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A Study on the International Tourism of Jiangxi Province under the Guidance of One Belt, One Road Strategy



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Abstract. In recent years, with the shift and violent development of economic globalization and sciences and technology, the connection between counties and citizens all over the world has become more and more intimate, so that the international tourism develops quickly and has become one of the important revenue sources gradually. In 2013, China proposed the new strategic thought of One Belt, One Road (the Silk Road Economic Belt and 21st Century Maritime Silk Road). Jiangxi province will bring its local regional superiority to full play under the guidance of the strategic thought, and powerfully cooperate with neighboring provinces and cities, in order to actively participate in the international tourism market and attempt to make its international tourism bigger and stronger. As the national strategic pillar industry, tourism plays an important role in the regional industrial structure adjustment and upgrade. Possessing the characteristics of strong integration, high interactivity and wide expansibility, tourism is the important engine to accelerate the development of urban economy. In September and October of 2013, during the visit of Chinese President Xi Jinping to countries of Central and East Asia, he successively proposed the significant suggestions of the Silk Road Economic Belt and 21st Century Maritime Silk Road, and the two of them were collectively intituled as One Belt, One Road New Strategic Thought. Silk Road Economic Belt covers the integration of the Southeast and Northeast Asian Economy entities which were eventually merged to lead to Europe. 21st Century Maritime Silk Road refers to unite Europe, Asia and Africa at sea in order to form a complete economic belt. Based on the increasingly deepening of economic integration, One Belt, One Road New Strategy is an international strategy which possesses the strategic importance of promoting industry upgrading and accelerating the transformation of economic growth mode for the purpose of mutual benefit and win-win result and joint development internationally.

Key words: Jiangxi Province, international tourism, competitive advantages, strategy for the realization of potential.

1. The historical status and outstanding contributions of Jiangxi Province of the One Belt, One Road history

2100 years ago, Zhang Qian was sent on the diplomatic mission to the Western Regions and 600 years ago, Zheng He voyaged to the west seas. They exported the silk, tea, ceramics and other products from China to the countries along the way, via the land and maritime silk roads, and showed the civilization and friendship from ancient China, meanwhile gained the praise and good reputation from the people of all countries. During cause of the formation and development of the land and maritime silk roads, Jiangxi Province took up an important historical position and made a highlighted contribution. Jiangxi's ceramics and tea went onto the world stage through the land and maritime silk roads, and the world began to know China with the ceramics and sea from Jiangxi.

In history, Jiangxi Province was the important transport corridor between south and north of China. From the Middle of Tang Dynasty to the Early of Qing Dynasty, the waterway of Canal: Yangtze River-Ganjiang River-Beijiang River-Zhujiang River was always the main national artery connecting south and north. Monopolized one quarter position of the artery, Jiangxi was the pivot of the general artery, and became the famous Golden Waterway for inland accessing to overseas. A large quantity of goods were continuously sold to other countries of the world from Jiangxi in the land and maritime silk roads trade.

2. Jiangxi's regional superiority of the international tourism under the guidance of the One Belt, One Road strategy

At present, Jiangxi grasps the developing opportunities to actively participate the national construction of the One Belt, One Road Strategy, and accelerates the tourism industry transformation and upgrade, in order to jointly promote the cultural exchange between east and west. In May, 2015, Jiangxi government issued the *Implementation Projects on Jiangxi Province's Participation of the Construction of the Silk Road Economic Belt and 21st Century Maritime Silk Road*, and put forward the comprehensive involvement of Jiangxi Province to the key strategy of One Belt and One Road. The Vice-director of Jiangxi Province Development and Reform Commission, Zeng Guangming said, "As the underdeveloped area of central China, Jiangxi must grasp the now-or-never chance to reshape the historic glory of Jiangxi on the silk road, and we must catch the historical development opportunity to support the national One Belt and One Road strategy by coordinated action".

Table 1 describes that the proportion of shopping in the non-basic tourist consumption is highest, while the proportion of entertainment and post & telecommunication is very low with slow development speed, and the foreign currency earnings excessively rely on shopping; the proportion of transportation in the basic consumption is over high, exceeding 50% of basic consumption, while the proportion of lodging, catering and sightseeing is low. Therefore, we can conclude that the consumption expenditure of inbound tourists in Jiangxi is mainly costed on the transportation shopping, and the transportation is at the first place; the

Table 1: Income from international tourism of Jiangxi Province (USD 10000)

Item	2010	2011	2012	2013	2014
Long Distance Transportation	34630	41500	48473	52508	55687
Civil Aviation	11324	14899	15463	16803	18042
Railway	7792	9296	7659	8926	10970
Highway	1420	2241	4266	3623	4065
Waterway	1281	2490	2472	2888	1838
Sightseeing	831	872	1066	1365	1169
Accommodation	1281	1992	3296	3255	3230
Food and Beverage	3498	3984	4460	5828	5624
Entertainment	3047	2532	2908	4201	4344
Shopping	2009	1411	2521	2363	2951
Post and Communication Services	9281	12409	13427	13705	16316
Local Transportation	623	871	969	1470	1225
Others	693	705	921	1050	1281
Прочее	2874	2697	4508	3833	2673

Source: Jiangxi Statistical Yearbook, 2015.

proportion of lodging and catering is too low, compared with those developed tourist cities, like Shanghai, and etc. It principally due to the high number of tourists for one-day and cross-border tour, which results in the short average sojourn time of inbound tourist in Jiangxi, and most of passenger flow is just for passing away but not touring. The low consumption level and unscientific consumption structure influences deeply the tourist consumption structure. Hence, we can see that the consumption structure and level of inbound tourists in Jiangxi is actually staying in the low position.

3. The ecological advantages for Jiangxi in developing international tourism

Chinese President Xi Jinping has called for a change in local government development concepts on a visit to east China's Jiangxi Province on February, 2016. He urged local governments to protect the environment and strike a balance between economic growth and conservation. Development concepts, which must be adjusted to the changing environment and conditions of development, should guide

the development mode and practices, Xi said during his tour in Jiangxi. Highlighting green development in the new concept, Xi stressed environmental protection in Jiangxi's economic growth. "Jiangxi is a place boasting beautiful scenery. So it is a must to protect its ecological environment, which is the most important asset of Jiangxi." Xi said.

President Xi has spoken highly of the eco-environment and natural beautiful scenery of Jiangxi province for several times, and his praise "What appeal the world are the leisureliness of Mt. Lu, the gracefulness of Mt. Sanqing, and the gorgeousness of Mt. Longhu." encourages and inspires the 45 million Jiangxi people with enthusiasm.

Jiangxi owns excellent ecological environment with beautiful mountains and clean water. The good rate of air environment quality of Jiangxi reaches 90.1%, and its water quality control rate of surface water monitoring section is 81.4%. The quality of ecological environment ranks among the national top. There are many

picturesque scenic landscapes in Jiangxi: 2 World Natural Heritages (Lu Mountain and Sanqing Mountain), 2 World Geoparks (Lu Mountain and Longhu Mountain), 8 National Nature Reserves, 11 National Scenic Areas and 39 National Forest Parks. The forest coverage rate of Jiangxi reaches 60.05%.

Table 2 shows that in the view of population and market shares of passenger source countries of inbound tour in Jiangxi, the main passenger source countries of inbound tour in Jiangxi respectively are Japan, U.S.A, Korea, U.K, Germany, France, Singapore, Hong Kong, Macao, and Taiwan; If the economic growth is

stable, the population change of outbound tourists in the passenger source countries increases by years, and vice versa, the concentration index of passenger source countries in Jiangxi is high, and the international annual passenger flow is greatly changeable. Therefore, Jiangxi government and each administrative department should attach importance to the development of inbound tourism, and improve the correlated ancillary facility to act on international convention; provide related preferential policies to encourage people to travel in Jiangxi; build up a good atmosphere for inbound tourism; continuously develop the new markets,

Table 2. Condition of oversea visitor arrivals in Jiangxi Province*

Item	2000	2005	2010	2013	2014
Number of oversea visitor arrivals (person-time)	163057	372513	1140792	1636100	1716759
Foreigners	55411	136270	399449	531533	549175
Indonesia	239	1982	12251	15585	11641
Japan	12282	23945	34956	23716	17971
Malaysia	1256	3639	12113	16766	12481
Philippines	270	1794	8320	12787	9906
Singapore	2018	8271	20249	25612	20228
Korea Rep.	1183	10809	36240	43872	40078
Thailand	2559	1716	4271	7168	8424
United Kingdom	2966	11543	21613	30324	23531
Germany	3080	5943	21689	28492	20426
France	1212	6488	15299	23702	21343
Italy	464	3320	9132	13384	14938
Spain	195	3757	5551	7745	8009
Sweden	195	1131	6705	9368	10187
Switzerland	236	364	6748	10822	11124
Russia	419	2329	16502	22544	17726
Canada	1069	4380	10886	14276	19560
United States	11997	27235	52339	67676	44831
Australia	640	4622	11888	15729	15321
New Zealand	164	1486	2911	4669	12087
Chinese Compatriots from Hong Kong and Macao	69375	154885	534537	808708	862927
Chinese Compatriots from Taiwan Province	38271	81358	206806	295859	304657
Foreign exchange earnings from international tourism (USD 10000)	6234	10395	34630	52508	55687
Overseas Chinese are included in foreigners. Source: Jiangxi Statistical Yearbook, 2015.					

such as America , European countries, and Southeast & South Asia developing countries; reduce the dependency of the traditional market, and promote the multilevel demand and development.

4. The cultural advantages of Jiangxi in developing international tourism

Jiangxi is historically known as a marvelous place with rich resource and outstanding people. Its rich cultural resources become the particularly favorable advantage of developing tourist culture. There are one World Cultural Landscape, 3 National Famous Historic and Cultural Cities, 95 National Cultural Relics Protection Units in 24 locations, 258 Provincial Cultural Relics Protection Units. The ceramics metropolis of Jingdezhen city, the famous building of Tengwang Pavilion, the Taoism of Mt. Longhu, the classical learning of Bailudong Academy and the medicinal metropolis of Zhangshu City are all of deep cultural accumulation and long history. Linchuan Culture, Lu-ling Culture and Hakka Culture in Jiangxi have strong regional colors and unique charm, which will make a deep impression on the tourists from all over the world.

Jiangxi gives birth to talent people from generation to generation, for example, The Reformer of 11st Century in China-Wang Anshi, the three people of The Eight Prose Masters of Tang and Song Dynasties-Ouyang Xiu, Zeng Gong, and Wan Anshi, the master of Neo-Confucianism-Zhu Xi, The Oriental Shakespeare- Tang Xianzu, the national hero-Wen Tianxiang, the famous scientist- Song Yingxing, and the Father of Chinese Railway-Zan Tianyou. They like the stars shining in the Jiangxi cultural history.

The porcelain making in Jiangxi has a long history of 2000 years. It already condensed into a rich and long-age ceramics cultural connotation from fabulous ceramics art and outstandingly exquisite porcelain producing techniques with the high artistic state of “as white as jade, as bright as mirror, as thin as paper, and sound as loud as boulder(rock)”. As the historical gathering place of porcelains in China, Jiangxi become the national ceramics center, and gradually establishes its historical status of “Ceramics Metropolis” in China and even in the world.

In 2015,the archaeological excavation of the Cemetery of Western Han Dynasty Haihun Marquis in Nanchang (the capital city of Jiangxi Province) became the new highlight in national archaeology. The cemetery have been unearthed more than 20 thousand kinds of cultural relics by now, and is evaluated by the State Cultural Relics Bureau and experts as an archaeological site having the most intact preserved relics, the most complete inner structure of the cemetery and main tomb, the most distinctive layout of cemetery district & city-wall-and-moat district, and the most abundant unearthed relics in categories and quantities, therefore, it’s provided with the significance, conditions and value to declare the World Cultural Heritage and construct the world scientific archaeology base. The general cultural developing goal of Jiangxi Provincial 13th Five Year Plan is to be a “cultural powerful province”. At the appointed time, the conditions to declare the World Cultural Heritage will be basically satisfied, when the Relics Park of Nanchang Western Han Dynasty Haihun Marquis Cemetery is mainly built, and the relics museum opens to the public.

5. The characteristic advantages for Jiangxi in developing international tourism

(1) Red tourism

Jiangxi province is the most significant and famous revolutionary area, where there are so many revolutionary resorts, for example, “the Revolutionary Cradle in China”-Mt. Jinggang, “the Birthplace of Chinese People’s Army”-Nanchang City, “the Cradle Land of Republic”-Ruijin City, “the Original Place of Chinese Labor Movement”-Anyuan District, Pingxiang City, which are the significant bases for the revolutionary ideological education in the contemporary era, and played important roles in the contemporary history of China, and even of the world.

(2) Special tourist souvenirs

A survey found that the most interesting tourist commodities for the inbound tourist are those souvenirs with local features, secondly are the Chinese patent medicine, porcelain, cultural relic replica, and calligraphy & painting. In Jiangxi, we are no lack of kinds of featured commodities, like ceramics in Jingdezhen City, tea of Wuyuan County, Yunwu Tea of Mt. Lu, traditional medicine materials in Zhangshu City, writing brushes of Wengang Town, Jingxian County, and so on. What we need to do is to overall plan; form the joint force; enlarge the production scale and then build up the brands nationally, and even worldly.

Table 3 describes the amounts of inbound tourism in Jiangxi increases year by year, and the trend of its proportion in the total amounts of national inbound reception population and foreign exchange earnings from tourism continuously grows.

6. The opportunities and challenges of China trade in tourist service under the One Belt, One Road Strategy

(1) The establishment of Asian Infrastructure Investment Bank (AIIB) provides the important financing channels for the counties along the One Belt, One Road.

On 24, October, 2014, China announced to establish the Asian Infrastructure Investment Bank (AIIB) which will give a series of financial assistance supplies for the infrastructure construction of counties along the One Belt, One Road, and will support their financing activities, like tourist resource development, and etc.

(2) The One Belt, One Road Strategy will furnish the national tourist service trade with a larger platform.

The One Belt, One Road Strategy which connects the Southeast and Northeast Asia with Europe so far as to parts of Africa, nowadays is the development corridor of economics and trade with the most abundant developing potentiality in the world. Taking the advantage of the corridor, China will hopefully further develop to be a trade power of tourist service with many-sides, multi-angles, and strong openness.

(3) The One Belt, One Road Strategy offers the opportunities for China to be the leader formulating the international rules of service trade.

In today’s international trade, the new trade rules is taking shape. Supporting by the new strategy of One Belt and One Road, China will take the opportunities to propose the new trade rules in the international service trade, including the tourist service trade during the course of promoting the strategy, which will greatly avail the development of Chinese tourist service trade.

(4) The development of One Belt and One Road is faced with obstructions and safety problems.

Table 3. Development of Jiangxi provincial tourism

Year	Total tourism earnings (100 million yuan)	As percentage of total national tourism earnings (%)	As percentage of the province's GDP (%)	As percentage of tertiary industry in the province's GDP(%)
1991	4.30	1.23	0.90	3.04
1992	4.81	1.03	0.84	2.79
1993	5.31	0.47	0.73	2.47
1994	6.33	0.38	0.67	2.14
1995	8.39	0.40	0.67	2.14
1996	50.15	2.02	3.31	10.27
1997	79.35	2.55	4.63	13.64
1998	81.64	2.37	4.41	12.35
1999	111.29	2.78	5.67	15.03
2000	134.6	2.98	6.72	16.47
2001	161.4	3.23	7.42	18.31
2002	191.1	3.43	7.80	19.85
2003	197.47	4.04	6.98	18.93
2004	240.81	3.52	6.97	19.65
2005	320.02	4.16	7.89	22.67
2006	390.89	4.37	8.37	25.00
2007	463.67	4.23	8.43	26.44
2008	559.38	4.83	8.63	27.90
2009	675.61	5.20	8.83	25.62
2010	818.32	5.21	8.66	26.22
2011	1105.93	4.92	9.45	28.20
2012	1402.59	5.42	10.83	31.27
2013	1896.06	6.43	13.22	37.69
2014	2649.70	8.15	16.86	45.82

Source: Jiangxi Statistical Yearbook, 2015.

The counties along the One Belt and One Road are mostly in Central and South Asia, and there are various national political and economical systems among those counties with different economical levels and ideology & cultures. Some countries faces the problems of trade barriers and backward transportation & communication, which become the obstructions in the development of international tourist service trade.

7. At present stage, the current situation and problems of Jiangxi tourist service trade

(1) The tourism consumption structure is unreasonable

Although the tourist resources in Jiangxi are rich, our tourist industry stays at the

sightseeing level with low additional value, for example, the consumption of entertainment and culture is insufficient, and the development of tourist production is imperfect. Inbound and domestic tours remain in the level of basically facing the tourists needs.

(2) The quantity of service needs to be enhanced

Comparing with the developed provinces and cities, our infrastructure facilities construction is obviously backward.

(3) The tourist laws and regulations are imperfect

The flaws in the laws and regulations causes that the human security and property safety of the tourist consumers have not been protected adequately.

(4) The moral qualities of some local consumers are not high

At home and abroad, the inelegant behaviors of local consumers badly impact the international image of Chinese people, and do harm to the image establishment of China to be international tourist power.

(5) Many scenic spots are developed fully, but are not adequately protected

(6) Advertising and marketing methods are not advanced, and the overall marketing level is relatively low

8. The development tactics of Jiangxi international tourist service trade with the background of One Belt and One Road

(1) To deepen the reform of tourism consumption structure

The structure of Jiangxi tourist products which are mostly sightseeing tour, is too single, and its service mode is comparatively old-fashioned and the overall international competitiveness is in an inferior position. To meet the international market need, multi-level and multi-aspect tourist products should be developed, and the entertainment & culture potentialities need to be more exploited, in order to promote the tourism additional value and accelerate the upgrading of Jiangxi tourism industry structure.

(2) To pay more attention to improve the soft environment of tourist consumption

We need to establish and perfect the standard of tourist products and service; standardize the operating service behaviors in tourism; and promote management & service level of hotels, restaurants, scenery regions and spots, travel agency, and etc. We should also vigorously renovate the tourist market order; severely crack down the tourist market maladies, like false advertisement, price fraud, cheating and

overcharging the customers, cutthroat competition with super low prices, illegal one-day tour, and etc.; and put the record system of tourists' uncivilized behavior into practice. Meanwhile, more jobs are waiting for us to do, for example, completing & perfecting the mechanisms of tourist complaint settling and service quality supervision; improving the exit mechanism of the tourist market players; deepening the price reform of scenic spot entrance ticket ; adjusting & perfecting the price mechanism; standardizing the price behaviors; energetically promoting the civilized tourism conduct; actively carrying out the tourist volunteers public service; and promoting the civilized tourism moral quality of tourists.

(3) To perfect the law and regulations of tourist service trade, and improve the legal system management

Only by continuously improving the law & regulations, and reducing the vulnerabilities, we can upgrade the integrated service quality, and create a good development environment for the tourist service trade.

(4) To promote the service quality of Jiangxi scenic spots by establishing internationalized standards for service industries

We need to establish and improve the service quality standard of tourism industry, which meets the international conventions; standardize the operation procedure of tourist service quality in order to implement the standardized management of tourist service quality; provide the personalized first-rate service to satisfy the tourists' needs in accordance with the people oriented idea; innovate the work train of thought for tourism by

promoting the comprehensive qualities of senior executives in tourist enterprises and building up a senior executives troop who are qualified with international management abilities and acquainted with the international guide regulations, laws & regulations and operator schema of tourism industry; intensify the professional skill and ethics training for the tourism employees to meet the needs of service industry and enhance the service level of industry-wide employees; set up the city multilingual service system.

(5) To vigorously build up the Jiangxi Characteristic brands

We should insist on the Stepping-out Strategy, with basing on the industry comparative industry of Jiangxi, and strive to cultivate the new advantages of opening-up and cooperation to build up the brands of Jiangxi specialty industry, characteristic cultural tourism and green ecology; launch the featured tourist route of Silk Roads concept; energetically carry out the strategy of “To strengthen Jiangxi by promoting tourism”; reinforce the construction of the well-known scenic spots, such as Jingdezhen city, Mt. Lu, Mt. Sanqing, Mt. Longhu, Mt. Jinggang, and Wuyuan County, and etc., and create the international eco-tourist destinations; intensify the tourist propaganda, popularization through the cooperation with countries along the One Belt and One Road; vigorously market the brand of “The Landscape in Jiangxi is beyond Compare” to promote the international popularity of Jiangxi tourism; unite the related domestic provinces to market a series of characteristic tourist routes with Silk Road concept to attract the tourist source in the region of One Belt and One Road.

(6) To reinforce the construction of Jiangxi tourist feeder airports

Centering on the national key tourist routes and concentrated destitute areas, we will support the conditional areas to newly build or reorganize & expand a batch of feeder airports to be increased into the air lines of principal passenger source; allow full play to strengthen the market forces with encouraging the enterprises to develop the low-cost airline and business of domestic tourist chartered airplane; energetically exploit the tourist market in Thailand, Vietnam, Singapore, and Russia. We will also develop the tourist non-stop flight with the countries along the line of One Belt and One Road, and support open-up of the tourist chartered airlines to promote the international tourist market. In 2016, Jiangxi Province will carry forward the two airlines of Nanchang-Moscow and Nanchang-Los Angeles, and will work hard for the opening up of the first intercontinental airline.

(7) To creatively develop the internet plus tourism

We will creatively promote the development of the online platform tourist enterprises, support the conditional tourist enterprises to explore the internet financial business, create the third party payment platform for the online tourist enterprises, broaden the popularization and application of mobile payment in tourism, and promote the facilitation of drawback of consumption abroad. We also need to reinforce the cooperation with internet companies and financial enterprises, issue the citizen tourist real-name cards, implement the legal preferential policy, carry out the preferential merchant discount, broaden the admittance

permission and business license system of new commercial activities, like online holiday lease, tourist online shopping, online tourist car rental platform. By 2020, the functions, like free Wi-Fi, intelligent tourism guides, electronic interpretation, online reservation, information push service will widely cover the AAAA grade & above scenic spots, and test units of wisdom villages, and 10 thousand wisdom scenic spots and wisdom tourist villages will be constructed in China.

9. Conclusion

Tourism is the comprehensive industry of economic and social development in China, and is the important component of national economy and modern service industry. To promote the tourism investment and consumption by means of reform and innovation, is significant to promote the development of modern service industry, increase employment and resident income, and elevate people's life quality. The complicated and changeable global environment and severe economic situation determines that the international tourist service trade needs to be further

developed as the tertiary industry in China by the means of being associated with the present international situation. By analyzing Chinese tourism's disadvantages and insufficiency, in accordance with its development situation, we can find out its development direction in the future, and create the new development opportunity for it. Meanwhile, the proposition of One Belt and One Road strategy exactly gives a super excellent opportunity to Jiangxi international tourism service industry, and sets up a new pivot for its development. Facing the historical opportunity, our province must precisely estimate and decisively set out to deepen the tourism reform, promote the upgrade of tourism industrial structure, accelerate the transformation of tourism development pattern, and perfect the tourist consumption structure. So that we can firmly grasp the historical opportunity, come up with the new fashion of international economical development, accomplish the transformation from an inferior province in international tourism to be a powerful one, and set up a new image of international tourism.

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