

Study on the Tourism Development in Transformation of Resource-Based Cities -Take Jiaozuo City as an Example

GUAN Zhongmei^a, WANG Juan^b

^aKey Laboratory of Mine Spatial Information Technologies (Henan Polytechnic University, Henan Bureau of Surveying & Mapping)State Bureau of Surveying & Mapping, Jiaozuo 454000, China

^bUrban Construction School, Zhejiang Shuren University, Hangzhou 310015, China

Abstract. Jiaozuo, a resource-based city with coal and iron mines, is now facing with the pressure of industry reforming. Tourism will take excellent benefits to the resource-based cities in economy, environment and society. So, it is a good choice for Jiaozuo to implement tourism substitution strategy. Based on the analysis of advantages and disadvantages influencing the development of Jiaozuo tourism, the paper puts forward the countermeasures of developing Jiaozuo tourism, aiming to offer reference for the similar cities.

Keywords: resource-based city, tourism development, Jiaozuo city

1. Introduction

Resource-based city means a city whose development and expansion depends upon the exploitation of natural resources, meanwhile, the resource industries account for a major share in its industry [1]. As a particular type of cities, the economy of resource-based city holds a very strong resource-oriented character, whose leading industries are merely extractive industries and primary processing industries, totally focusing on resource development, which means that this is only a single industrial structure [2]. Limited by the life cycle of non-renewable resource industries, generally resource-based cities have to experience a process of building- boom- recession- restructuring of revitalization or of demise. According to one statistics, by now there are more than 400 resource-based cities based on mining in China, the total population of which is about 3.1 million people. Among these cities, 20% is in the growing stage, 68% has already reached maturity, while 12% faces a recession. Most of resource-based cities are suffering the dilemma of city's decline due to mine's depletion, with a series of economic and social problems. Consequently, resource-based cities require urgently one transformation. Nevertheless, such transformation would bring unavoidable huge difficulties.

2. The overview of Jiaozuo City

Located in the Northwest of Henan Province, separated from Shanxi Province by Taihang Mountain on the North and from Zhengzhou City and Luoyang City by the Yellow River on the South, Jiaozuo City has under its jurisdiction two sub-cities, four counties, four districts and one high-tech industrial development zone. It has a total area of 4,071 square kilometers. Jiaozuo's rise was attributed to coal, from the beginning of Englishmen exploiting coal on a large scale in the middle of 19th Century, the coal mining history there is more than one hundred years. After the establishment of P.R.China, Jiaozuo is known as coal city all over country-wide. The coal industry was in a dominant position in whole city's national economy once. The proportion of value-added of resource-based enterprises reached 90% accounting for that of whole industry. However, from the 1980s, caused by the depletion of coal resources, resource-based enterprises suffered a sharp decline in efficiency and a slower economic growth. During the period of the ninth five-year plan, Jiaozuo's average annual rate of economic growth was sadly only 3.5%. The rapid exhaustion of resource brought about a sharp downturn of economy, which forced Jiaozuo government to take effective measures to promote the adjustment of economic structure, including exploring actively new ideas, new methods, new mechanisms, aiming at urban transformation and a sustainable development. Jiaozuo began its arduous industrial restructuring against such background.

3. Necessary and sufficient conditions of selecting tourism in the process of Jiaozuo's city transformation

3.1. Necessary conditions for transformation

(1) The depletion resource

As an emerging industrial city on the basis of colliery, Jiaozuo has a fine economic foundation, with a higher level of development. Whereas, the industrial structure is not quite rational, what is worse, the tertiary industry is so weak that the tempo of economic has been restricted. From the 1980s, all the mining in Jiaozuo continued to decline acutely. The depletion of mineral resources became an urgent and unavoidable problem to this poor city. Plenty of researches both at home and at abroad show that most of resource-based cities have to go through four stages of development named commerce, growing, maturity, and restructuring or revitalization or of demise[3]. In such process, if non-resource economy couldn't achieve a sufficient growth or merely stayed stagnant, by the constraint of exhaustible resources, a mining city would tend towards a demise accompanied by the inevitable depletion of mining economy. In another word, this means a city's decline due to mine's depletion.

(2) Serious unemployment situation

According to the fifth census data, the participation rate of China's urban labor force is 67.7%, while the unemployment rate of that is 8.21%. Specifically, participation rate of non-resource-based city is 68.16%, while unemployment rate is 7.87%. Contrasting with resource-based city, its participation rate only reached 63.54%, while unemployment rate is as high as 12.3%. This comparison shows the inevitable result of a resource-based city relying on a single leading extractive industry which would face a recession sooner or later. Laid-off workers in resource-based city usually own lower cultural character, and hold only one single skill. Once the resources are depleted or is close to be depleted, these workers, who only have worked in underground mining or some related work for many years, would face a serious shortage of jobs. Furthermore, they would meet more difficulties without any doubt to adapt to other jobs. Thereby it caused a great deal of employment pressure of local government. We all know that employment is the essence of people's livelihood. Considering to the situation of local labor supply exceeding demand, of employment situation being rather grim, developing labor-intensive industries is undoubtedly an excellent solution. This approach can not only accommodate surplus labor, but also can contribute to social stability, achieving a sustainable economic growth by easing employment pressure and by enhancing the absorption of labor force [4]. To be short, it's essential to develop labor-intensive industries to resolve the employment problems in resource-based cities.

(3) Environmental degradation

Main pillar industries of Jiaozuo, as source of energy, metallurgy, building, materials, chemicals and others such enterprises with heavy pollution, most of which are located dispersedly in urban areas. These enterprises' primary energy is coal, causing serious air pollution around. The pollution of major rivers is exceeding serious due to industrial and municipal sewage, and urban groundwater has already been polluted locally. Meanwhile, because of the long history of coal mining, there are many problems of mining subsidence remaining to be solved. Looking at Jiaozuo's mining, now there is 34.34 km² of mined-out area, 70.16 km² of subsidence area, including 48.12 km² stable subsidence areas. There are also other problems such as destruction of vegetation, soil erosion, various damages of housing construction and public infrastructure. Mining has not only caused an amazing threat to natural environment, but also brought serious hidden dangers to the mining development and urban living. Facing those above-mentioned problems, it's high time that Jiaozuo should find a new economic value added point quickly and adapt to a replaced pillar industry. In a word, economic restructuring is imperative.

3.2. Sufficient conditions for developing tourism

(1) Industrial characteristics of tourism

Compared to general industry, tourism has particular function, whose development will bring local diverse comprehensive benefits such as social, economic, environmental and other aspects of benefits [5].

1) Multiplier effect of tourism economy

As a comprehensive industry, tourism has a close tie with many other industries. Owing highly integrated drive, tourism requires large number of and complex correlative Industries, in which 24 directly related to tourism, while those indirect ones are as high as 124. Therefore, tourism as one industry has the capacity to advance the boom of lots of other industries.

2) As a service-oriented and labor-intensive industry, tourism provides a lower employing threshold, showing a strong capacity to absorb the re-employment. According to the estimation of World Tourism Organization, one employee in direct tourism industry means five more employment opportunities to whole society.

3) As a green industry, tourism insitences one kind of protection-type development, which allows a virtuous cycle of development between tourism and environment.

4) Advancing city image. The development of urban tourism can create a scenic green theme with nice environment, by which one city has chance to enhance its popularity and to reinforce its comprehensive competitiveness. Shortly, the above four characteristics are helpful to resolve all the problems caused by Jiaozuo's transformation.

(2) The richness of natural and cultural resources

Located in the south of the Taihang Mountains, Jiaozuo has abundant water resources, with magnificent natural scenery. Processing a very rare topography called Danxia, Yuntaishan is a wonderful landscapes containing both northern and southern styles. As one of the birthplaces of Chinese nation, Jiaozuo has a long history attributing to a profound historical and cultural heritage and to a rich cultural connotation, with many precious impressions caused by ancient civilization of five thousand years. By now there are six state-level heritage conservation units, and 54 provincial-level ones. In addition, Chenjiagou Wen County Jiaozuo is the world-famous birthplace of Taiji. Tourism requires adequate tourism attraction, now Jiaozuo has already met all requirements. Its rich natural and cultural resources will be an important support for the tourism development.

(3) Broad tourist market

Located in the north-western part of Henan province in central China, Jiaozuo borders Shanxi province along Taihang Mountains in the north and neighbors Zhengzhou city and Luoyang city across the Yellow River in the south and connects with Xinxiang city in the east. Surrounded by Shandong province, Hebei province, Shanxi province, Hubei province, Jiangsu province and Shanxi province, among other provinces and cities, and with an easy and convenient traffic, Jiaozuo is within an hour drive from all cities within Henan province and from all these neighboring provinces and their cities. Thanks to its unique local features, mountains and waters in Jiaozuo city fills a blank area in sight-seeing and leisure style tourism market in Henan province which is well known for its cultural tourism and meets the market demand for natural and ecological tourism. The touring rate among the potential Jiaozuo-orientated tourists is rather high. The population in Henan province which amounts to 0.1 billion and in its neighboring provinces is estimated to 0.3 billion and there is a demand of natural and ecological tourism resource in the surrounding area which result to a clear tourism orientation and a high re-visiting rate. Moreover, as in our country mass tourism being on a fast track and sight-seeing tourism taking a dominating position in tourism market, mountains and waters in Jiaozuo city, this natural and ecological tourism resource is expected to win a real share in mainstream tourism market at a quick speed.

(4) Sound tourism infrastructure and easy accessibility

Jiaozuo-Xinxiang railway, Jiaozuo-Zhicheng railway, and Jiaozuo-Taiyuan railway traverse Jiaozuo joining to Beijing-Guangzhou our national artery railway in the east, connecting with Lianyungang-Lanzhou railway in the south and reaching Taiyuan in the north. Jiaozuo sections in Jiaozuo-Zhengzhou highway, Jiaozuo-Jincheng highway and Jiyuan-Jiaozuo highway, Jiaozuo Yellow River Highway Bridge and No. 106 national highway, No. 107 national highway, No. 310 national highway and local road network form an easy and convenient traffic pattern connecting and joining to each other vertically and horizontally. Since 1999, people's government of Jiaozuo city has invested successively 0.5 billion yuan in constructing tourism

infrastructure and its supporting projects across the city. Jiaozuo-Qinglinxia Valley scenic spot road, tourism roads inside Fenglinxia valley scenic spot and Yutai Avenue have been completed and put into use. The roads inside key scenic spots and the roads inside mountain areas have met their relative standards respectively. The facilities in the areas of tourism traffic, dining, accommodation, information, business and entertainment have been improved and formed a local service system with a sound function.

(5) Establishment of tourism brand by the means of market operation with the local government playing on a driving role

Renown and focus play a key role in developing tourism. Since 1995, any amount of investigation and research has been done. And in 1999 local government put forward the strategic decision of the third starting-up stating clearly that developing tourism industry should be taken as a pillar industry in city's national economy, especially in the tertiary industry to lead a round development of the tertiary industry with tourism industry as a driving force. Tourism industry should be earnestly regarded as a key area in adjusting economic structure and a new economic growth area. Under the leadership of the local government and with active participation of general public, orientated on the market, tourism brand of mountain and water in Jiaozuo city soared surprisingly with the great marketing efforts taken on around neighboring provinces, across the country and even outside the country.

4. Measures on developing tourism industry in the city transformation

4.1. Playing on the government's driving role

To be driven by the government means the government does its utmost to lead and direct the development of local tourism industry. At the initial stage of the development, the government should pay much attention to the planning, development, construction and protection of the tourism resources and increase its input in planning and constructing scenic areas. At the same time, by building national excellent tourism city, landscaping city and sanitary city in the city proper, we should intensify the efforts on the construction of tourism infrastructure and supporting projects. And gradually Jiaozuo tourism product with a natural mountain and water as its special characteristic and culture and human landscape as its feature and a well-functioned tourism service system will come into being.

4.2. Shaping the image of tourism city

Shaping image of tourism city must be done from the strategic thinking of adjusting economic structure and optimizing industrial structure. When developing the tourism industry, we must start from thinking of developing of urban social economy and turn tourism into one of basic functions of modern cities. In order to prompt the sustainable development of tourism industry, we need to implement tourism identification project, expand the market and build a mutually-supporting system of broad tourist flow, material flow and information flow.

4.3. Intensifying the efforts on building excellent tourism products

Building excellent tourism products depend on tourism and feature without or lack of which tourism industry will lose some of its attraction and vitality. So we need to implement brand strategy and to strengthen the idea of shaping mountain and water brand, shaping mountain& water culture brand and shaping mountain& water ecology brand. In order to achieve this, first we should start from strengthening hardware and software facilities inside the tourism scenic area to build excellent scenic areas and to upgrade rank and taste of tourism scenic area. Second, we need to keep improving tourism infrastructure and tourism service function to create a comfortable, beautiful, smooth and safe tourism environment and to build a green channel, to engage a green running and to guide a green consumption by governing the neighboring elements of the scenic area in a comprehensive way.

4.4. Actively implementing scientific marketing strategy

Popularization & introduction and marketing strategy must be adopted actively in order to develop and strengthen Jiaozuo's tourism economy. First the local government should provide strong support to guarantee a smooth implementation of various promotion activities. Second, we need to classify tourist

market and apply differential promotion policy to small different tourist markets. Third, we need to carry out an integrated promotion of multi-channels and multi-levels. For example, to publish tourism publicizing ads on national key newspapers or magazines at appropriate times, to cooperate with media agencies to shoot and broadcast tourism advertisement production, to open tourism website or to organize tourism promotion activities with special features. With continuous development of tourism resource and constant improving city image, pushed strongly by the government, tourism industry in Jiaozuo city, which is at its best development phase, will be expected to step on a fast track and turn into an important force to prompt city's transformation.

5. Conclusion

As analyzed above, developing tourism industry and realization of city transformation in Jiaozuo city is a result of various factors reacting to each other and has its specialty. The successful transformation in Jiaozuo city can be taken as a model of transformation of resource-based city in our country which choose developing tourism industry as its following-up industry to its traditional resource or energy industry and is a typical representative of transforming another resource advantage, that's to say, tourism resource advantage into economic advantage. However, every model has its adaptation and limitation. In Jiaozuo case, as a resource-based city, its economic transformation and its own conditions have complied with the requirements for developing tourism industry. And consequently Jiaozuo Phenomenon was achieved. Currently resource-based cities in our country are facing a critical period in their transformation and can draw lessons from Jiaozuo Phenomenon. However, different kinds of resource-based cities should take their specific location, time and people into consideration when drawing lessons from Jiaozuo model and should first know clearly their own conditions and make a long-term plan from a strategic view when choosing fostering following-up industry. Then a successful transformation can be achieved.

6. References

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