

The Practical Significance of Constructing the Big Shenyang Touring Circle

LA SIGNIFICATION PRATIQUÉE PAR LA CONSTRUCTION DU CERCLE TOURISTIQUE À SHENYANG MÉTROPOLE

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Abstract: Six items about the practical significance of constructing the big touring circle have been briefly presented in this paper; meanwhile, the detailed analysis of the practical significance has also been made in each item. Thus constructing the major economy circle centered on Shenyang city within the North-East economy circle can be regarded as the most pressing matter of the moment.

Key words: constructing, the big touring circle, the practical significance

Résumé: A propos de la signification pratiquée par la construction du grand cercle touristique, il y a six parties présentées dans cet essai. D'ailleurs nous faisons encore une analyse détaillée sur cette signification pratique à la fin de chaque partie. Par conséquent, la construction centralisée à Shenyang du majeur cercle économique qui est en dedans du cercle économique Nord-Est est considérée comme affaire la plus urgente en ce moment.

Mots-Clés: construction, grand cercle touristique, signification pratique

GENERAL INTRODUCTION

At the beginning of the new century, China became a member of the WTO; this will give more opportunities to China and will benefit China's economy development. With the development of economy and the opening-up of the country, more and more foreigners will come to China, and more and more Chinese people will go out to see the outside world. So the tourist industry must be the most potential industry in this century.

With the continuous penetration of reform and opening to the outside world, the industrialization and urbanization are speeded up rapidly. The four city groups (Changjiang delta, Zhujiang delta, Beijing-Tianjin-Hebei area and Three provinces in North-East of China) rise abruptly one by one and have become the developing heart of economy in China and even in the whole world. The rising of city groups quickly promotes the tourist industry and the shaping up of the touring circle in big cities, thus firmly laying a social, economic and cultural foundation for its development.

The big touring circle centered on Shenyang city lies

in the middle of Liaoning province. It belongs to the continental monsoon climate and the four seasons are clearly distinct. The best touring season is from May to October. The beautiful view of ice and snow can be enjoyed from January to February due to the long and cold weather in winter. The middle area of Liaoning province is the birthplace of the Qing Dynasty, The historical sites or relics in the Qing Dynasty is the monopolized resources of this area. Shenyang has a long history of 2300 years. It is well known not only for its history and culture but also for its touring resources of humanities, natural landscapes, etc. The big touring circle centered on Shenyang city includes six cities (Shenyang, Dandong, Liaoyang, Anshan, Benxi and Fushun) having been listed as highly rated cities as far as tourism is concerned. There are six items about the practical significance of constructing the big touring circle centered on Shenyang city.

1. THE BEST BREACH OF PROMOTING THE DEVELOPMENT OF REGIONAL ECONOMY

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* Received 22 December 2006 ; accepted 20 May 2007

Tourist industry has entered a period of overall conformity with the accession to the WTO. Tourist action is a kind of regional and world action in which all trades connect each other, coordinate each other and support each other. It has broken the limitation of industrial management and administrative area and also broken through the national boundaries. Thus the characteristics of many trade connection and regional connection that are related to the tourism have been formed. These characteristics can be shown in 3 aspects: the character of different places, natural opening, and high competitiveness of the tourist market. These three aspects will necessarily become the important driving force and the best breach for realizing the regionally economic market.

The character of different places:

As we know that the touring activity always happens in a strange land and it can not be carried out if scenic spots are blocked by people. So setting up a regionally touring market in a systematic, opening and all-direction way is the important objective for touring development.

The character of natural opening:

The modern tourist market has the character of the world since it was born, so we can find the character of natural opening in the tourist market. The shaping up of the tourist market is the effective combination of supply and consumption. The pertaining to a region and unmoving of the tourist production will necessarily lead to the character of the different places of the tourist market. So only after carefully considering the difference between the visitors and their destinations will the broader and more valuable tourist market be set up, thus meeting the need of consuming in different places.

The character of high competitiveness:

The high competitiveness of the tourist market is mainly shown on the different touring purposes among the sightseers. The distribution of touring resources has the character of width, difference, not the character of absolute monopolization. At the same time, the tourist industry has little difficulty in entering the market, causing the competitive degree increase. All these factors urge the tourist industry to move from competition towards combination. The competition based on combination becomes the important form of tourist competition in modern society.

So every country, every local government in the world should take an active measure to promote the regional union and common cooperation of the tourist industry.

2. PROMOTING THE DEVELOPMENT OF THE RELATED INDUSTRIES AND

INCREASING THE CHANCES OF EMPLOYMENT

Tourist industry plays a very important role in the industries and service trades. Compared with the industrialized property in Shenyang city and Liaoning province, the industries and service trades are developed more slowly. In order to enable Shenyang city to rank among the most advanced cities in the world, the industries and service trades should be put in the most pressing matter of the moment.

Tourist industry is a kind of labor-intensive industry. Its development requires that the related industries and auxiliary projects should increase input and develop in pace with it. As one important part of the social service trades and industries, tourist industry needs to enlarge its increasing dynamics and adjust the industrial structure; therefore, the main channel to enlarge the chances of employment is to develop tourism, social service and industries.

3. QUICKENING THE ADJUSTMENT AND OPTIMIZATION OF INDUSTRIAL STRUCTURE IN THE OLD INDUSTRY BASE

Since the beginning of reform and opening-up in the late 1970s, great changes have taken place in China. Now, China has got into the fast tract of development and has set up the framework of socialist market economy. Our Prime Minister Wen Jiabao definitely pointed that the awareness of scientific development should be regarded as the guidance in order to vigorously develop the old industrial base in North-East China. With the improvement of people's living standard and living quality, many kinds of tourist activities and tourist products become the objective pursued by many people. The consuming idea, the consuming habit and the consuming construction are also changed relatively.

As the combined industry of economy and culture, tourism can promote the scale enlargement and full development of the industries such as the diet service, information service, medium service and culture etc. So the tourist industry can adjust and optimize the industrial structure in the old industrial base. At the same time, this adjustment and optimization conform to the harmonious development of the developing idea and completely new theory in terms of economy, society and culture.

4. ESTABLISHING THE STATUS OF GUIDING INDUSTRY THAT BELONGS

TO THE OPENING TO THE OUTSIDE WORLD

Though the global economy as a whole is showing signs of slowdown in recent years, China keeps a rapid economic growth. In the 20 years from 1978 to 1998, China's annual economic growth rate is 9.7% on average; China is the 7th largest economy country in the world at present. This can be attributed to the policy of opening-up and the economic reform. In 2003, there was a high increase in making use of the foreign capital that never existed before in the history of Shenyang city and the FDI reached \$607 million.

As the international city, Shenyang has regarded the tourist industry as the guiding industry in recent years. The tourist industry has been paid more attention to by many countries in the world and the combination has become the common understanding on a global scale; therefore, the research on the integrated regional tourism centered on Shenyang city will necessarily reinforce the power of opening to the outside world and the economic cooperation among the developed countries.

Modern tourism has the world characteristics since it exists. After our China entered the WTO, the depth and width opening to the outside world in tourism have been further increased. It has broken the limitation of industrial management and administration and surmounted the national boundaries; therefore, many industrial combinations and interregional cooperation are formed in order to push forward the opening to the outside world of the regional economy. Many countries are paying much attention to the tourist industry and the cooperation among the whole globe has become the general common understanding all over the world.

5. PERFECTING THE CITY FUNCTION AND WALKING ALONG THE ROAD OF THE NEW-TYPE CITY DEVELOPMENT

The tourist industry is an industry that will be developed in a typically sustained, stable way. It is the common understanding to fully emphasize the harmonious existence and the environmental protection.

With the development of industrialization process and the improvement of industrialization level in Liaoning province, excavating the developing potential and improving the city function have become the necessary selection. Tourist industry is a typical industry that will be developed continually; it gives special emphasis on the coordination and intergrowth between human beings and nature as well as the environmental protection. The strategy objective of developing Shenyang is to turn the urban resources into urban capital, urban efficiency into urban benefits and

the urban structural function into general function.

6. BRINGING THE FUNCTION OF CENTRAL CITY INTO FULL PLAY

The developing orientation of Shenyang city can be located in three major functions: blazing new trials, optimization and cooperation as well as competition.

The function of blazing new trials:

The central city of a region is a concentration domain accepting the new idea, new conception, new thinking in a scientific way. Based on the other successful experiences of touring cities in the world, the touring image, the managing standard and the operating mechanisms of Shenyang city should be established that will reflect the Chinese characteristics, distinguishing feature of Shenyang city and making the city full of life.

The function of optimization and cooperation:

In order to benefit from the east-moving process of the global economy, the optimization grouping or regrouping must be carried out together with the optimization and cooperation. The touring function should be improved by the optimization grouping or regrouping to attract more visitors from the foreign countries and to provide powerful service and support for the development of the major tourism circle in Shenyang city.

The function of competition:

It has been proved that the development of the touring city must depend on the rapid development of the hinterlands around it, while the development of the hinterlands also relies on the effective service provided by the central city. As the touring city of the region, Shenyang is striding forward towards the internationalized city. So the most effectively developing strategy is to improve the competitive power and radiant power and then commonly promote the stable development of the regional tourism rapidly.

Shenyang city can be regarded as the central city of regional tourism; therefore, constructing the major tourism circle and cultivating the new central of a resistance is the most efficient developing strategy to mutually promote the regional development of tourism.

CONCLUSION

The economic effect more than expected will be gotten if the big economy circle centered on Shenyang city is built within the North-East economy circle; meanwhile, conforming tourism resources and bringing the central city, great popularity, the hub of communications into full play as well as promoting the proportion of industry

in the industrial adjustment have been regarded as the most pressing matter of the moment.

We have many difficulties ahead, but we also have many advantages, especially the correct road we have found which is suitable to Chinese conditions, which will, step by step, lead to the tourist industry to

prosperity and stability. Under the central leadership with President Hu Jintao at the core, our goal is bound to be achieved. The big touring circle centered on Shenyang city will hopefully become the economic circle of tourism following the Changjiang delta, Zhujiang delta and Beijing-Tianjin area.

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