

DEVELOPMENT OF REGIONAL TOURISM BASED ON THE PERSPECTIVE OF NEW PUBLIC MANAGEMENT THEORY

Gong Yujia¹ Satit Niyomyaht²,
Kamolporn Kalyanamitra³ and Nattawat Siriphornwut⁴
Faculty of Political Science, Bangkokthonburi University ¹⁻⁴
China,¹ Thailand ²⁻⁴

Email: 769421664@qq.com,¹ biglion@outlook.co.th,²
sopha818@hotmail.com,³ turkey2turkey@hotmail.com⁴

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Abstract

The research objectives were: (1) to study regional tourism, (2) to study the role the government played in global tourism, (3) to study the current situation of regional tourism in Guangdong Province, and (4) to study the current problems of regional tourism in Guangdong Province. This research was qualitative. The key informants were 20 by a purposive selection from the personnel related to the domestic tourism industry, a government agency member. The research tool was an interview form. The statistical analysis was a descriptive method.

The research found that: (1) regional tourism was a complete tourist destination, with tourism as a dominant industry in the region, unified layout planning, overall marketing and promotion, comprehensive overall management, and optimization of public services. Then promote the transformation of tourism in the past single scenic spot construction and management mode to achieve the quality, modernization, internationalization, and intensive development of tourism. (2) the role the government played in global tourism was considering the definition of regional tourism and government functions, the development of regional tourism is a new type of regional development. (3) The current situation of regional tourism in Guangdong Province at present, there were two 5A-level tourist attractions and 31 4A-level tourist attractions on the coastline of Guangdong Province. Among them, Shenzhen coastline tourism was the most developed, with the highest product quality, with a 5A, 4A tourist attractions. And (4) to study the current problems of regional tourism in Guangdong Province found that the weak service function of government project planning, lack of standardization of the utilization of government resources, the overall tourism infrastructure was not perfect, the coordination between the departments involved in regional tourism was not in place, the government supervision and

supervision mechanism needed to be improved, the means of overall tourism marketing was single.

Keywords: Development; Regional Tourism; Perspective; New Public Management

Introduction

Tourism was a new engine of regional development under the new normal of economy, and it was an important strategic industry with sustained, rapid and stable economic growth. In the development of modern economy, tourism had gone far beyond the original scope, widely involving entertainment, catering, transportation, culture, industry, agriculture, trade, construction and other industries, and had become a comprehensive economic form. As a strategic pillar industry of China's national economy, tourism in the new era had shifted from the stage of high-speed tourism growth to the stage of high-quality tourism development. After years of efforts, China's tourism industry was experiencing a historic shift, from the original extensive tourism development to the more intensive, from the attractions to global tourism, from sightseeing tourism to sightseeing leisure tourism, from business direction to industry direction, from passive from international rules to active international cooperation and tourism diplomacy, from tourism power to tourism power and a series of positive changes.

Under the background of the transformation of China's economic development stage, the transformation of growth drivers, the optimization of development mode and the adjustment of economic structure, the country had first put forward the concept of "building a modern economic system". Modern economic system including modern agriculture, industry, service industry system and the 123 industrial integration system, among them, the modern tourism industry system was an important part of its, tourism was the leading industry of the third industry, with high industrial correlation, comprehensive natural attributes, and built to adapt to the tourism development of the new situation, conform to the innovation and development of the new concept of modern tourism industry system was particularly important for modern economic system construction.

All-region tourism was a brand new mode and concept. Different from the narrow sense of tourism and traditional tourism, the diffusion of tourism development elements and the integration of "tourism +" industry reflected in it had become an important starting point for the construction of modern tourism industry system. Global tourism opened by scenic spots to the new pattern of global development, tourism market demand from a single sightseeing to sightseeing, leisure, vacation, tourism development elements from point to surface diffusion, streets, square, greening, community, campus, and many other social resources outside the tourism attributes, tourism function extends to all areas of production and living, improve the depth and breadth of the tourism industry system.

Global tourism advocated "tourism +" integration development concept, using the tourism comprehensive industry characteristics, strengthen tourism and industry, agriculture, sports, culture, pension industry, actively cultivate industrial tourism demonstration pilot project, agricultural rural tourism complex, studies tourism base, kang tourism center, such as new forms, promote the tourism industry from horizontal expansion to further development, extend the tourism industry chain, promote the tourism development quality and efficiency, realize the transformation and upgrading of tourism, promote the tourism industry system reconstruction. By building and upgrading a place as a whole and forming a fully functional tourist destination, this could promote industrial transformation and upgrading and coordinated economic and social development.

As early as February 2016, China National Tourism Administration published the first batch of national regional tourism demonstration zones, 262; in November of the same year, the second batch of 238 regional tourism demonstration zones. From the perspective of China's regional tourism development, by the end of 2022, China had more than 200 regional tourism demonstration zones. Domestic global tourism demonstration area had entered the second batch of demonstration stage, such as Chongqing yuzhong district, Qinhuangdao district, Beijing changping district, mentougou district, Shanghai qingpu, chongming district, Hubei Shennongjia forest region, Jiayuguan city, Gansu province 98 units included in the second batch of national global tourism demonstration list. These had laid a solid foundation for the development of

China's regional tourism and played a positive demonstration role for the development of mass tourism.

All-region tourism was the main line of the 13th Five-Year Plan of China's tourism industry, a new concept to guide the future development of tourism, an inevitable choice to solve the dilemma of transformation and change the unsustainable state of development, and opened a new model of tourism development in the new era. Much starker choices-and graver consequences-in planning to global tourism as the core, the global development concept to the scenic area construction, product development, as well as the wharf station, hotels, tourist toilets and other public service system construction, tourism and new industrialization, agricultural modernization and modern service industry depth fusion development, formed based on different tourism resources types, different tourism development characteristics of global tourism development mode, promote the pace of regional tourism industry transformation and upgrading, up the sustainable development of regional tourism.

From the perspective of market changes, the problems of supply and demand contradiction, structural shortage, prominent dual structure inside and outside the scenic spot, and ecological environment damage are also increasingly prominent. At present, China had fully entered a new era of mass tourism, and the tourism market demand was gradually shifting from sightseeing to leisure vacation, and the current supply structure of tourism could not fully adapt to this new change. From the perspective of tourism mode, with the change of people's tourism concept and the annual growth of residential cars, self-help travel and self-driving travel had become the main modes of domestic tourism.

From the perspective of development results, tourism had achieved the basic goal of driving regional economic development, but due to the development and protection of tourism resources, seasonal and cyclical differences, the influx of tourists and other problems, also caused a lot of pressure on the local ecological environment; Theory came from the practice and served the practice. The all-region tourism demonstration zone was the focus and experimental field for the implementation of the all-region tourism development strategy. China had issued a series of policy documents around the

establishment of the all-region tourism demonstration zone. In 2015, the notice on the establishment of the "National All-region Tourism Demonstration Zone" was issued, which made specific requirements for the main objects, assessment indicators and application procedures of the establishment of the all-region tourism demonstration zone, pointing out the direction for the establishment of the national all-region tourism. Then successively introduced the global tourism demonstration area to create acceptance criteria", "national global tourism demonstration area for standard "and" global tourism demonstration area to create work guidelines "three important documents, put forward the construction of the global tourism target and direction, provides the global tourism demonstration area to create acceptance of four access standards and eight aspects of specific acceptance criteria, provide guidelines for global tourism demonstration area to create work.

With the changes of the political, economic, social and cultural environment and the government at home and abroad, the political, economic, social and cultural duties of the government in the process of tourism development were becoming more and more prominent. As a comprehensive and strongly related industry, tourism had an increasingly obvious trend of mutual integration with other industries. There were many industries and departments directly or indirectly related to it, and they were still extending and expanding. In the process of tourism development, the government was faced with many problems, such as difficulties in implementing its functions, including planning, resource allocation, policy implementation and interest coordination. How to deal with the relationship between the government and the market and gave full play to the government function correctly was an important content of the discussion and research of public management science.

At present, the development of all-region tourism had been regarded as an important strategic plan to promote the regional industrial and economic development. The accuracy of the government function orientation would directly affect the development of local tourism and even the economic and social development. However, the research on government functions in the development of regional tourism was still in the initial stage, and there were few theories related. It would greatly restrict the development of tourism and might affect the healthy and sustainable development of the local economy. How to

find its own positioning, gave full play to the optimal function of the government, and promoted the development of the whole region of tourism, was an important topic in front of the government.

By using the theory of public management, economics, combined with the development of tourism development practice, drew lessons from the development experience at home and abroad, discusses the function of the government in the process of the development of tourism, put forward a series of countermeasures to improve the development of tourism in Guangdong province, to strengthen tourism public management, correctly handling of government behavior, promoted social and economic development to provide reference and basis, effectively promoted the healthy development of Guangdong tourism in Guangdong province, provided theoretical guidance and reference for the development of tourism in similar areas.

Research Objectives

Learn from economics, management, tourism and other related disciplines theory basis, around the global tourism, regional coordinated development theory, industry integration theory, the new public management theory, drew lessons from the development experience of global tourism at home and abroad, through the analysis of the advantages, disadvantages, opportunities and challenges, discussed the present situation of the government functions in the development of global tourism in Guangdong province, found out the government functions in the development of global tourism, analyzed the reasons, finally tried to comb improve the government in the global tourism development function optimization Suggestions.

Literature reviews

Development Theory: Domestic scholar Liu Zhenqing was the first to study the connotation of sustainable tourism around the Charter of Sustainable Tourism Development, pointing out that sustainable tourism was the coordination of tourism development and protection and social economy (Liu Zhenqing, 1996).

Later, some scholars analyzed the connotation of sustainable tourism based on the industrial perspective and spatial perspective (Tang Chengcai, 2013), and some scholars interpreted the connotation from the aspects of economic sustainability, environmental sustainability and sustainable relationship with related industries (Zhao Yuan, 2000).

Since then, social factors, economic factors, and community factors had also become the focus of the sustainable tourism development model (Godfrey, 1998; Bramwell Lane, 2010). Relatively speaking, domestic scholars pay more attention to the sustainable development mode of tourist destinations or tourism products (Xu Feifei, 2003; Tang Chengcai, et al., 2009).

Regional Tourism Theory: Hargett (2009) proposed the tourism space model, Pointing out that when developing the tourism industry, Starting from the perspective of the six elements, Promoted the coordinated development of regional tourism elements.

Peiro-Signes A (2015) believed that the core difference between regional tourism and traditional tourism was to break its limitations, paid attention to the tourism mode of whole industry linkage, comprehensive support and comprehensive management, and sharing by the whole people. Global tourism had made prominent changes different from traditional tourism in terms of resources, products, services, and marketing.

Tang Shaozhong (2015) emphasized that traditional tourism tends to one-time consumption, and positions tourism as FMCG, while the value of tourism, forming various tourism value chains such as tourism brand, service, culture, culture and architecture.

The Perspective Theory: Government responsibility was a concept of development, which developed and changes with the development of history, society and economy, and was determined by the objective law of economic basis. At present, the academic circle mostly divided the government responsibility into political responsibility, administrative responsibility, legal responsibility, moral responsibility and so on. As far as the construction of tourism in the whole region was concerned, the responsibilities and roles of the

government in it could not be simply divided. Moreover, the fundamental concept of regional tourism lied in the joint participation of various industries, departments, people and other multiple subjects, so its construction was designed to all aspects of the responsibility, and could not be simply divided.

New Public Management Theory: This theory pursued the high efficiency of government intervention, attached great importance to the output of public services, and emphasized the guiding role of government functions. This theory adhered to the main body position of government management, and advocates extensive reference from the successful management methods and effective competition mechanism of the private sector, so as to realize the social organization management under multiple interaction. Some Chinese scholars had made a preliminary discussion on the innovative concept of tourism public management, and put forward a new thinking path of tourism public management. Under the background of the era of comprehensively deepen reform, rural revitalization, precise strategy of poverty alleviation, the comprehensive overall development of global tourism, all need the government actively involved, promote the reform of the pipes serve, improve public management ability, played a good political, economic, legal, cultural, ecological and other functions to promote the healthy and sustainable development of rural tourism, boost the global tourism pattern construction.

Research Methodology

Research Methods: (1) Literature research method (2) Comparative study method (3) Investigation method (4) analyzed and summarized and (5) interviewing method. **Data Source and Study Sample:** The data were from 58 demonstration areas and 34 areas that had not yet popularized universal tourism. Among them, the author conducted interviews with 35 people in the demonstration area and 40 people in the unpopularized area. The data presented in this paper were all well representative. Meanwhile, the authors collected policy documents on tourism in China and official data from 19 databases or statistical yearbooks. **Research Instruments:** The interviewees were all personnel related to the domestic tourism industry, or he of a government agency member.

Data Collection: (1) Official website of the government and national authoritative data websites (2) From the interview. The data were from 58 demonstration areas and 34 areas that had not yet popularized universal tourism. Among them, the author conducted interviews with 20 people in the demonstration area and 15 people in the unpopularized area. The data presented in this paper were all well representative.

Data Analysis: In the process of promoting tourism development, the function of the government was indispensable. Based on this, the government should base on regional conditions, optimize the business environment, fully mobilize the forces of all departments and market entities, improved relevant policies and regulations, strengthen infrastructure construction and public service supply, built characteristic tourism brands, did a good job in publicity and marketing, promote the development of tourism, and promote the sustained improvement of local economic and social development.

Results

This paper mainly studied the following aspects: What was the regional tourism? What role had the government played in the global tourism? What was the current situation of the regional tourism in Guangdong Province? What were the current problems of regional tourism in Guangdong Province? From the study, it could be concluded as follows:

1. Global tourism: A certain region as a complete tourist destination, With tourism as a dominant industry in the region, Unified layout planning, overall marketing and promotion, comprehensive overall management, optimization of public services, Then promoted the transformation of tourism in the past single scenic spot construction and management mode, to achieve the quality, modernization, internationalization and intensive development of tourism, Promoted the mass tourism people of the real consumption demand to meet the maximum.

2. The role of the government in the regional tourism: Considering the definition of regional tourism and government functions, the development of regional tourism was a new type of regional development.

Read and mode, was a part of the economic and social development, so from the analysis of government functions, global tourism development of the process of government function was the local government in the development of global tourism should assume responsibilities and functions, including policy planning function, protection function, branding function, tourism route design function, investment promotion and capital introduction function, etc.

3. Current situation of tourism in Guangdong Province: At present, there were two 5A level tourist attractions and 31 4A level tourist attractions on the coastline of Guangdong Province. Among them, Shenzhen coastline tourism was the most developed, the highest product quality, with a 5A, four 4A tourist attractions. The A-level tourism project developed along the coastline of Guangdong Province were shown in Table 3-1. The coastline tourism of Guangdong province was now invested in the construction of cruise ships, theme parks, coastal tourism town, Marine cultural tourism and other projects and related infrastructure. The coastal areas of Guangdong province were rich in cultural tourism resources, mainly with four cultural lines, attracting more tourists.

It is found that Guangdong province had the following advantages in developing regional tourism high quality of natural resource endowment, profound marine culture significant location advantages. But its development disadvantaged also exist, such as primary development level, lacked of three-dimensional management, damaged to coastline resources and ecological environment. The interview also found the opportunities that people had for the development of regional tourism in Guangdong province, such as benefit from the development strategy of "maritime power", marine medical care was in the ascendant. Finally, the findings suggest that the threat faced was the influence from both international and domestic shoreline tourist resorts.

4. The existing problems in the regional tourism in Guangdong Province: Weak service function of government project planning, lacked of standardization of the utilization of government resources, the overall tourism infrastructure was not perfect, coordination between the departments involved in regional tourism was not in place, the government supervision and supervision mechanism needed to be improved, the means of overall tourism marketing is single.

Discussions

The success of the construction of regional tourism was to realize the people's new demand for the pursuit of a better life and a better future. At present, with the continuous improvement of people's living standards, no longer simply the pursuit of scenic scenery, in tourism was also more and more value scenic facilities and services, so had new requirements for tourism, the future mainstream of global tourism construction must be expanding tourism from attractions to the area and service, constantly met the people under the premise of new demand for tourism, also further enhance the rapid development of urban economy.

The fundamental requirement of the development of regional tourism lied in that the government units could correctly fulfill their responsibilities, and that the government responsibility in optimizing the construction of regional tourism could effectively enable and empower the construction of regional tourism. Global scenic landscape construction design, comprehensive market supervision, global linkage brand culture, service guarantee all levels of people to participate in was the key content of the construction of the global tourism, which meant that social organizations were difficult to bear the main global tourism construction, needed government to join in the leading regulation, but in practice should pay attention to avoid leading role and main role confusion, therefore, guaranteed global tourism construction steadily forward needed further research of the government responsibility in the construction of global tourism.

The question worth further discussion was, what caused the problems existing in the regional tourism in Guangdong Province? Why did it go wrong? What were the ways to solve these problems?

1. Deviation in the government management concept, included inaccurate cognition and judgment, lacked of positive guidance for industrial integration, weak awareness of tourism marketing and lacked of forward-looking and scientific planning.

2. The market supervision system was not perfect, lacked of multi-department joint law enforcement mechanism and lacked of a legal system in line with the development of tourism.
3. The government coordination mechanism needed to be improved.
4. Insufficient played of public functions.
5. The government's publicity of tourism lacked characteristic.

New Knowledges

Guangdong province had the following advantages in developing regional tourism high quality of natural resource endowment, profound marine culture significant location advantages. But its development disadvantaged also exist, such as primary development level, lacked of three-dimensional management, damaged to coastline resources and ecological environment.

The opportunities that people had for the development of regional tourism in Guangdong province, such as benefit from the development strategy of "maritime power", marine medical care was in the ascendant.

Conclusions

All-region tourism was a brand-new concept, and its development had quite high requirements for policies and regulations, tourism management mechanism, public services and other aspects. Excessive intervention by the local government, no intervention or wrong intervention might have a negative impact on its development, but also on the economic development of the region. To develop high-quality tourism, it was necessary to make a comprehensive analysis of what role the government played in the development of regional tourism, what responsibilities and what mechanism? In the promotion of tourism development and protection, and other functions, to find their own reasonable position, and strove to implement, to ensure that the optimal effect could be achieved.

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