination, make long-term planning, integration of resources, reasonable layout, form a unified, linkage, cooperative mechanism of government work, avoid making check redundant construction, improve the administrative efficiency; Second, formulate related to tourism industry chain of each main body of the policy system, gradually develop and perfect plan, finance, financial, tax and other preferential policies to fully arouse the enthusiasm of social parties investment tourism; In addition to perfect the tourism management department performance evaluation Estimation system. The study focuses on some main objectives, which will be mentioned as follow:

- 1- Make Long-Term Development Plans
- 2- Integration of Tourism Product Resources
- 3- Using the Multi-Level Publicity Channels to bulid toursim
- 4- To Build Theme Tourism Towns Promote the Overall Tourism Development
- 5- Follow Before We Can Come Out Some Idea from Guilin Tourism Development this "Road" how we got enlighten.

### Benefit of Study:

Tourism is a kind of characterized by ecological environment protection and minimize negative effects on the natural environment and social culture for the direct purpose of the pattern of economic development, the development benefit from the mountains and rivers, history and culture, ethnic customs and other resources, and this should be the Guilin tourism project development and construction of the three basic and leading direction. <sup>(a)</sup> Protective principles to tourists, tourism, the government and tourist destination residents helped: Tourism, The government, and the destination residents.

These outstanding performance in the region of the tourism development and some big cities have good tourist market creating artificial tourism resources, some projects have achieved good economic benefits. From the perspective of industry development, the technical route of strategic tourism planning is shown in (figure 1-8).

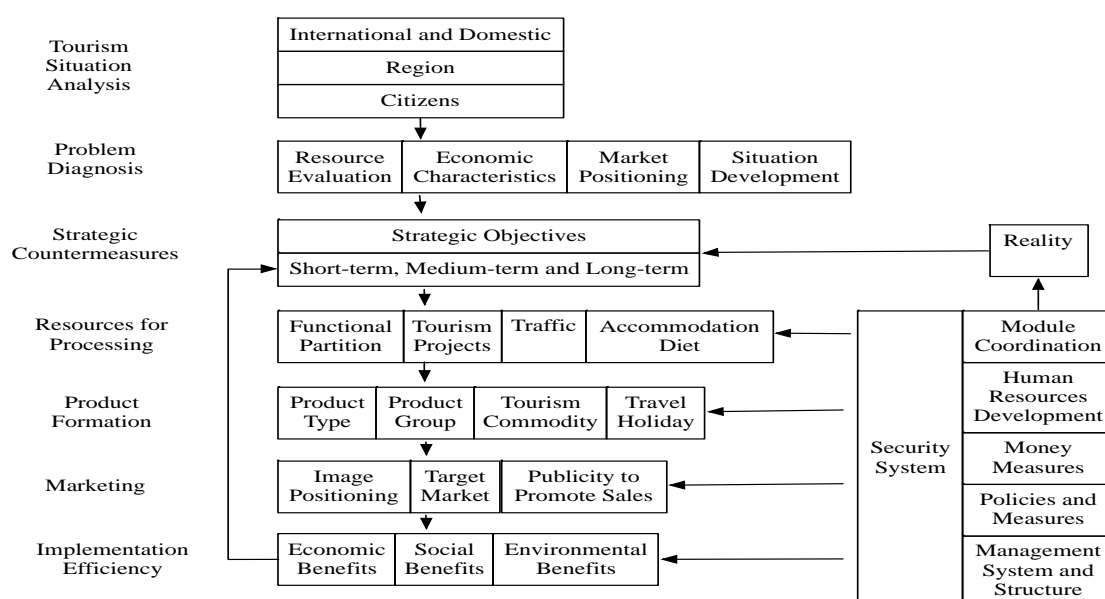


figure 1-8 the flow chart of tourism development strategy

**Expected Outcome:**

The outcome of the study should be improve the tourism management performance evaluation. First of all, the proposal of Guilin's tourism resources, products, facilities, transport, environmental factors such as the status quo to conduct a comprehensive carding and evaluation, through multispectral coordination, make long-term planning, integration of resources, reasonable layout, form a unified, linkage, cooperative mechanism of government work, avoid making check redundant construction, improve the administrative efficiency; Second, formulate related to tourism industry chain of each main body of the policy system, gradually develop and perfect plan, finance, financial, tax and other preferential policies to fully arouse the enthusiasm of social parties investment tourism; In addition to perfect the tourism management department performance evaluation Estimation system.

## 2. LITERATURE REVIEW

In China's totally tourism marketing, the Guilin distance in order to achieve the objectives of the "international tourist destination" and it still exists many problems. Guilin tourism imperfect mainly reflected in the management of the system.

The above should be the core of Guilin - the combination of edge structure and point axis structure. This architecture can be referred to as the core shaft ring structure. This structure is determined by the Guilin special natural flow Guilin actually has two sources: one is the li river MAOERSHAN main birthplace. MAOERSHAN mountain, the mountain, the three-river source, namely the JIANJIANG River, ZIJIANG river and the LIJIANG river's source. JIANJIANG River flows westward, ZIJIANG River flows to the north, and LIJIANG River flows to the south. So on the flow of rivers, LIJIANG river and the ZIJIANG river, the JIANJIANG river, they two river has a natural connection. Followed by the LIJIANG River to Ling canal, as in the efficacious canal connecting CHANGJIANG River system and the center of the ZHUJIANG river system engineering become an important source of LIJIANG river water increment. Figure (1-16) LIJIANG river basin above.

This project communication to the LIJIANG River and XIANGJIANG River, and the XIANGJIANG River formed the flow to the relationship. From the natural flow, and than another special case, LIJIANG river into the sea on the way to the east and two changes. One is the LIJIANG river to PING 'LE merges with LI, CHAJIANG river, GUIJIANG river. Make the LIJIANG river and GUINAN County, and GUIDONG County has a natural link; the second is to WUZHOU LIJIANG River and XIJIANG

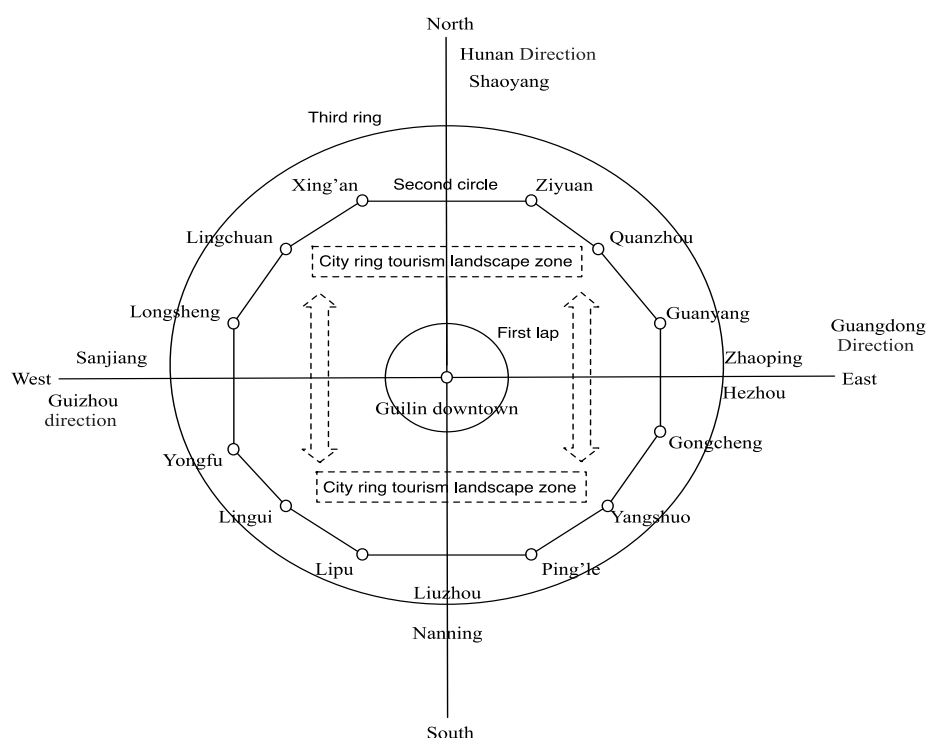


Fig (1-16) LIJIANG river basin above

River converges into the ZHUJIANG River. Make the LIJIANG River into central and southern rivers system - ZHUJIANG river water system, to strengthen the LIJIANG River and ZHUJING river delta connection. Therefore, on the basis of the natural rivers flow to the relationship, one with ideas from main trunk, LIJIANG river basin in karst hoodoo features as the main body with DANXIA landform, granite landform of mesh tourism domain group was formed. We will this a tourism domain group called "above" LIJIANG river basin, and it's meaning is as follows.

The picture is not measured, but a sense of the drawing. Here, the nature of the LIJIANG river flow to the particularity of the southeastern and northern GUILIN, GUILIN tourism development present situation, determine the "above" LIJIANG river basin have been formed: one core, three layers of reticular pattern axis, four areas: a core namely GUILIN city as the core; Three spheres of the LIJIANG river upstream travel around GUILIN city has initially formed ring belt, ring with two layers of scenery, forming the SHANYANG, HEZHOU, LIUZHOU, SANJIANG radiation belts for the third circle; Four axis of the east to GUANGDONG, west to GUIZHOU, north to HUNAN, south to YIHAI four radial axis. This characterization indicates that the "above" LIJIANG river basin development momentum.

### *Practice of the Strategy*

Practice is the raw material of development strategy of tourism and propellant. Tourism development strategy it is in practice constantly improves and update. Maybe different cases are not mature, but there are contradictions between each other. But it is these conflicts and collisions to promote tourism development strategy gradually mature. Also only has given rise to the theory and method in the process of practice, can guide the practical work. So the society need to strategic planning.

## 3. METHODOLOGY

### *Technical route of tourism strategy*

In the 1980 s, China tourism strategy work along the basic train of thought resource guide (figure1-6). The cause of

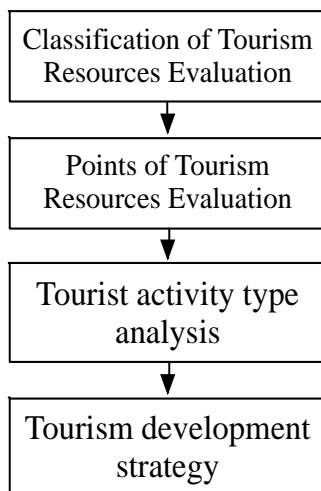


figure 1-6 the Resource guide tourism strategic decision-making process

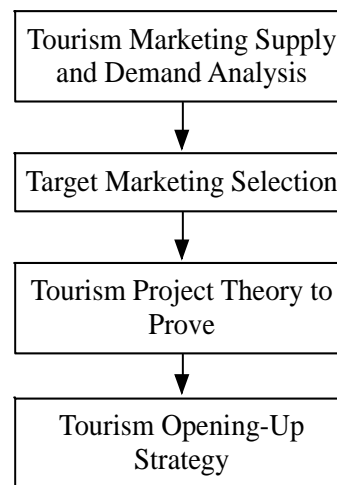


figure 1-7 the Market orientation of tourism strategic decision-making process

resource property decided to travel the activity type, and then start to strategic research. It's a seller's market under the condition of tourism rules basic characteristics. In this case study, this strategy has great subjectivity. Tourism market demand has changed since the 90 s, the seller's marketing turn the to buyer's marketing. With more attention paid to the market-oriented tourism strategy (figure 1-7). These outstanding performance in the region of the tourism development and some big cities have good tourist market creating artificial tourism resources, some projects have achieved good economic benefits.

The world tourism organization to tourism strategy is divided into 6 steps:

- The preparation. Clear strategy, a planning team: a multidisciplinary organization, including the strategic design, marketing, economic and financial analysis, strategic environment and infrastructure, sociology and other experts and scholars.

- Determine target. Under the local residents and government agencies work closely to determine tourism strategic goals. Then according to the feedback information in the process of strategy formulation is improved.
- The field investigation. Including the market, the present situation of the tourist facilities, road transportation and infrastructure, land use present situation, the economic and social development pattern, tourism projects open status, natural and cultural environment, government development strategies and plans and local investment ability.
- The analysis and synthesis. On the basis of investigating and analyzing the market and attractions. Determine the target market, tourism development planning, promotion plan and accommodation, roads, traffic, infrastructure demand forecasts. For tourism development of economy, environment and social impact evaluation, put forward the development of tourism major opportunities and constraints. 5. The formation of policy and planning. The development of tourism industry as part of the overall development and planning in the region and research them comprehensively. The principle of sustainable development, many scheme comparison and the environmental impact assessment, realize the maximization of the benefit target of minimizing the negative effect.
- Implementation and adjustment. All contents must be considered in the process of planning to formulate implementation measures. These measures include the different regional planning principle, tourism equipment design standards, the preparation of development plan, analysis related to social factors and so on. In the planning outline are stated. At the same time, to tourism development and environmental monitoring, to ensure the feasibility of the actual development cycle plan.
- These six steps are the same as the above technical route of development.

From the perspective of industry development, the technical route of strategic tourism planning is shown in (figure 1-8).

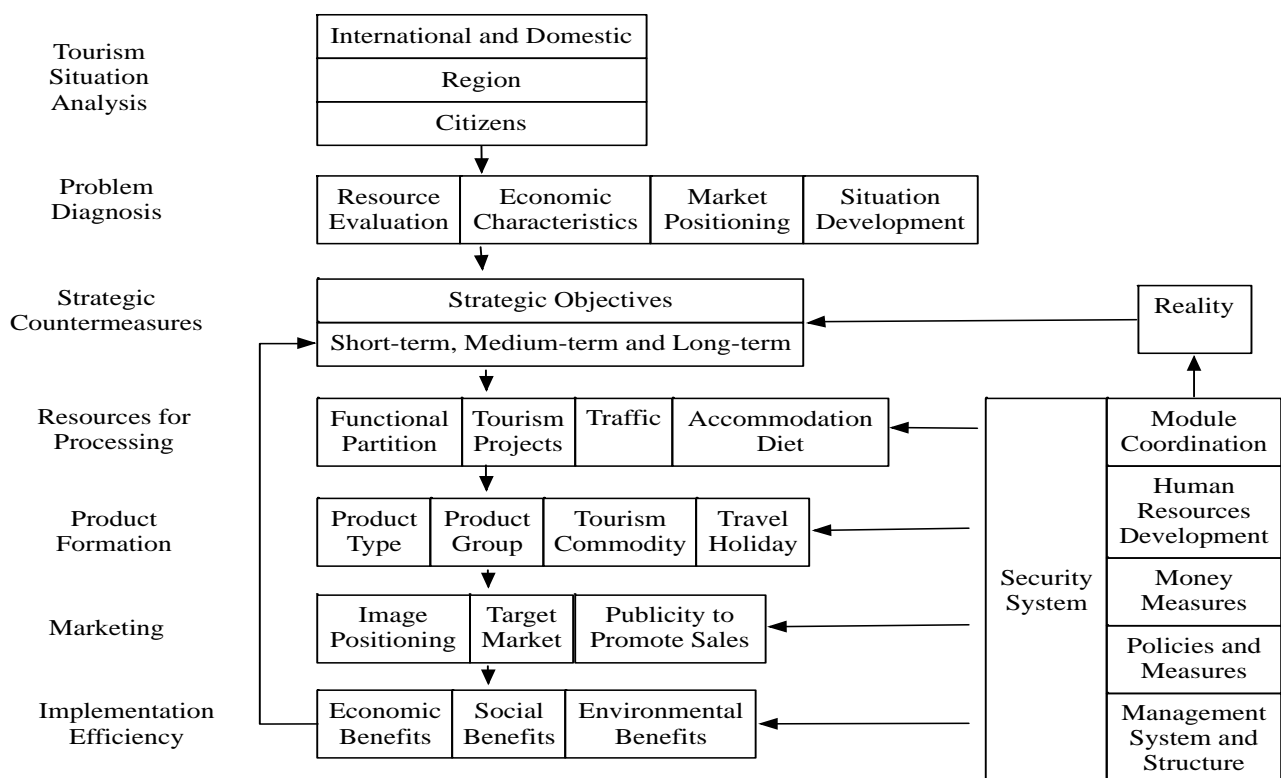


figure 1-8 the flow chart of tourism development strategy

### Data Analysis

Look from my research data analysis, the leisure tourism in this area of research in academic circles, there is a dumbbell structure as shown in figure 1-2: over the years, China's tourism industry has entered a period of rapid growth. Tourism as a tourism products meet people's spiritual needs, to the attention of the scholars, sightseeing tourism is more and more attention; In recent years, due to the development of social economy, leisure has become the people's life agenda, tourism as an important form of leisure, and was deeply loved by Chinese scholars. So that leisure tourism research constantly

increasing. However, as the transformation of the society as a whole, tourism is faced with vitality. In academia, for from sightseeing tourism, to the middle level of the transformation of leisure tourism research rarely. Although for the cause of the transformation and transformation of the way all associated, but just a few descriptions, study is not very deep. And research of this paper is a part of the weak link, in order to transform as the breakthrough point of the leisure tourism research, analyzes the reasons and ways of tourism products transformation, with the implementation of prove the inevitable choice of tourism transformation, then stand in the perspective of global travel direction of wear products and strategy. The goal is to use the theory of correlation, from one point to the full, provide a reference for the future of the leisure tourism research value.

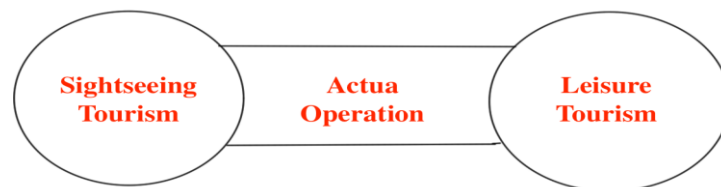


Figure 1-2 the “dumbbell” structure existed in tourism research

#### 4. RESEARCH FINDINGS

Strategy development began in the background of the situation analysis. Considering the strengths and weaknesses in the development of regional tourism industry. In order, to more effective management into the environment opportunities and threats, and long-term strategic planning. Four strategic plan is generated by the SWOT matrix, SO strategy by way of thinking use strengths to take a chance; ST strategy consider ways of using strengths to threats; ST strategic thinking ways of using strengths to threats; Send strategy tries to overcome weaknesses using opportunities; Basic is defensive, WT strategy is mainly to minimize weakness to escape the threat. <sup>(20)</sup>

The four strategic plans are the general starting point is the opportunities and weaknesses into strengths. A regional tourism, of

SWOT Analysis Judgment	Development Principles	Tourism development strategy
SO (strength + opportunity)	Actively expand principle	In the face of so many opportunities, both have obvious advantages, should actively develop new products, expand business areas, greater tourism market space.
ST (strength + threat)	Efforts to fight the principle	Although faced with many opportunities, but tourism regions exist obvious weaknesses, should think of some way to make up the shortfall, carries forward the strengths, keep out weaknesses.
Send (weaknesses + opportunity)	Suitable for the principle	In the face of a powerful threat, but also has obvious advantages, should take advantage of their strengths, the source of the threat analysis, passive into the initiative.
WT (weaknesses - threats)	Negative conservative principles	In the face of powerful threat, and there is an obvious disadvantage, can only take the business adjustment, improve their conditions, avoiding threats, find new market opportunities.

Figure (1-17) the Based on the present situation of tourism development strategy on the basis of SWOT analysis principle course, the situation is not so simple four combinations, in theory, there should be four combinations. <sup>(20)</sup> So the ultimate strategic combination is also complicated. But for the sake of convenient operation, often can ignore the background of



the secondary, highlight developed strategy combinations, easy to implement. The main core of SWOT analysis, it's including regional natural resources. Tourist Attractions and Experience, Promotion and Distribution, Infrastructure, Tourist Service, Human Resources, Management and Consultation Method of content are 4<sup>4</sup>. The content is the key to influence the future tourism development. Only accurate analysis of these factors can make a scientific tourism development strategy.

### ***Strengths and Weakness of Tourism Industry Development***

Internal Reasons	Strengths	1
	Resources of high quality	
	Good position conditions	
	Good connection conditions	
	Solid development foundation	
External Causes	Opportunity	
	Countries to expand tourism consumption policy support	
	Time in the period of construction of GUANGXI tourism strategy of strong province	
	Time in YANGSHUO a world-class resort area	
Strategic Combination	Karst cave main strategy	
	High-quality goods strategy of trend	
	Strategic leadership take the lead	
	Integration strategy	
Internal Reasons	Strengths	2
	Resources of high quality	
	Good position conditions	
	Good connection conditions	
	Solid development foundation	
External Causes	Threat	
	The coordination of relationship between tourism development and environmental protection	
	Competition in the market and regional cooperation relationship coordination	
Strategic Combination	Reasonable planning strategies	
	Distributed development strategy	
	Talent introduction strategy	
	Complementary development strategy	
Internal Reasons	Weaknesses	3
	Market awareness need to improve	
	Need to improve the chains of the tourism industry	
	Need to improve internal communication	
	Product structure problem is obvious	
External Causes	Opportunity	
	Countries to expand tourism consumption policy support	
	Time in the period of construction of GUANGXI tourism strategy of strong province	
	Time in YANGSHUO a world-class resort area	
Strategic Combination	Tourism brand image strategy	
	Urbanization strategy	
	Industry integration strategy	

	Strengths	4
Internal Reasons	Countries to expand tourism consumption policy support	
	Time in the period of construction of GUANGXI tourism strategy of strong province	
	Time in YANGSHUO a world-class resort area	
External Causes	Threat	
	The coordination of relationship between tourism development and environmental protection	
	Competition in the market and regional cooperation relationship coordination	
Strategic Combination	Government leading strategy	
	Strategy for the development of policy	

**Strengths-** Rich Rural Tourism Resources; Rapid development of modern ecological agriculture, the rural town of natural of primitive simplicity, distinctive ethnic customs, subtropical scenery of four seasons constitutes the rich rural tourism resources in the region. Superior Traffic Location; Guilin - Guangzhou high-speed, Guilin - Changsha high-speed, Guilin - BEIHAI high-speed passing through; Guilin LIANGJIANG international airport is a 4D large airport; Guiyang - Guangzhou high-speed railway after the completion of the "twelfth five-year plan" period, Guilin will be Hunan, GUIZHOU, Sichuan, Yunnan to transport hub in the pearl river delta. Excellent Tourism Brand; Based on landscape "JIATIANXIA". Guilin international tourism city, the city depends on the type of the rural tourism development specific the huge market potential and broad prospects for development. Relatively Perfect Infrastructure; In recent years, Guilin area combined with new socialist rural construction, speed up rural infrastructure construction such as traffic, communication, and environmental health; in order to speed up the development of rural tourism has laid a good foundation.

From the research analysis Guilin tourism strategy of SWOT qualitative on table (1-18):Fig1-18 Guilin tourism strategy SWOT qualitative analysis table Rare Policy Advantage: Guilin tourism comprehensive reform pilot area and national services comprehensive reform pilot city construction, the corresponding social and economic development policies and measures, are conducive to the rapid development of the rural travel LIJIANG river basin.

**Weakness-** Guilin tourism resource development depth is not enough; Market management simple lack of overall planning of tourism development, tourism development level is low, generally stay at the ordinary level; Leisure, culture in-depth experience of tourism projects. Government makes guidelines for the travel improve is not enough to do; Guilin county and township (town) government departments whose paid more attention to develop traditional travel were. But because of the lack of tourism knowledge, to the local tourism development guidance, failed to effectively organize the masses to develop special tourism projects. Guilin tourism services and management level is not high; Because of the lack of professional education and training, service and management level of Guilin tourism practitioners need to improve. The too lack of high-level talent management become Guilin tourism development. Tourism brand consciousness; Now formed a wide range of Guilin tourism development trend of increase, but the lack of brand has a certain competitive advantage. In the long run, will seriously affect the region's tourism development benefits, thus affecting its sustainable development.

**Opportunity-** The opportunities brought by the national economic and tourism development policy; The No. 1 document in recent years, China's state council about agricultural development, the state council on further promoting economic and social development in Guangxi several opinions, Guilin national tourism comprehensive reform pilot area construction, etc., all bring new opportunities for the development of Guilin's tourism. Travel demand basis; In recent years, with the "mature" tourists, travel demand increasing, travel form diversification, no longer meet the traditional scenic area (spot) tourism, with strong participation and experience of rural tourism is more and more respected, bring



new opportunities for development of LIJIANG river tourism of river system. Opportunities Brought About by the Holidays; Canceled after adjustment of holiday system in China "First of May" of the five-day vacation. And some of small vacation was increased. This for China, the development of Guilin's tourism scenic spot depends on brought huge market demand. Macro Tourism Environment; Over the past 20 years, Europe and the United States will standardize and develop the rural tourism in, show strong vitality and huge development potential. The China national tourism administration of the Chinese characteristics of landscape tourist town (village) demonstration "and" China's rural tourism development compendium (2009-2015), was promulgated, will promote the healthy development of tourism in our country, provides a good opportunity for development of LIJIANG river tourism.

**Threats-** Peripheral Provinces Tourism Market Competition is Intense; Yunnan has the large-scale tourist reception point 4887, formed the tourism industry system. GUIZHOU also with the natural ecology, characteristic agriculture and village, ethnic cultural heritage resources for rely on, in a variety of types of tourism development of tourism. The Pearl River delta region has gradually achieve a new round of "the pearl river delta" tourism industrial upgrading development, tourism development bring great threat to the Li river valley. Rural Tourism Project Redundant Construction; As tourism development heats up, many parts of the LIJIANG river basin are eager to preempt the rural tourism market, in the absence of scientific planning demonstration development tourism projects, as a result, tourism projects repetitive construction seriously, cause industry disorderly competition, constitute a great impact on the development of tourism. Environmental Protection Pressure Increasing; The LIJIANG river basin has a lot of karst landform areas, but due to the fragile ecological system in karst landform areas, with the expanding of tourism development, the growing Numbers of tourists, environmental pollution is serious, the increase in the number of garbage and sewage emissions has negative effects on the LIJIANG river tourism environment. Malignant Price Competition Around Industries; Industry management can't keep up with development of tourism, the tour guide tourism low pay commission added between the tourism industry a vicious price competition, also bring a serious threat to the rural tourism development of small profits.

**SWOT Analysis Conclusion:** At present, Guilin belong to famous internationally is not high enough. You also need to joint efforts by different level government and society. Fully feeling that good tourism development strategy of development and construction of all kinds of conditions. Travel around the lava caves formed karst tourism brand image. In development, fully rely on GUILIN brand influence; accept the growth of YANGSHUO County. From the resources, market, industry and so on various aspects to realize connection and YANGSHUO tourism. On the basis, increase speed to make up the tourism urbanization and industrialization, the formation of tourism development, the pattern of industry. Also put in a lot of weakness, of course, the current development of Guilin's tourism and challenges. But tend to macro level of industry. This requires the government from a strategic height to grasp.

## 5. CONCLUSION

**Tourism strategy is the product of economic and social development to a certain stage-** This article through Guilin tourism strategy about different stages and social development background, the consumption structure, tell to us the tourism development situation. Guilin tourism strategy has entered the need to upgrade the status. In the traditional tourism and new common development stage. Follow the development of economic and social. People begin to increase income. People consumption structure and consumption form be changed. People demand for service industry. Strategic tourism economy will get a lot of room to grow. According to the international tourism development rule and the average GDP of \$2000, tourism industry began to upgrade automatically. According to China's national bureau of statistics data released. In 2015, China GDP per/person capita arrived \$3189.349. The average GDP of more than \$2000. Tourism industry is needed to upgrade to the strategic development state. With the development of economy, the traditional tourism products already can't satisfy people's demand individuation and diversification. As a new tourism products can let tourists get relax and improve the quality of life way of travel. Has slowly, such as the process of tourism development in the new era. Strategic tourism product is a necessity in the development of economic and social results.

**Tourism strategy are driven there are many factors-** Through the analysis, the present situation of Guilin tourism strategy, and integration of the whole social development background. We've come to the conclusion that the Guilin tourism strategy is driven by many factors. Firstly, the new era background of the market demands. Influenced by the time background, and the influx of western values. Chinese people value orientation and the concept of demand constantly updated. Drive the change of the whole tourism market structure, and product diversification direction. Secondly, the

development of economy drive the tourism industry structure adjustment. With the economy development and demand was change. All kinds of tourist facilities increase ceaselessly and perfect. Tourism service content and service form to personalized, diversified direction. Business travel, holiday travel and adventure tourism, and other forms of the tourism development. Not only enriches the tourism product structure of the system, but also leads to the transformation of the structure of tourism to the deep. Thirdly, the resource conditions and the cultural environment of energy was support. Whether local native resources is suitable for the development of tourism strategy. And the local rich cultural foundation and rich cultural connotation is an important factor to support further tourism strategy development.

### *Recommendation*

**Tourism strategies of forming need a transition period-** Follow the development of China's tourism fully open. Tourism industry is about to enter a new stage of "system update". Strategic transformation and generalized become tourism industrial structure upgrade the large amount of the main trend. Cities around the country to have a rest, drive such as independent tourism products is increasing. Although some developed provinces in eastern China tourism development has developed to the direction of deeper. But judging from the development trend of China's tourism overall, is still mainly on traditional tourism mode. The new tourism products lack. Market supply and demand conflicts. According to statistics, time travel power of new tourism products and ordinary products the ratio is 1:1. While China proportion is 2:8. We can see from the development of Guilin, Guilin tourism is in the new period of tourism and traditional tourism co-exist. Although the tourism development strategy is to meet the market demand and realistic traditional tourism product development is the best method. At the same time also maintain the vitality of tourism sustainable development. But from the traditional tourism to the all-round development of modern tourism is also need to experience a period of time of ascension at this stage.

**Tourism strategy is the development direction of diversification-** Observe the Chinese tourism strategy system structure change. The development of Guilin tourism strategy, we can see, as people demand and consumption structure of diversified development trend. For tourism development strategy should also be varied. Culture is the soul of tourism. From the demand of different levels evolution analysis, with the advent of the era of knowledge economy, the improvement of people's cultural qualities. Human demand for cultural tourism products is more and more intense. Tourism strategic economic consumption characteristics of the main, is its cultural, social, humanistic, and travelers to travel. Essentially buying culture, consumer culture, enjoy the culture, so the strategy of tourism development, first of all, is to pay attention to the mining of cultural connotation. Another important tourism strategy is characterized by its nature of the subject. Follow the improvement of travelers demand levels. Travelers to pursue will be more distinctive tourism products. Pay more attention to the experience of tourism product features. In addition, the strategy of tourism also to meet the high, medium and low different level the demand of the tourists. Tourism product must also be in the direction of diversification development.

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