

СЕКЦИЯ 10

MODERN TRENDS IN INTERNATIONAL TOURISM AND HOSPITALITY

TOURISM DEVELOPMENT IN GUIZHOU PROVINCE: OPPORTUNITIES, CHALLENGES AND COUNTERMEASURES

Yuzhu Huang^a, Jiahui Yao^b

^a*Belarusian State University,
Minsk, Belarus, huangyuzhu499@outlook.com*

^b*Belarusian State University,
Minsk, Belarus, xiaomao-123@qq.com*

Tourism is a significant driver of a country's or a region's economic prosperity as it can create employment opportunities, increase investments and improve the living conditions of local people. In Guizhou, which is a multi-minority province in Southwest China, tourism is now its fast-expanding sector. The article analyses the current situation of tourism development in Guizhou Province, points out the opportunities and challenges of its tourism development, and puts forward some countermeasure. In order to achieve high-quality development of tourism in Guizhou, it is necessary to increase its popularity, develop innovative technologies for tourism infrastructure construction, and pay attention to the development of labour resources, further strengthen the reform and innovation of regulation methods to improve the quality of tourism service, etc.

Keywords: tourism; Guizhou province; economic development; ethnic minorities; mountain tourism; folk tourism; innovations.

РАЗВИТИЕ ТУРИЗМА В ПРОВИНЦИИ ГУЙЧЖОУ: ВОЗМОЖНОСТИ, ПРОБЛЕМЫ И КОНТРМЕРЫ

Юйчжу Хуан¹⁾, Цзяхуэй Яо²⁾

¹⁾ *Белорусский государственный университет,
Минск, Беларусь, huangyuzhu499@outlook.com*

²⁾ *Белорусский государственный университет,
Минск, Беларусь, xiaomao-123@qq.com*

Туризм является важным фактором экономического процветания страны или региона, поскольку он может создавать рабочие места, увеличивать инвестиции и улучшать условия жизни местного населения. В Гуйчжоу, многонациональной провинции

на юго-западе Китая, туризм в настоящее время является быстро развивающимся сектором экономики. В статье анализируется текущая ситуация с развитием туризма в провинции Гуйчжоу, указываются возможности и проблемы ее туристического развития, а также предлагаются некоторые меры противодействия. Чтобы добиться качественного развития туризма в Гуйчжоу, необходимо повышать его популярность, развивать инновационные технологии строительства туристической инфраструктуры, уделять внимание развитию трудовых ресурсов, еще больше усилить реформу и инновацию методов регулирования для повышения качества туристического обслуживания и т.д.

Ключевые слова: туризм; провинция Гуйчжоу; экономическое развитие; этнические меньшинства; горный туризм; этнический туризм; инновации.

Tourism is now one of the fastest growing economic sectors. For many countries, including China, it is seen as a key driver of economic growth, as it has the potential to stimulate new economic activities, create employment opportunities, generate foreign revenues, and contribute to local and regional development. Guizhou Province, located in the southwestern region of China, has been vigorously developing its tourism industry since the 1990s. Today, tourism has grown into the pillar industry of Guizhou's economy and a new driving force for its economic growth. In the current complex and ever-changing economic situation, especially considering the needs of economic recovery in the post pandemic era, exploring the opportunities and challenges faced by the development of Guizhou's tourism industry is the key to finding the rapid recovery and development of its economy.

According to the Guizhou Provincial Bureau of Statistics, as shown in Fig.1, from 2012 to 2019, the tourism revenue and the number of tourists maintained growth, with tourism revenue increasing from 186.02 billion yuan in 2012 to 1231.89 billion yuan in 2019, and the number of tourists increasing from 214.01 million (including 213.3 million domestic tourists and 710 thousand foreign tourists) to 1135.26 million (including 1134,8 million domestic tourists and 465.8 thousand foreign tourists). All years since 2022 witnessed a considerable drop in the number of tourists and the tourism revenue due to the pandemic. In 2022, Guizhou generated tourism revenue of 524.56 billion yuan and attracted 492.07 million tourists (including 492 million domestic tourists and 49.9 thousand foreign tourists), which declined by 21.03 % and 23.63 % compared to the previous year, respectively [1].

In 2023, with the gradual recovery of the tourism industry, aiming at the world-class tourist destination target positioning of Guizhou, using the “two treasures” – natural treasures, cultural treasures, so that the tourism industry continues to warm up [2]. According to statistics, in 2013, Guizhou received a cumulative total of 635.58 million tourists and achieved a tourism revenue of

740.46 billion yuan, increased by recovering to 29.17 % and 41.16 % compared to the previous year, respectively [1].

It should be noted that Guizhou has beautiful mountains, rivers, pleasant climate, and multi-ethnic cultures. As a result, the province is well-positioned to develop tourism industry. At the same time, the Guizhou Provincial Government have also introduced a series of measures to support the development of Guizhou's tourism industry. This provides opportunities for the recovery and growth of the tourism industry in Guizhou Province, and further achieves sustainable development.

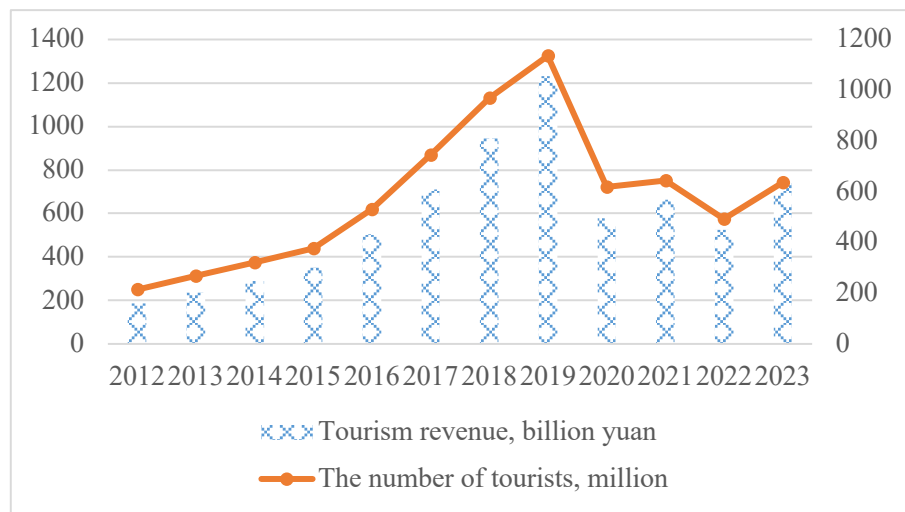


Fig. 1. Tourism revenue and the number of tourists in Guizhou, 2012-2023.
Source: [1]

Firstly, Guizhou, as one of the regions that boast the world’s most typically developed karst landform (weathered limestone, often forming caves), is known as “the National Park Province” with mountains and hills accounting for 92.5 % of its territory. The province is dotted with peak forests, sinkholes, canyons and caves, making it an ideal place for the development of mountain tourism. Besides, the International Mountain Tourism Conference, which was firstly held in 2015 in Xingyi City, Guizhou Province, and International Mountain Tourism Alliance (IMTA), which was established in 2017 in this city, constructed a new platform for international mountain tourism exchanges and cooperation. This provides conditions for establishing and improving the mountainous tourism industry with Guizhou characteristics.

Secondly, Guizhou is not only a multicultural place with 16 ethnic minorities distributed, including Miao, Dong, Yao, Buyi, Tujia, Gelao, Shui, She, Qiang, Mongolian, Li, De'ang, Dai, Zhuang, Daur, and Mulao, but also rich in intangible heritage projects – 99 national-level intangible heritage projects and 628 provincial-level intangible heritage projects [3]. Experience

tours, study tours, village tours and other “non-heritage + tourism” modes, as well as the traditional crafts, cuisines and architecture of ethnic minorities have become special resources to attract tourists and promote the development of local tourism.

Thirdly, a series of measures for the development of tourism has been introduced by the Guizhou provincial government, and chains that include travel agencies, tour guides, hotels, restaurants and shops have been improved. On the one hand, the government has formulated documents to provide a strong guarantee for tourism in Guizhou, such as *the Regulations on the Long March National Cultural Park in Guizhou Province*, *the Opinions on Promoting High-Quality Development of Tourism and Accelerating Tourism Industrialisation to Build a Strong Tourism Province in Colourful Guizhou*, *the Implementation Plan for the Protection and Utilisation Project of Revolutionary Cultural Relics in Guizhou Province (2021-2022)*, *the Regulations on the Protection of Intangible Cultural Heritage in Guizhou Province*, *the Development Plan for the Protection of Intangible Cultural Heritage in Guizhou Province (2014-2020)*, and *the Plan for the Revitalisation of Traditional Crafts in Guizhou Province* [4].

On the other hand, Guizhou’s tourism infrastructure and tourism chains have been improved. As a fundamental support and prerequisite for tourism development, in recent years, Guizhou has achieved the goals of “connecting counties with highways”, “connecting villages with highways”, etc. Nine cities and prefectures are fully covered by civil aviation airports, and the high-speed rail mileage reaches 1586 kilometers, making “fast travel and slow tour” possible [5]. At the same time, according to the Department of Culture and Tourism of Guizhou Province, as of 2023, there are a total of 905 travel agencies and 230 star-rated hotels in Guizhou, including 9 five-star and 79 four-star [6]. This significantly enhances the service capacity. Guizhou has launched a total of 588 new projects and new formats, and health tourism, sports tourism, agricultural tourism, industrial tourism, science and technology tourism, study tourism, adventure tourism and other growing [7].

Guizhou is endowed with rich natural landscapes and human resources, which provide unique conditions for the development of tourism. However, there are still the following challenges that Guizhou Province needs to overcome in order to achieve the sustainable and healthy development of tourism.

1) *Low popularity*. Although Guizhou's tourism resources are abundant and of high quality, their popularity is too low. Not to mention foreign tourists, there are also many people in China who only know about Maotai liquor, Huangguoshu Waterfall, and Zunyi Conference without knowing about

Guizhou. They are also at a loss about the minority culture, customs, and history of Guizhou Province.

2) *Backward infrastructure.* Although typical karst landforms and plateau topography (Guizhou is located in the Yunnan-Guizhou Plateau) have enriched Guizhou's tourism resources, they have also caused problems such as high infrastructure costs and poor transportation conditions. Backward infrastructure has always been the short board of Guizhou tourism development.

3) *Shortage of funds.* The problem of unbalanced and insufficient development in Guizhou is still prominent, with the total economy still small, the development gap between urban and rural areas wide, the innovation capacity weak, the talent supports insufficient, and the industrial chain unsound. Industrialisation and urbanisation are lagging behind, the county economy is not strong, and the task of reform and opening up is still arduous. As a result, at present, it is impossible for Guizhou to allocate a large amount of funds for tourism development.

4) *The management system is not sound.* Many departments in Guizhou's tourism industry have low management levels, poor quality of employees, and a lack of service awareness. There is also no effective supervision and management mechanism in place for the quality of tourism services. The disorderly operation of the tourism market has resulted in the lack of protection for the rights and safety of tourists, let alone the quality of tourism, which undoubtedly undermines the overall image of Guizhou's tourism industry.

In conclusion, it is not difficult to see that the opportunities for tourism development in Guizhou exist objectively, but the constraints are also very prominent, facing serious challenges. In order to achieve high-quality development of tourism, the following aspects are particularly important:

1) *Increasing the popularity of Guizhou.* Considering that Guizhou endowed with rich natural resource, folk culture and unique intangible cultural heritage, propaganda of eco-tourism and folk tourism must be strengthened through various channels, such as social media, television advertisements, magazines and newspapers. And beyond that, it also can attract more tourists through cooperation with well-known travel agents and organization national-level or international-level events, such as fairs, forums and tournaments.

2) *Developing innovative technologies, expanding channels for attracting capital, and increasing investment in tourism infrastructure, including transportation infrastructure.* Given that Guizhou's geographical condition, it is necessary to develop innovative technologies for infrastructure construction. However, considering that the development of new technologies requires capital investment, it is necessary to broaden financing channels, such as increasing the opening up of Guizhou Province to foreign investment. At the same time, the introduction of foreign capital also can help to narrow the gap

between urban and rural areas, thus accelerating the development of Guizhou's economy.

In addition, it is necessary to pay attention to the development of labour resources, and improve employee's overall qualities, train and manage tourist guides. As to tourism regulation, it is necessary to further strengthen the reform and innovation of regulation methods by using big data technology to promote the construction of information technology for tourism service quality supervision, and implement strict “electronic itinerary” management.

Библиографический список

1. Guizhou Macro Economic Database [Электронный ресурс]. – Режим доступа: <http://hgk.guizhou.gov.cn/> – Дата доступа: 23.01.2024. (на кит.яз.)
2. Seize the traffic opportunity, Guizhou tourism continues to heat up [Электронный ресурс] // CTNEWS. – Режим доступа: http://www.ctnews.com.cn/paper/content/202308/09/content_81703.html. – Дата доступа: 23.01.2024. (на кит.яз.)
3. Policy Interpretation of the Implementation Opinions of Guizhou Province on Further Strengthening the Protection of Intangible Cultural Heritage [Электронный ресурс]. – Режим доступа: https://www.guizhou.gov.cn/zwgk/zfgb/gzszfgb/202211/t20221118_77141778.html. – Дата доступа: 24.01.2024. (на кит.яз.)
4. Colourful Guizhou Cultural Tourism to a New Level [Электронный ресурс]. – Режим доступа: https://www.mct.gov.cn/whzx/qgwhxxlb/gz/202208/t20220819_935422.htm. – Дата доступа: 07.01.2024. (на кит.яз.)
5. Turning Infrastructure into Tourism Resources: A Scene for Every Road in Colourful Guizhou [Электронный ресурс]. – Режим доступа: http://www.ddcpc.cn/detail/d_wenhua/11515116044158.html. – Дата доступа: 23.01.2024. (на кит.яз.)
6. Department of Culture and Tourism of Guizhou Province [Электронный ресурс]. – Режим доступа: <https://whhly.guizhou.gov.cn/ggfw/whlyml/lyjqml/index.html>. – Дата доступа: 23.01.2024. (на кит.яз.)
7. Guizhou's tourism industry continues to recover, receiving 259 million tourists from January to May [Электронный ресурс]. – Режим доступа: https://www.guizhou.gov.cn/home/gzyw/202109/t20210913_70144717.html. – Дата доступа: 24.01.2024. (на кит.яз.)