

Research on Competition Relationship between Tourists and Local Residents in Occupying Recreational Facilities

A Case of Guangzhou

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Abstract—This paper analyses the reasons that why there are some chances that conflicts which between urban residents and urban tourists happens. Guangzhou is a typical urban tourism destination, which is a good example to explain how these conflicts, happens and how can they be solved by the market and government approaches.

Keywords—urban tourism; competition; local residents; recreation facility; Guangzhou

I. INTRODUCTION

Both urban residents and tourists are major tourist source markets of metropolis, meanwhile, both are attracted by metropolitan recreational facilities, as a result, there will be an overlap in consumption space of urban recreational tourists and sightseeing tourists, thus leading to an embarrassed pressure on urban recreational facilities on the premise of a set bearing capacity of tourist environment. There are a lot of researches on the recreational activities of urban residents, for example, Wu Bihu made a research on the spatial behavior of Shanghai City residents' travel and trip [1]; Ding Jian and Li Linfang, et al. studied Guangzhou residents' tourism predilection and time [2]; Xiao Xing, Li Yabing and Wang Jingbo analyzed the relationship between urban tourism and urban parks with Lanzhou City as an example [3]. However, it should be noted that large cities are different from metropolis, where the urban residents' and sightseeing tourists' markets seldom overlap and hardly any resources sharing between them. When studying Foshan City's tourism market, Peng Hua pointed out that business trips would not pose a huge threat to the reception capacity of scenic spots, and that those excursionists who are in favor of one-day tour have not much demand in urban service facilities [4].

II. RELATIONSHIP BETWEEN TOURISTS AND LOCAL RESIDENTS ON OCCUPYING RECREATION FACILITIES

A. Supply of urban recreational facilities

The supply of recreation facilities in a city is regarded as one of the important signs demonstrating this city's level of urban civilization [5].

Judging from the supply of urban recreational facilities, urban recreational tourists meet overlap with exterior tourists

at every level, even their most private neighborhood communication space has been exposed as a tourism item. Exterior tourists exert an all-round influence over the recreational space of the tourism destination, and they will compete with urban residents at each level of recreational activities. When the exterior tourists have stepped so deeply into local residents' recreational activities, they will share recreational space with local residents.

B. Analytical model for occupation of local residents and exterior tourists on local recreational facilities

In light of their different perceptions over the functions and characteristics of metropolitan tourist facilities and their diverse tourist objectives, exterior tourists and local residents have divergent ways of using metropolitan recreational facilities.

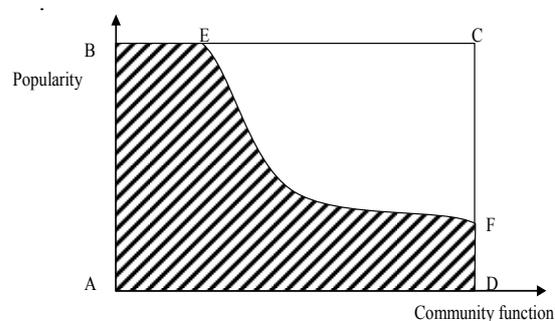


Figure 1. Relationship Between Tourists and Local Residents on Occupying Recreational Facilities

The analytical mode is as follows, seen above Figure 1. Put the recreational facilities of urban tourist destinations into the two-dimensional surface composed of popularity and community functions, and all the facilities can be expressed with rectangular area of ABCD. EF stands for the perception curve of tourists, which divides the recreational facilities into two parts. The part below the curve means the used space of tourists, while the part above means the places where tourists have not visited. Only when the popularity of the scenic spot has reached certain degree, and when the community

functions are not so obvious, can the exterior tourists have access to urban recreational facilities, as indicated by the hatched area of ABEDF in the figure. However, local residents have absolute access to all the recreational facilities. The area of CEF means the residual space of recreational facilities, which will be at the exclusive disposal of local residents.

C. Recreation facilities solely for local residents

Although all the recreational facilities are possible to transform into tourist service facilities, actually there are still many tourists having no access to particular recreational facilities. What is more often, those recreational facilities with typical local coloring of life and less popularity, such as community parks and neighborhood space, have been seldom disturbed by tourists; however, those with more popularity and far from the living space of urban residents receive more and more tourists.

D. Sharing recreational facilities by the local and tourists

When the popularity of recreational facilities has been raised to some degree, an overlap in activities space of exterior tourists and local residents, i.e., recreational and sightseeing markets, will occur; thus, a large proportion of recreational facilities will face the common use by exterior sightseeing tourists and local recreational tourists. As a result, some drawbacks come into being. First of all, the quality of recreational life for local residents suffers adversely. Second, a great overlap in occupation of tourist environment by the large recreational and sightseeing markets will surpass the bearing capacity of tourist environment, thus causing a huge damage to the ecological environment.

E. Dilemma of recreation facilities

Considering from another aspect, the reason for metropolis to construct a great many large-scale recreational facilities is not to solely meet the demands of local community residents, but taking the demands of exterior tourists into consideration as well. It is known that a number of scenic spots and national parks are recreational facilities serving all the citizens within the whole country. In fact, during the development course of urban tourism, numerous urban recreational facilities fail to be operated and managed appropriately owing to insufficient recognition on divergent predilection of sightseeing tourists and local residents. Therefore, during the construction of metropolitan tourist service facilities, the needs of local residents in this regard shall be taken into consideration, so that the market positioning during the development of sightseeing and recreational facilities can enter into a proper track. Those recreational facilities purely for attracting sightseeing tourists can not maintain a long-term profitable operation.

III. COORDINATION OF CONFLICTS BETWEEN THE LOCAL AND TOURIST

Although exterior tourists and local residents enjoy the same recreational facilities, they bear diverse psychology and emphasis of consumption. Therefore, the healthy

development of metropolitan sightseeing and recreational markets can be realized through developing products and projects prone to corresponding consumption features of these two markets in combination of relevant regulation measures for cities and scenic spots.

A. Analysis on the aspect of demand

The recreational demands of urban residents can be divided into daily recreation and holiday recreation. For urban residents, their daily recreational activities can be just satisfied through relatively lower-level community and indoor facilities. However, their holiday recreational activities cover a much further distance where an intersection will occur between the footprints of urban residents and those of exterior tourists. Tourists know about the tourist destinations through the channels of marketing and media, so that the marketing strategies for attracting exterior tourists shall make a full understanding on the behavioral rules of local urban residents' daily and holiday recreational activities in advance, and avoid disturbing the living space of urban residents, thus a win-win outcome can be realized.

B. Analysis on the aspect of supply

Owing to the fact that there are great differences between the exterior tourists' consumption and spatial behaviors and those of urban recreational tourists, it is reasonable to set up relatively differential tourist projects to meet their respective demands when designing the overall urban recreational service facilities. But what deserves attention is that the demands of local urban residents shall be put into the foremost place when carrying out the design and positioning analysis of scenic spots and projects. It is feasible to set up recreational facilities at different levels for enriching the tourist products and services on the premise of meeting the demands of local residents.

C. On the aspect of city and facilities planning

The analysis and management over recreational tourist market is mostly achieved through self-development and planning of the city. We can guide the development of tourist facilities and services into a healthy direction by stipulating a series of planning control regulations for city development and construction, grasping the focal points and characteristics of city and facilities planning in a macro way.

IV. ANALYSIS ON THE RELATIONSHIP BETWEEN LOCAL RESIDENTS AND TOURIST GUANGZHOU

A. Analysis on Guangzhou residents' and tourists' characteristics of demand

1) Characteristics of Guangzhou City's urban recreational tourist source market

There are over 100 scenic spots for attracting tourists all the year round, most of which are available for one-day or two-day tour. Most of Guangzhou residents are in favor of visiting the scenic spots within the city region in the form of one-day tour; but they will turn to two-day tour when visiting the scenic spots in Conghua and Huadu Districts, etc.

When studying the tourist behavior of Guangzhou residents, Ding Jian[6] pointed out that those scenic spots which receive much higher visiting rates of Guangzhou residents include Yuexiu Park, Baiyun Mountain Scenic Spot and Guangzhou Zoo, among which Yuexiu Park and Baiyun Mountain Scenic Spot are recognized as the landmark and most popular spots in Guangzhou City, whose visiting rates are both higher than 80%. Besides these, Dongfang Amusement Park has undertaken the highest visiting rate (66.4%); followed by Guangzhou Grand World Scenic Park (49.0%); while Space Flight Spectacle has the lowest visiting rate, only 24.8%. When it comes to the third sphere, most scenic spots are seated in Huadu, Conghua, Zengcheng and Panyu Districts, where tourism holiday resorts boasting with natural landscape receive more and more tourists. Analyzing on the sampling scenic spots, it can be found that the visiting rate of Conghua Hot Spring Holiday Resort was the highest (reaching 50.4%), that of other spots was far below 35%, while Zengcheng Holiday Resort saw the lowest, only 12.3%.

According to the information mentioned above, it can be concluded that the accessible recreational space of Guangzhou residents is still limited to the national famous scenic spots within the city region, such as Baiyun Mountain and Chen Clan Ancestral Hall, thus it is apt to overlap with the recreational space of exterior tourists.

2) Analysis on characteristics of Guangzhou tourist demand

As known, Guangzhou City is at the list of principal tourist cities in China, it experiences a constant increase in the number of tourists. In 2009, Guangzhou City attracted 1.18 billion person-trips, with an increase of 6.3% over 2008. With the accelerated urbanization course of Guangzhou City and further establishment of its position as an international metropolis, its urban tourist market will keep a continuous increase in the number of tourists.

A large proportion of local tourists of Guangzhou are fond of one-day tour, thus generating a great increase in the number of tourists in this regard. The tourism routes for one-day tour have witnessed a further enrichment during the urbanization course of Guangzhou City, thus presenting more and more product contents of one-day tour. In 2009, one-day tour received 78.73 million person-trips, with a year-on-year increase of 3.36%, among whom those passing the night and those not accounted for 33.55% and 66.45% respectively. Traditional scenic spots of Guangzhou City are still the primary products of one-day tour, which indicates that the larger the sightseeing market of Guangzhou City, the more pressure the urban recreational facilities have to face.

B. Competition and development of Guangzhou urban recreational facilities

1) Spatial competition of Guangzhou urban recreation facilities

According to the investigation on tourists in Guangzhou carried out by Guangzhou Tourist Administration in 2002, comparing the top eight scenic spots of exterior tourists' favorite with those of provincial tourists' favorite, it is shown that what are covered by both lists include Baiyun Mountain,

Yuexiu Park, Chen Clan Ancestral Hall, Guangzhou Zoo, Xiangjiang and Chime-Long Safari Parks, and Shangxiajiu. This indicates an obviously higher concentration rate of recreational facilities within the city region of Guangzhou. Unfortunately, such a higher concentration of tourists will cause a huge damage to the corresponding environment and adversely influence the management in this regard. Taking Baiyun Mountain as an example, its annual person-trips has been more than 100 million, far surpassing its bearing capacity, and causing a hidden trouble to its tourist environment.

However, in light of the investigation over urban parks in Guangzhou City carried out by Hu Weiping[6] in 1998, the proportion of Guangzhou residents in visiting scenic spots mainly featured as municipal gardens (including Xiaogang Park, Sculpture Park, Yuntai Garden, Western Han Nanyue King Tomb Museum, Dongfang Amusement Park, Huang Hua Gang Martyrs' Cemetery, Sun-Yat-sen Memorial Hall and Huangpu Military Academy Museum) reached 52%, and that of exterior tourists was 47%. Among those municipal gardens, Xiaogang Park is the only one with Guangzhou residents having the exclusive access.

Thus, it can be seen that local residents have been confronted with competition from exterior tourists in enjoying the recreational facilities of Guangzhou City. What's more, the intensity level of competition is directly proportional to the degree of popularity and quality of scenic spots. This phenomenon can be attributed to the following reasons.

First, Guangzhou City's urbanization course has been accelerated. Guangzhou City's urbanization course has been ever-changing since 2010. Most of the original recreational facilities have to be transformed in accordance with the newly urban spatial development.

Second, Guangzhou residents' recreational behavior lacks variety. Although the per capita income of Guangzhou residents has been increased a lot, their daily recreational ways and space have still lingered on the original facilities, lacking variety. For lack of guide and stimulation in tourist consumption, tourist consumption occupies relatively smaller among the total market shares of recreational consumption.

Third, tourist service facilities of Guangzhou City need further improvement. As most of the popular scenic spots are situated in downtown Guangzhou, and many exterior tourists are on short-distance and short-time tour to Guangzhou, so it is inevitable for them to enter into the living space of local residents.

2) Solutions to the competition of recreational facilities

a) Market solutions

Tourists' utilizing tourist service facilities is a pure issue of market, a kind of consumption after payment. It is infeasible to forcibly require tourists to or not to enjoy certain recreational facility. In fact, as a pure market behavior, when one of the recreational facilities comes into saturation in receiving tourists, the market will make an acute response correspondingly. On the one hand, those tourists, who achieve tourist products through tourist

agencies, can complain to the traders about the inadaptability of their products; as a result, the involved tourist agencies will make a quick response, stopping using such products. On the other hand, local residents of a metropolis are capable to withdraw from the crowded recreational space as soon as possible when the operation of certain recreational facilities seems to be abnormal. Upon interviewing local residents of Guangzhou, it is known that many of them living for a long time in Guangzhou have given up visiting Baiyun Mountain, although they are used to, because the bearing capacity of Baiyun Mountain has reached saturation.

b) Government solutions

It is far from enough to only rely on adjusting the customer side, Guangzhou City has made efforts to spatially expand the supply of urban recreational facilities, which is based on the city expansion of Guangzhou City as a whole. Promoted by the expansion of the scale of Guangzhou City, more and more recreational spots have placed under downtown area of Guangzhou, as a result, the increase in the number of scenic spots enrich and enlarge the tourist products. Enrich tourist products may guide tourists from existing saturated recreational facilities to newly developed ones. This plan touches upon the whole urban function and layout of Guangzhou City, far from of the ability of several enterprises, so the government intervention is needed and practicable.

V. CONCLUSION AND DISCUSSION

Both as primary users of recreational facilities, tourists and local residents keep a competitive relationship at various degrees in utilizing recreational facilities, on account of the stages and characteristics of metropolitan tourist development. The present paper aims to alleviate such competition by way of putting forward solutions with respect

to supply and demand of market as well as the establishment of relevant government policies.

The present paper also takes Guangzhou City as an example to analyze and compare the spatial competition in utilizing recreational facilities of Guangzhou City, proposing corresponding solutions to such competition.

In fact, the characteristics of resources, products and markets are varying from one city to another. Correspondingly, tourists and local residents keep different relationships in utilizing recreational facilities, and these relationships take on various features. Therefore, it is necessary to make analysis on these features in view of concrete local conditions of the specified city.

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