

Countermeasures on Liaoning Hot Springs Tourism Development Based on Post-modern Tourism Perspective

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Abstract. Recent years, hot spring tourism has been continuously arising in Liaoning Province. In the construction of the hot spring tourism, there exists problems need to be solved. The present researches about Liaoning hot spring tourism emphasize on the exploitation, instead of construction and development. Thus, this research paper, based on the new tourism tendency in post-modern society, analyzes the development status of Liaoning hot spring tourism, explores the issues existing in the construction of hot spring tourism, and proposes the scientific countermeasures on supply and demands relation, product connotation as well as hot spring culture construction, aiming to improve the sustainable development of Liaoning hot spring tourism.

Keywords: Post-modern tourism, hot spring tourism, Liaoning province.

1. Introduction

In china, tourism industry is developing from the sightseeing oriented to the leisure & entertainment oriented. In the latter one, hot springs are the most popular item, which contains the leisure, health care, entertainment and beauty & body care. Liaoning hot springs tourism has a bright market and endless development potentiality. Liaoning is a province with abundant hot spring resources. In the first half year of 2013, the hot spring resorts in Liaoning province have received 36,200,000 tourists. The revenue of hot springs is 21,900,000,000 with year-on –year growth of 25 percent. According to the statistics, Liaoning hot springs tourism has a huge potential market. Thus Liaoning government makes efforts to improve its competitiveness in order to realize the development of Liaoning tourism industry.

2. Research on Post-modern Tourism Perspective

With the promotion of international labor division and informatization, post-modern has influenced in many aspects in social society, including tourism industry. Foreign scholars' researches concentrate on the influence of post-modern perspective on tourism. They are Keith Hollinshead who composes *Playing with the Past: Heritage Tourism under the Tyrannies of Postmodern Discourse*; Natan Uriely who composes *Theories of Modern and Postmodern Tourism*; and Wiendu Nurianty who composes *Heritage and Postmodern Tourism*. Recent years, domestic scholars have begun to study the influence of post-modern on tourism and obtained some achievement. Zuo Xiaosi is the author of *Modern, Postmodern and Rural Tourism*. Cao Guoxin composes *Features of Chinese and Western Tourism in Ancient, Modern and Post-modern Society*.

3. Development of Liaoning Hot Spring Tourism

To be the largest hot spring province in China is one of the working targets in Liaoning province before 2015. Liaoning hot spring tourism has played more and more important role in the economic development of Liaoning province. The receiving tourists and revenue of Liaoning hot spring resorts have largely risen recent years. In 2011, the receiving tourists exceeded 30,000,000 and the revenue from hot spring reached 19,000,000,000 RMB, which accounts for 5.7% of the total tourism revenue in Liaoning province. By the end of the first half year of 2013, the total tourists in hot spring resorts have reached 36,200,000. The revenue of hot springs is 21,900,000,000 with year-on –year growth of 25 percent. These statistics show that Liaoning hot spring tourism have make a great achievement.

With the impulse of Liaoning hot spring strategy, the hot spring tourism industry has a brilliant future. By the end of 2013, the province has established 8 hot spring holiday zones, 20 hot spring towns. Hot Spring Valley of Liaoyang Gongchang Mountain Range and Hot Spring Holiday Resorts in Bayuquan area of Yingkou City have been listed as the tourists accumulating zone of modern service industry in Liaoning province. Hot spring enterprises such as Wulongbei Hot Spring in Dandong City, Anpo Hot Spring in Dalian City, Xingcheng Hot Spring and Tanggangzi Hot Spring in Anshan have already obtained certain tourism market share.

4. Problems Existing in the Development of Hot Spring Tourism in Liaoning Province

4.1 Simple Hot Spring Tourism Products

The construction of Liaoning hot spring tourism products lacks of creative methods. Bathing, leisure and health care are the main function of Liaoning hot spring tourism. Sport & recreation, entertainment and holiday are the subsidiary function of it. All in all, these construction items are similar. Simple development makes the hot spring products lack of unique features and creative attributes.

4.2 Deficient in Brand Identification

Most of hot spring tourism resorts in Liaoning province are constructed according to the ones in Japan, Korea and Europe, ignoring local characteristics. Imitation makes the large number of hot spring destinations are similar in design, environment, and service. Similar hot spring products are the blocks for establishing the strength of brand effects and deeply developing brands.

4.3 Contradiction between Supply and Demand

With the continuously improvement of people's living standard, the demands for new and different tourism products have become more and more intense and complicated. On the other hand, the supply of Liaoning hot spring destinations still exist problem of similar construction in architecture styles, basic facilities, consumption programs and some other aspects. Though some items are given with cultural concepts, the lack of necessary facilities reduces the interests of tourists and restricts the development of Liaoning hot spring tourism. It is hard to meet the demands for the changing market.

4.4 Indefinite Hot Spring Culture

The purpose of hot spring tourism is to obtain health maintenance, leisure and healthcare by experiencing hot springs and being acquaintance with the hot spring culture. The present hot spring tourism in Liaoning province lacks of culture connotation. At the hot spring destinations, entertainment and recreation items inside buildings are the major activities. Few tourists visit the local areas and local hot spring culture. In fact, there are few historical culture and folk-custom worth of visiting.

5. Countermeasures on the Development of Hot Spring Tourism in Liaoning Province

5.1 Optimizing the Connotation of Liaoning Hot Spring Tourism Products

Different Liaoning hot spring products must be developed with each other by integrating tourism resources in different areas. Cluster competitive advantage of hot spring products must be formed by uniting the design of the tourism resorts in different areas and establishing the nearby areas in mutual function cooperation. Homogeneity competition and outdated management must be broken. The basic facilities must be improved gradually. Diversified development increases the intangible value of the original products.

5.2 Promoting the Construction of Hot Spring Culture in Liaoning

The weakest point in the construction of hot spring tourism is about culture. The local government should combine the scientific connotation of hot spring, local culture and hot spring resources; excavate the hot spring experience items, and form the attractive local culture core. Under the background of hot spring culture, the consumers could participate health care items, and experience the local health care concept. Culture should be translated into productivity and be

integrated into the modern consumption culture and spirit culture, forming health care & experience subject.

5.3 Establishing Regional Liaoning Hot Spring Brands

Liaoning province is divided into four regions according to the features of local tourism resources: the central part of Liaoning should construct the hot spring brands on historical culture, because all the historical cultural resources are concentrated here. The southeastern part of Liaoning contains Dandong and Dalian, which are close to the sea and abundant in sea resources. Cooperation with different regions is an effective way to develop hot spring resorts near the seaside. Honhhai Beach, Silapu Hot Spring Town, Seaside Highway and hot spring resort in Yingkou should be integrated into a self-drive tourism brand, which is characterized by natural sightseeing and ecological experience. Western part of Liaoning province is composed of four cities. They are Huludao, Jinzhou, Fuxin and Chaoyang. Hot spring summer resorts should be constructed here, because of their rich natural landscapes.

5.4 Constructing Different Hot Spring Projects in Liaoning

Liaoning hot spring tourism has a big potential market. According to the existing resources, differentiation development mode should be carried out in Liaoning hot spring tourism, aiming to realize the regional integration of hot spring industry. The central section of Liaoning province is rich in Manchu culture resources of Qing Dynasties, which can be mixed in hot spring tourism, constructing the hot spring culture area. Abundant seaside resources in southeastern Liaoning province can be combined with hot spring, establishing seaside holiday resorts. Natural sceneries can be integrated with hot spring, constructing the hot spring holiday resorts for summer and sightseeing.

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