

A Theoretical Discussion on the Flow of Tourist Population and the Development of Tourism Market in Heilongjiang Province

Jiayue Xu

Jinan New Channel -JUTES High School, Jinan, China
2264623254@qq.com

Abstract: This paper deeply discusses the basic law of tourist population flow and its influence on the development of tourism market in Heilongjiang Province. Under the background of the vigorous development of global tourism, the flow of tourist population, as the core element of tourism activities, has an important impact on the prosperity and sustainable development of regional tourism market, such as seasonal, spatial distribution and interactive effects. Through the detailed analysis of Heilongjiang tourism market, this paper reveals the market size, resource characteristics, challenges and problems of this market under the action of tourist population flow. Further, this paper analyzes the dual impact of tourist population flow on Heilongjiang tourism market, including the positive effect of promoting local economy, cultural exchange and industrial development, and the negative effect of environmental pressure, over-exploitation of resources and decline of service quality. At the same time, this paper puts forward some strategic suggestions to promote the sustainable development of Heilongjiang tourism market, including rational planning of tourist population flow, strengthening the protection and development of tourism resources, promoting the development of smart tourism, and strengthening regional cooperation and linkage. These suggestions are intended to provide theoretical basis and practical guidance for the scientific planning and management of Heilongjiang's tourism market, and help it achieve long-term prosperity and sustainable development.

Keywords: Tourist population flow, Heilongjiang tourism market, Development law, Market impact, Sustainable development, Strategy advice.

1. Introduction

In today's increasingly frequent global economic integration and cultural exchanges, tourism, as one of the most dynamic industries with growth potential, has become an important force to promote global economic development. With the improvement of people's living standards and the increase of leisure time, tourism has become an indispensable part of modern life. As the core component of tourism activities, the regularity and complexity of tourist population flow have a profound impact on the development of regional tourism market.

At the beginning of the development of China's tourism industry, research on the tourism market paid more attention to the study of tourism supply, most of which concentrated on the classification of tourism resources [1] and the development and construction of scenic spots [2-4]. Later, research on tourism demand gradually developed, mainly focusing on the change of tourist flow [5] and tourism commodity demand [6]. The development of tourism depends on the coordinated and sustainable development of the supply side and the demand side. The supply side mainly refers to the relevant resources, projects and tourism environment for tourists to carry out tourism activities, while the demand side refers to the tourist population. It is an objective law of the development of market economy to set production according to demand and sales. The study of "tourist population" belongs to the category of demography, and its theoretical sources include economics, marketing, psychology and so on. From the perspective of demographic development, attaching importance to consumer population analysis is a consensus reached by various industries in developed countries [7]. The

research of domestic scholars on tourism consumption involves the analysis of influencing factors [8]. As the main body of tourism consumption, the structural changes of tourist population have a series of impacts on tourism consumption demand. At present, the research on tourism population mainly focuses on the scale of tourism population [9], population structure [10], population quality, population flow distribution [11] and the impact of tourism population growth on resources, environment, economic structure, social culture and so on. Diao Zongguang made an earlier comparative study on the domestic tourism consumption level and consumption structure of urban and rural residents [12]. Zhang Lifeng studied the dynamic influence trend and degree of China's population structure (urban-rural structure, gender structure and age structure) on tourism consumption by constructing a vector autocorrelation model [13]. In recent years, with the rise of the mass tourism market, the research on tourism population has shifted to the tourism needs of special groups, such as sunset Tours for the elderly [14], research Tours for teenagers [15] and tourist groups with special travel intentions. On the whole, studies on tourism supply and demand and tourism population mainly focus on tourism, shopping and entertainment in the innermost layer of the tourism industry, and relatively few studies on cross-industry.

Heilongjiang, located in northeast China, is rich in natural resources and profound cultural heritage, and is one of the important tourist destinations in northern China. In recent years, with the state attaches great importance to the development of tourism and a series of policies and measures, Heilongjiang tourism has ushered in unprecedented development opportunities. However, at the same time of

rapid development, Heilongjiang tourism market is also facing many challenges and problems, such as the concentration and imbalance of tourist population flow, the contradiction between the over-exploitation of tourism resources and environmental protection. Therefore, it is of great significance to study the flow law of tourist population and its influence on the tourism market of Heilongjiang Province. The purpose of this study is to systematically analyze the basic laws of tourist population flow, explore its influence mechanism on the development of Heilongjiang tourism market, and provide theoretical basis and practical guidance for the scientific planning and management of Heilongjiang tourism market.

2. The Basic Law of Tourist Population Flow

Tourism population flow is the core component of tourism activities, and its scale, speed, direction and structural characteristics have a profound impact on the prosperity and sustainable development of tourism market. Understanding the basic law of tourism population flow is of great significance for scientific planning of tourism market, optimizing resource allocation, improving tourism service quality and tourist experience.

2.1. Seasonal Rule

The seasonal law of tourist population flow refers to the regular flow phenomenon of tourists in a certain period of time due to seasonal changes. This seasonal flow is mainly affected by climatic conditions, holiday arrangements, school holidays and other factors. Generally speaking, the national unified holidays such as the spring May Day, the National Day in the autumn, the Spring Festival in the winter, New Year's Day and other large holidays are the peak period of the tourist population, including the summer vacation and winter vacation of students are also the peak season of tourism. During these periods, the number of tourists in popular tourist attractions surges, and the demand for tourism services also increases. On the contrary, in the off-season when there are no holidays or when the weather conditions are bad, the tourist population flow is relatively small.

The seasonal law has many influences on the tourism market. On the one hand, it provides tourism companies with clear market signals and profit opportunities, prompting them to adjust their business strategies and service content according to seasonal changes. On the other hand, the seasonal rule may also lead to the over-concentrated use of tourism resources, bringing traffic congestion, environmental pollution and other problems to popular scenic spots. Therefore, the rational planning of the seasonal distribution of tourist population flow is very important for the sustainable development of tourism market.

2.2. Spatial Distribution Law

The spatial distribution law of tourist population flow refers to the flow characteristics of tourists in geographical space. This spatial distribution is affected by many factors, including the distribution of tourism resources, the convenience of tourism transportation, and the popularity and attraction of tourism destinations. In general, famous scenic spots and popular tourist cities tend to become the main destination of tourist population flow, attracting a large number of tourists to visit. In contrast, some niche attractions

and remote areas may have few tourists due to inconvenient transportation and low visibility.

The spatial distribution law also has a significant impact on the tourism market. On the one hand, it promotes the more reasonable allocation and utilization of tourism resources, and promotes the prosperity and development of tourism market. On the other hand, the imbalance of spatial distribution may also lead to increasingly fierce competition in the tourism market, and even lead to problems such as unfair competition and price war. Therefore, it is of great significance to strengthen regional cooperation and linkage of tourism market and promote the sharing and optimal allocation of tourism resources to alleviate the problem of unbalanced spatial distribution.

2.3. Law of Interaction Effect

The law of interaction effect of tourist population flow refers to the mutual influence and interaction between tourists and other tourists, tourism enterprises and tourism destinations in the process of tourism. This interactive effect can be manifested through the word-of-mouth communication among tourists, the service quality and marketing strategy of tourism enterprises, and the image building and brand building of tourism destinations.

The law of interaction effect has a profound influence on the tourism market. On the one hand, it can enhance the attractiveness and competitiveness of the tourism market, and enhance the satisfaction and loyalty of tourists. For example, a tourist attraction with a good reputation and quality services can attract more tourists to visit and further expand its popularity and influence through word-of-mouth communication among tourists. On the other hand, the interactive effect may also cause some negative problems, such as conflicts between tourists, excessive marketing and fraud by tourism companies, and the image of tourism destinations. Therefore, it is of great significance to strengthen the construction of supervision and self-discipline mechanism of tourism market and maintain good market order and tourism environment for the sustainable development of tourism market.

3. Heilongjiang Tourism Market Development Status

Heilongjiang, as an important province in northeast China, has gradually developed into a well-known tourist destination at home and abroad because of its unique geographical location, rich natural resources and profound historical and cultural heritage. In recent years, the Ice and Snow World, Snow Village, Yabuli Resort and other scenic spots have attracted a large number of tourists to come to experience the fun of ice and snow sports and the beauty of ice and snow landscape. With the rapid development of tourism and the continuous maturity of tourism market, Heilongjiang tourism market has shown a vigorous development trend. Taking the data of New Year's Day holiday in 2024 as an example, Heilongjiang Province received 6.619 million tourists in total, an increase of 173.7% year-on-year, 18.4 percentage points higher than the national growth rate; Tourism revenue reached 6.92 billion yuan, up 364.7 percent year on year, 164 percentage points higher than the national growth rate. This data fully demonstrates the strong growth momentum of Heilongjiang's tourism market.

With the rapid development of tourism and the continuous

maturity of tourism market, Heilongjiang tourism market has ushered in new opportunities for development. For example, the support of national policies for tourism is constantly increasing; The demand of domestic and foreign tourists for tourism products is increasingly diversified; The competition and cooperation mechanism of tourism market has been continuously improved. These opportunities will provide strong support and broad space for the development of Heilongjiang's tourism market.

4. The Influence of Tourist Population Flow on Tourism Market in Heilongjiang Province

As the core driving force of tourism activities, the flow of tourist population has a profound impact on the development of the tourism market in Heilongjiang Province, which promotes the expansion of the market scale, the development and protection of tourism resources, the improvement of tourism service quality, and the competition and cooperation in the tourism market. However, with the continuous maturity of the tourism market and the diversification of tourist demands, the characteristics and trends of tourist population flow are also constantly changing. Facing the fierce market competition, Heilongjiang needs to adopt active and effective strategies to meet the challenges and achieve the sustainable development goals.

4.1. The Expansion of Market Size

The flow of tourist population has directly promoted the expansion of the scale of Heilongjiang tourism market. In recent years, with the continuous enrichment of tourism products and the enhancement of publicity in Heilongjiang Province, more and more tourists choose to travel in Heilongjiang Province. Especially in the winter snow and ice tourism season and the summer summer tourism peak, Heilongjiang's tourism market is showing a hot trend. According to the monitoring and analysis of China Mobile's "Wutong Big Data", during the New Year's Day holiday in 2024, the number of tourists from inside and outside the province in Heilongjiang reached a historical peak, and the number of tourists from outside the province in Harbin accounted for a relatively large proportion, showing the significant contribution of tourist population flow to the expansion of the tourism market in Heilongjiang.

4.2. Development and Protection of Tourism Resources

The flow of tourist population also promotes the development and protection of tourism resources in Heilongjiang. On the one hand, in order to attract more tourists, all parts of Heilongjiang continue to increase the development of tourism resources, and launch a series of tourism products and routes with local characteristics. For example, Harbin Ice and Snow World, Snow Expo, Polar Museum and other ice and snow tourism projects have attracted a large number of tourists to come to experience; Mohe's aurora wonders, Jingpo Lake lake scenery and other natural landscapes are also favored by tourists. The development of these tourism resources not only enriches Heilongjiang's tourism product system, but also enhances the competitiveness of Heilongjiang's tourism market. On the other hand, with the increase of tourist population flow, the protection of tourism resources has also put forward higher

requirements. While developing tourism resources, all parts of Heilongjiang pay attention to strengthening environmental protection and ecological restoration to ensure the sustainable development of tourism.

4.3. The Improvement of Tourism Service Quality

The flow of tourist population has also promoted the improvement of tourism service quality in Heilongjiang. In order to meet the diversified needs of tourists, all parts of Heilongjiang continue to improve the level of tourism services, strengthen the construction of tourism infrastructure, and improve the tourism service system. For example, in terms of transportation, Heilongjiang has increased the investment in tourism transportation, improving the convenience and comfort of tourism transportation; In terms of accommodation, Heilongjiang has launched various types of accommodation products, including high-end hotels, homestays, and farmhouse music, to meet the accommodation needs of different tourists. At the same time, Heilongjiang has also strengthened the training and management of tourism practitioners to improve their service awareness and professional skills. The implementation of these measures has effectively improved the overall service quality of Heilongjiang's tourism market and enhanced the satisfaction and loyalty of tourists.

4.4. Competition and Cooperation in Tourism Market

The flow of tourist population also intensifies the competition and cooperation in Heilongjiang tourism market. On the one hand, with the continuous expansion of the tourism market and the diversification of tourist needs, the tourism competition between different parts of Heilongjiang is becoming increasingly fierce. In order to attract more tourists and market share, various localities have introduced preferential policies, strengthened publicity and promotion, and improved service quality. On the other hand, in the face of fierce market competition and common development goals, all parts of Heilongjiang have also strengthened regional cooperation and linkage. Through resource sharing, market expansion, brand building and other ways to achieve complementarity and mutual benefit. For example, the "Year of the Dragon Tour Longjiang, All the way North" Longjiang Courtesy Car Parade organized by Heilongjiang Provincial Department of Culture and Tourism is a successful case of regional cooperation. The event has promoted the visibility and influence of Heilongjiang tourism brand through a nationwide tour of five themed landscape vehicles with unique Heilongjiang characteristics.

4.5. Challenges and Coping Strategies

Although the flow of tourist population has brought many positive effects to the tourism market in Heilongjiang Province, it also faces some challenges. For example, the contradiction between supply and demand in the tourism market is still prominent, and the quality of tourism products and services is uneven. The information level of tourism market needs to be improved, and it is difficult to meet the individual needs of tourists. The competition in the tourism market is fierce, and some scenic spots have problems such as overdevelopment and low-level development.

In order to meet these challenges and achieve sustainable development goals, Heilongjiang needs to adopt the

following strategies: First, strengthen the planning and management of tourism market to ensure the rational development and utilization of tourism resources; Second, strengthen the construction of tourism information to improve the intelligence and personalized level of tourism services; Third, strengthen tourism market supervision and maintain good market order; Fourth, strengthen regional cooperation and linkage to achieve common prosperity and development of the tourism market.

5. Conclusion

Through the in-depth analysis of the development status of Heilongjiang tourism market, and the discussion of the challenges and opportunities it faces, this paper puts forward a series of strategic suggestions to promote the sustainable development of Heilongjiang tourism market. These strategies not only cover the innovation of tourism products and services, ecological environmental protection and rational use of resources, the improvement of tourism service quality, but also involve regional cooperation and brand construction, tourism market information and intelligent construction. First of all, the sustained prosperity of Heilongjiang's tourism market benefits from its unique natural resources and rich cultural heritage. However, with the rapid development of tourism, the market competition is becoming increasingly fierce. Therefore, through the innovation of diversified tourism products, it can not only meet the increasingly diverse needs of tourists, but also stand out in the fierce market competition and attract more tourists to come to experience. Secondly, ecological environment protection and rational utilization of resources are the cornerstone of sustainable development of Heilongjiang tourism market. While pursuing economic benefits, we must attach great importance to the protection of ecological environment and ensure the sustainable utilization of tourism resources. Only in this way can we leave a valuable natural heritage for future generations and achieve long-term and stable development of tourism.

In addition, regional cooperation and brand building are also important forces to promote the development of Heilongjiang tourism market. Through strengthening cooperation and exchanges with other regions to achieve resource sharing, market expansion and brand construction, we can form a joint force to jointly promote the prosperity and development of Heilongjiang tourism market. At the same time, by creating an influential tourism brand, enhance the visibility and reputation of Heilongjiang tourism market, and attract more domestic and foreign tourists to travel. At the same time, promoting the information and intelligent construction of the tourism market is a key measure to enhance the competitiveness of the tourism market in Heilongjiang. Through the use of modern information technology means to realize the intelligent management and service of the tourism market, the operation efficiency and service quality of the tourism market can be improved. At the same time, through big data analysis and other means, it can also deeply tap the needs of tourists and market potential, and

provide strong support for the precision marketing and personalized services in the tourism market.

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