

Study on the Development of Summer Tourism in Heilongjiang, China

Linan Xian

China University of Labor Relations, Beijing, 100045 China
Philippine Christian University Center of International Education Manila, 1004, Philippine

Abstract: Heilongjiang Province is the northernmost and highest-latitude province in China, and its tourism resources are rich and evenly distributed throughout the region. With its rich natural resources such as climate, wetlands, and forests, Heilongjiang Province is an important destination for summer vacation tourism. To realize the parallel and balanced development of tourism in the winter and summer seasons in Heilongjiang, and to create an all-time, all-scene, and all-brand tourist destination. This paper, based on the study of summer tourism resources, status quo, advantages, and pain points in Heilongjiang Province, combined with domestic and international case studies to analyze the situation and put forward its development research paper.

Keywords: Summer Tourism, Heilongjiang, Development Strategy.

1. Introduction

In the context of the new era of mass tourism, people are increasingly concerned about health consumption and travel comfort, and climate has become one of the important attractions of tourist destinations. Summer tourism has ushered in a new period of development opportunities, breeding huge market demand. According to the data center of China's Ministry of Culture and Tourism, tourists' willingness to take summer vacation tours will increase significantly in 2023, and the overall willingness to travel in traditional hot cities will reach 94.6%, and the scale of summer vacation tours will be about 500 million trips, which will result in China forming the world's largest summer tourism market. The development of summer tourism can help explore and integrate tourism natural resources and regional culture, enhance the grade of the tourism industry, and further form unique tourist destinations. At the same time, summer tourism can also drive the development of other industries, bringing business opportunities and development to related industries, and has become a new driving force and engine to promote local industrial restructuring, transformation, and upgrading.

2. Literature Review

With the rapid development of China's Summer tourism industry, academics have begun to realize the necessity of researching the development and design of summer tourism, and many scholars have conducted practical discussions. Wu Long et al. (2000) made a comparative analysis of the indicators of Anshun, and put forward constructive suggestions for the development of summer tourism. Li Ping (2005) studied the tourism climate resources and development and utilization in Hangzhou and established a set of tourism climate service systems for the development, utilization, and design of tourism climate products to serve the tourism industry. Ren Xianzeng (2006) conducted a comparative analysis of plateau summer vacation and seaside summer tourism, pointing out the broad development space and market prospects of plateau summer tourism; Luo Yan

(2011) conducted research and analysis on the development advantages of Guizhou's Summer tourism resources. Wu Pu (2014) constructed a conceptual model and evaluation index system in the Summer Tourism Index, which provided a scientific and reliable basis for summer tourism decision-making for travelers in terms of tourism satisfaction and comprehensive risk. Wang Hongshu et al. (2014) discussed and researched in detail the advantages of Yichun's pension and summer tourism industry from the perspectives of forest resources, the climatic environment, and tourism service facilities, and put forward opinions on the development of the industry. Zhou Zhibin (2014) carried out a corresponding study on the conditions suitable for the development of the summer tourism industry in summer, and in the study, he also innovatively put forward opinions related to the development of the industry with the help of customer satisfaction, tourism resources, and other indicators. Throughout the literature, research on summer tourism often focuses on the climate perspective, and there are few works or documents that directly study summer tourism. There is no unified definition of the concept and connotation of summer tourism in the academic world. Research on Summer tourism is still in its infancy, and the level of theoretical and empirical research is not systematic.

3. The Distribution of Popular Summer Vacation Destinations in China

This paper analyzes the top 40 Chinese summer vacation cities by combining eight domestic and international summer tourism city rankings in the four years from 2020-2023. As can be seen in the figure, the southwestern region of the Yunnan-Guizhou Plateau at high altitude and the northeastern region at high latitude are the two most suitable regions for summer tourism activities in China, concentrating most of the cities in China with superior summer vacation climate. Northwest and North China are relatively decentralized in terms of summer tourism cities, and the ranking is somewhat controversial. The overall region is characterized by mountains in the west, seashores in the east, and grasslands and forests in the north.

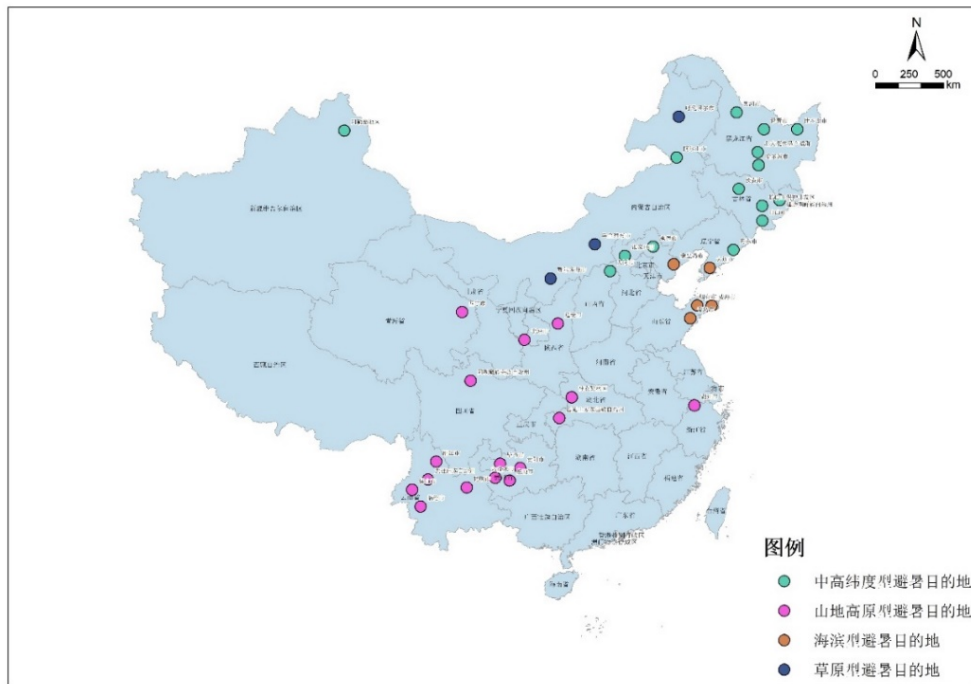


Figure 1. Distribution of popular summer vacation destinations in Heilongjiang

4. China's Major Summer Vacation City Categories

4.1. Mountain and plateau-type summer vacation destinations

Due to the obvious vertical change law of the climate, people will yearn for comfortable temperatures in the mountains during the hot summer, and many high mountains and plateaus have become summer vacation destinations. The summer vacation products of mountain and plateau-type summer vacation destinations mainly rely on resources such as forests, lakes, rivers, and idyllic landscapes to create summer tourism products such as outdoor sports in mountain forests and rafting experience activities in high mountain canyons. The southwest plateau with Guiyang, Kunming, etc. as the core point and the surrounding dependency area is the first large concentration of summer vacation tourist places.

4.2. Middle and high latitude type summer vacation destinations

As the temperature decreases with the increase of dimension, the middle and high latitude areas have a natural advantage in summer temperature. At the same time, many high-latitude areas are close to the borderline and have ethnic characteristics and cultures compatible with those of China and foreign countries. This kind of destination mainly relies on the good climate comfort to tap the recreation tourism, and at the same time carries out the economic and trade, cultural and artistic activities related to summer tourism. The Northeast Plain is dominated by Heilongjiang, Jilin, and other neighboring areas, with high comprehensive conditions of temperature, wind speed, radiation, and humidity, which is the second largest concentrated distribution area for Summer tourism destinations.

4.3. Seaside-type summer vacation destination

Due to the influence of the ocean, the summer temperature of the seaside area is lower than that of the inland, thus

suitable for summer vacation. For seaside-type tourist destinations, beaches, seawater, and seaside scenery are its basic resources, and its products are mainly a variety of festivals, exhibitions, sightseeing, and vacation tourism products. Seaside summer tourism destinations are mainly distributed in the Liaodong Peninsula and the coastal areas of the Shandong Peninsula, which can be regarded as the third largest concentration of summer tourism base distribution area.

4.4. Grassland-type summer vacation destinations

The grassland in China is a typical temperate grassland climate, with unique summer vacation climate resources, very suitable for summer vacation and leisure. The farming culture, northern nomadic culture, and the culture of the Tea and Horse Road in this type of destination are intertwined with each other, and the unique historical origins have added rich folk colors to summer tourism. Grassland-type summer vacation destinations are relatively concentrated in China's Inner Mongolia region.

5. Current Situation of Summer Tourism Development in Heilongjiang

5.1. Advantages of developing summer tourism in Heilongjiang

First of all, Heilongjiang has a superior summer vacation climate. Climate comfort and the length of the comfort period are the prerequisite and basic elements of Summer tourism and are extremely important environmental factors affecting Summer tourism activities. Heilongjiang is China's highest latitude, has a large area of wetlands, forests, rivers, and lakes, and nearly 150,000 square miles of permafrost, this unique "natural air-conditioning" effect makes a lot of areas in Heilongjiang, the average summer temperature of about 20 °C, high climate comfort area almost covers the. Such a natural geographic location, good climate, and ecological

environment for the development of summer tourism in Heilongjiang provide a solid natural resource base and guarantee. Secondly, Heilongjiang's high-quality tourism resources are the core attraction for the development of summer tourism and the direct driving force for tourists to come to visit. Heilongjiang has a vast space for summer tourism, which provides a rich application scene and development space for summer tourism. Nearly half of the area of Heilongjiang is covered by forests, with the country's largest group of wetlands, the country's largest volcanic landscape area, the world's first boundary river, Asia's largest boundary lake, and the two geographic poles of the Chinese mainland. Natural summer tourism resources for the development of summer tourism resorts in Heilongjiang provide a material basis. Finally, the quality of cultural resources determines the connotation and quality of tourism products. The humanistic tourism resources of the Heilongjiang region are distinctive and profound. Heilongjiang is one of the more concentrated distributions of China's ethnic minorities, especially the Hezhe, Ewenke, Oroqen, and Daur ethnic groups living areas maintain the original natural state, forming a combination of natural and humanistic dual native form. Many unique minority festivals are famous at home and abroad, and the different Eurasian cultural forms on both sides of the world's longest Great Boundary River are also highly ornamental and attractive.

5.2. Development pattern of summer tourism in Heilongjiang

Heilongjiang has always been a "hot spot" for domestic summer tourism. Over the years, in Heilongjiang, after vigorous publicity and promotion, the "summer resort, cool Dragon River" brand image has been deeply rooted in people's hearts. Heilongjiang is positioned as the national summer tourism leading area, vigorously promoting the "summer +" tourism development, building a multi-level, diversified, multi-industry summer tourism development system, to create a national summer tourism leading area, a world-class summer resort. In this paper, summer tourism in Heilongjiang is sorted out, according to the comprehensive competitiveness of Summer tourism in different cities in Heilongjiang at this stage. For the following four categories:

A. Mature zone: Summer tourism in Harbin, Qiqihar, and Mudanjiang belongs to the first echelon. This is mainly due to rich summer vacation resources, good accessibility, early development of summer tourism, and relatively mature marketing by the government and its enterprises.

B. Semi-mature area: Yichun, Daxinganling, Heihe and Wudalianchi are rich in climate and resources and have been on the list of summer vacation cities for many times, but the accessibility of transportation is still lacking. At this stage, the progress of the Haiyi high-speed railroad is relatively lagging, but if it is completed and opened to traffic, Yichun will be at the top of the list. In the future development of summer tourism, these cities should try to improve the transportation network and enhance the accessibility of scenic spots.

C. Development Area: Daqing, Suihua, and Jiamusi have relatively superior climate and transportation conditions, but relatively scarce tourism resources and poor infrastructure. The development and construction of tourism projects need to be strengthened, with an emphasis on diversity and an increase in high-level, distinctive tourist attractions.

D. Cultivation Zone: Cities such as Qitaihe, Hegang, Shuangyashan, and Jixi are constrained by economic and

urban development, etc., and have not gained attention as well as effective development due to poor location and low visibility, and their overall performance is relatively weak, and they do not stand out in various lists and marketing campaigns. These cities need to strengthen publicity, do a good job of their positioning, the cultivate summer tourism destination objects.

6. Summer Tourism Development Pain Points of Heilongjiang

6.1. Emphasis on resources rather than market

The development of summer tourism in Heilongjiang mainly relies on the climate, forests, lakes, and other natural resources, making good use of its environmental and resource advantages. But these are based on existing resources to do the planning, the market demand for research and planning needs to be improved. Individual regions have implemented programs related to summer tourism, but they lack operability and practicability. The integration of resources is not strong enough, and the layout of tourism projects is scattered and the characteristics are not obvious. At the same time, there is no long-term development planning, and tourism resources are easily damaged. There are also individual areas in the process of industrial transformation of summer tourism cognitive deficit, summer tourism started late, resulting in insufficient investment in summer tourism.

6.2. Specialized product development is insufficient

Although some cities in Heilongjiang have launched a variety of tourism products and boutique lines, most of these products stay at the level of sightseeing and tend to be popular. At the same time the combination of products and local culture is lacking, the cultural connotation of products to be further explored. Compared with the famous summer resorts abroad, the development of its special summer tourism products is also obviously insufficient, less brand-name products. The idea of attracting tourists only by the climate environment is unsustainable, and the development of summer tourism is relatively narrow with the only reliance on climate conditions.

6.3. Short industry chain, single consumption structure

Summer tourism in the summer is only a "lead", the real concern is to attract the flow of how to produce value, to achieve a win-win situation. Summer vacation has a strong industrial relevance. However, at present, Heilongjiang in the "summer + tourism" industry development is still inadequate, and the integration of other related industries is even more incompetent. The driving role of summer tourism needs to be improved, the industrial chain is short, and the industrial system has not been formed.

7. Proposed Development Strategy for the Heilongjiang Summer Tourism

7.1. Provide different products for different market segments

With the arrival of the mass tourism era, the new demand of tourists for the depth and quality of tourism will promote the continuous derivation of segmented markets. The

development of summer tourism in Heilongjiang needs to study the demand analysis of segmented groups in depth, explore the market development potential, guide, and cultivate the development of potential market segments, and develop various types of differentiated tourism products to meet the personalized needs of tourists. Innovate and launch numerous personalized in-depth travel products with the help of distinctive tourism projects and products, to ensure the vitality of tourism destinations.

Develop a cultural study for the parent-child market. The student group is an important customer group in the summer tourism market, and the parent-child tour has become the mainstream of the summer tour with a proportion of 58%. For this kind of customer group, we can develop study tours to enhance the attractiveness to parent-child tourists through unique cultural scenes and real experience links. The Heilongjiang basin is rich in minority cultures and has a wealth of unique red resources. Such rich resources make study tours show great advantages.

Develop residential pensions for the elderly market. The aging process of China's population is now the largest and fastest in the world. This will give rise to a huge market of billions of dollars. Summer tourism and health gradually into the public's life, Heilongjiang can take this opportunity to vigorously develop the summer residence pension, to attract more elderly people, and to create the Heilongjiang "residence pension" gold medal. Promote the development of a healthy pension service industry, improve the pension service supporting facilities, the develop "migratory birds" pension tourism.

Develop recreational summer vacation products. The essence of summer tourism is recreational vacation, the pursuit of a high-quality healthy life. With the development of society, people pay more attention to physical health, spiritual pleasure, health tourism, and recreation health tourism is more and more attention by tourists, and will become the wind vane of future tourism. Heilongjiang can rely on one of the most famous volcanic landscapes in China, Wudalianchi, Daqing Lianhuan Lake Hot Spring Tourism Area, which is known as the only base of Mongolian medical bath hot springs, Yichun National Forest Park, ecological wetlands, and other advantageous health tourism resources highlighting China's deep-rooted concept of health culture.

Develop automobile camp products. Middle and long distance is the main radius of summer tourism. Heilongjiang has complete traffic and travel resources, laying a solid foundation for the development of the self-driving tour industry. Heilongjiang is also one of the first s in China to vigorously develop self-driving tourism. Continue to build several high-caliber self-driving camps and their ancillary facilities.

7.2. Extend the tourism industry chain

As a large agricultural, Heilongjiang has a unique advantage in developing summer rural tourism. Heilongjiang can utilize the agricultural landscape and farming experience to integrate the development of agricultural production, agricultural consumption, and leisure tourism. First, give full play to the ecological agricultural advantages of the two plains, develop a set of sightseeing, picking, farming culture experience, and other agricultural tourism products, and extend the industrial chain. The second is to encourage the development of leisure agriculture, by creating several theme-based family leisure farms, theme farms, and leisure farms.

Provide diversified "living in the farm" life experience, to create "livable and swimmable" rural summer tourism products. Third, vigorously develop green agricultural products, and optimize the regional layout of Longjiang organic rice, organic vegetables, edible fungi, Chinese herbs, and other special agricultural products. At the same time, the development of night tourism is being considered to extend the tourism industry chain. In the hot summer, many people choose to go out at night to visit the night market and enjoy the night scenery, and the "night economy" is gradually heating up. Heilongjiang should continue to vigorously promote the construction of provincial night culture and tourism consumption agglomeration area, to create a culture and tourism night consumption area, to promote the high-quality development of night tourism.

7.3. Improve tourism reception capacity

On the one hand, it is necessary to create a new space shared by hosts and guests. Compared with the beautiful natural scenery, the humanistic environment of the region is more attractive. This cannot be separated from the government and the citizens and tourists through intensive benign interaction, to form a consensus and achieve a win-win situation. To do a good job of summer tourism in Heilongjiang, the most fundamental thing is to do a good job of the tourism business environment, especially the improvement of the tourism reception environment, and actively create a new space for a better life shared by the host and the guest, to enhance the satisfaction and sense of achievement of tourists. At the same time, the establishment of the peak season tourist relief docking mechanism, improves the quality and level of peak season tourist reception services, thereby reducing the negative emotions of tourists. On the other hand, the publicity on the momentum to ascend. Publicity is the driving force for the development of the summer vacation industry. Just past winter, Harbin utilized the cooperation with head bloggers and the Ice and Snow World, an event with its IP, for marketing, and quickly came out of the circle. A series of interesting topics and hot stems made Harbin's winter tourism image more distinct. Coupled with the dissemination through social media such as Jitterbug, it quickly became popular nationwide, further enhancing Harbin's popularity. Today's competition in tourism is mainly reflected in the shaping of the overall image of the destination. The development of summer tourism must first attach great importance to the strength of marketing, and establish the summer vacation brand through a variety of channels.

References

- [1] WU Long, WU Changchun, WU Chiquan. Advantages of summer vacation in Anshun and its development ideas[J]. *Guizhou Meteorology*, 2000, 24(2):3. DOI: CNKI: SUN: GZQX.0.2000-02-005.
- [2] Li Ping. Research on Tourism Climate Resources and Development and Utilization in Hangzhou [D]. *Zhongnan Forestry College*, 2005.
- [3] WU Pu, ZHOU Zhibin, MU Jianli. Construction of conceptual model and evaluation index system of summer vacation tourism index[J]. *Human Geography*, 2014, 29(3):7. DOI: CNKI: SUN: RWDL.0.2014-03-021.
- [4] Ren Xianzeng." Feasibility analysis of highland summer vacation" tourism[J]. *Journal of Guilin Tourism College*, 2006. DOI: CNKI: SUN: GLGZ.0.2006-02-010.

[5] Luo Yan, Fu Yunxin. (2011). Analysis of conditions for building brand strategy of Guizhou summer vacation tourism. Journal of Guangdong Technical Teachers College (05),32-35. DOI: CNKI: SUN: GDMZ.0.2011-05-012.

[6] Luo Yan, Fu Yunxin. Analysis of the conditions for the construction of brand strategy of Guizhou summer vacation tourism[J]. Journal of Guangdong Technical Normal College, 2011, 32(05):32-35.