

## Research on Development Trend of Innovation on Tourism Operation Formats in Liaoning Province

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### Abstract

**With the fierce competition in tourism industry, innovation is a must for all sectors in Liaoning tourism market. The change in operation format is a new tendency in the process of innovation. This research paper analyzes the motivation of innovating operation format in Liaoning province and proposes development trend of innovation on tourism operation format in Liaoning province, aiming to expand the development space in future competition of tourism industry.**

### Keywords

**Operation Format, Tourism Industry, Innovation, Liaoning Province, Development trend.**

### 1. Introduction

Tourism industry is a comprehensive industry with the wide connotation and denotation. It not only has a strong pulling effect to the development of other industries, but is an effective way of raising the regional awareness, attracting investment, and speeding up the integrating the resources. At present, Liaoning is in the essential period of rapid development. To strengthen tourism industry possesses a significant and profound influence on promoting economic growth, adjusting the industrial structure, perfecting the urban functions, improving the level of open, absorbing employment, and improving people's livelihood in Liaoning province.

### 2. Definition of Tourism Operation Format

Tourism operation format is a comprehensive concept containing the organization form of tourism products, operating mode, and product features. It is the format reflecting on tourist enterprise organization management mode and the mode of operation. With the changing tourist demands in tourism market environment, traditional operation formats of tourism cannot satisfy the real demands of people. Tourism operation format innovation refers to reconnect the resources and elements in tourism, produce the new products, utilize new operation methods, exploring new market and forming the new organization, according to the continuous changing demands of the tourism market. Operators could create the tourism products for people who are on business, based on market demands, competitive needs, and market development. Managements in tourism industry could change and perfect the method of operation, add new investment, develop new areas, expand the new space, aiming to industrial transformation and upgrading in tourism industry.

### 3. Motivation of Innovating Tourism Operation Format in Liaoning Province

As a typical service industry, in order to adapt to the change of consumer behavior, Liaoning tourism enterprises have to constantly adjust and promote the change of tourism operation format. The motivation for the innovation and development of Liaoning tourism formats reflect in the following aspects:

#### 3.1 The Universality of Tourism and Leisure Demands

In the past, most people believe travel is a luxurious programme for common citizens. But with the economic development of Liaoning Province, people's living standard has been improved. Their

daily life, meanwhile, has become more and more nervous, and working pressure is becoming bigger than before. The most consumers now believe that travel is the best way to relax and release pressure.

### **3.2 Diversified Demands for Tourism**

In the past, people rarely have the opportunity and time to travel. People always hope to enjoy the spectacular panoramic view of the scenery in one tour. Therefore, at that time, travel mainly referred to the one for sightseeing in Liaoning, usually became the busiest visits. With the rapid development of tourism industry in Liaoning province and consumers' improving consumption experiences, they have changed to care about the quality and unique features of the tourism products instead of the sightseeing programmes only. This leads to the innovation of Liaoning tourism in operation formats, for meeting the demands of the consumers and the market. In such case, integrating with the other related industries is the best way for Liaoning tourism enterprises to survive in the fierce tourism market competition.

### **3.3 Increased Consumption of Self-help Travel**

Self-help tourism in Liaoning province is developing rapidly recent years. It has become a new fashion and trend in Liaoning tourism. Because of the increasing automobile possessing capacity, tourists clubs, mature digital platform, and developed tourist attractions, more and more Liaoning tourists are fond of self-help tourism in road trips, bike free line, hiking, etc. Under such circumstance, traditional travel enterprises must clarify the changing demands of consumers, and adjust to meet their satisfaction. The adjustment in all sectors of tourism lead to the innovation of tourism operation formats in Liaoning.

## **4. Development Trend of Innovation on Liaoning Tourism Operation Format**

Travel operation format of tourism development is a comprehensive problem covering all problems in tourism industry. Positive development is based on the comprehensive competitiveness of all the sectors in tourism and the performance of the sustainable development ability of all the sectors. The benign development in tourism industries is characterized by a diversified industrial constitute, rational structure, high quality products, prominent core competitiveness, obvious characteristics, and the outstanding brand effect. According to this strategy direction, the future development of Liaoning tourism operation formats are likely to have a major breakthrough in the following aspects:

### **4.1 New Operation Formats in Traditional Tourism Industry**

Traditional tourism industry contains six elements: meals accommodation, transportation, sightseeing, shopping, and entertainment. Some new operation formats will appear under the changing tourist's demands and fierce market competition. In the aspect of tourism transportation, apart from the traditional tourism transport company, some chartered flights travel service companies, self-drive travel leasing companies and special vehicles travel service enterprises could appear in Liaoning tourism market. In terms of scenic spots, in addition to the traditional natural and cultural scenic spots, Liaoning government should put more energy and investment on constructing expo theme parks and amusement parks. As for accommodation, besides the traditional hotels and hostels for common tourists, new business hotels, exhibition hotels, property rights and timeshare vacation hotels could attract more visitors. In terms of food, in addition to the traditional decentralized local catering, the large ethnic tourism catering center, local travel Food Street and the international famous brand catering enterprises will gradually play the most important role in tourism industry. In tourist entertainment aspect, the traditional entertainment centers for both local residents and tourists are not very popularized by visitors. Entertainment centers carrying local cultural elements and for different social functions will be loved by tourists obviously. On tourist shopping, traditional retail stores are gradually decline in the competition. New front shop with back factory, large shopping centers and commodity enterprises where tourists could participate in the productions will become the dominant in tourists shopping activities. Inside these traditional sectors of tourism industry, development of new operation formats will optimize the tourism industry's internal structure, change

the competition mode and contents of the tourism industry, strengthen the competition ability of the tourism industry and satisfy the changing demands of tourists’.

#### **4.2 Combination of Tourism and Other Industries**

Liaoning is a province famous for her manufacture industry and agriculture industry. To cooperate with these two outstanding industries is an appropriate direction for Liaoning tourism industry. Factories and constructing projects can be used as the tourist attractions in the creative operation formats. Tourists could be introduced the process of production, obtaining the knowledge and meeting the mental demands. The combination of tourism and manufacture industries is not the simple plus. The combination should emphasize on merging brightness of industry and cultural arts. Tourism industry could be integrated with objects and activities in agriculture industry, such as farming methods, rural scenery, and agricultural products. This combination broadens the types of tourism resources, enriches the contents of tourism activities and meets the various changing demands of different tourists. It impulses the development of tourism industry in Liaoning province.

#### **4.3 Internet+ Operation Format in Tourism**

The development of tourism industry depends on the scientific technology. Thus, with the rapid development of the society, traditional tourism industry incredibly influenced by modern scientific technology. Liaoning is a province, accumulating many information technology enterprises, with skillful information technology talents, which is the essential base of Internet+Tourism. Liaoning province should emphasize on developing on-line tourism industry not only in sales, but in scenic spots marketing, tourist hotels operation, transportation services, and so on.

#### **4.4 Developing Large Comprehensive Recreation and Business District (RBD)**

RBD is a challenging form of operation format, which is popularized by modern consumers, but not developed rapid in Liaoning Province. It is a zone, located in certain area, with hotels, restaurants, entertainment centers, local product stores. It is usually constructed into a large-size shopping center, walking street with local features, traditional historic area or a modern cultural center. The comprehensive functions of RBDs will meet the demands of various tourists in peak seasons. Liaoning is rich in ethnic and historic resources. The authority should invest on building the RBDs with different cultural symbols, such as Manchu and Hongshan.

#### **4.5 Innovating Mechanism of Liaoning Tourism Enterprises**

Tourism industry in Liaoning province involves different departments of different industries. In traditional mechanism, there exists some issues such as in-separate authority and enterprises, ineffective operation mechanism, unclear right and responsibility, etc... With the fierce competition in tourism industry, the mechanism should be innovated in Liaoning. This innovation will be a test for developing tourism operation mechanism. The local authority should clarify the market dominant body status of tourism enterprises and utilize the unified management standard and criteria, creating a new mechanism for the operation format competition in Liaoning tourism market. The authority should open the tourism market to the outside, separate the ownership and operation right, establish a diversified investment and financing mechanism, forming the active operation formats in Liaoning tourism market.

### **5. Summary**

The local authority and tourism enterprises are facing the fiercest challenges in the competition of tourism industry. To innovate the traditional tourism operation formats to meet the changing demands of tourists’ is the appropriate way to exist in the competitive market. Combining the local features and advantages with tourism and forming the Creative tourism operation formats will bring new wide spaces to Liaoning tourism in future, promote local economic development and optimize the industrial structure of Liaoning province.

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