

Expanding Strategy of Tourism Industry based on Knowledge Economy

Wang Jinchao

College of Chinese Medicinal Materials, Jilin Agricultural University, Changchun, Jilin, 130118, China

Keywords: Knowledge Economy, Tourism Industry, Expansion, Strategy.

Abstract: As an important concept in modern society, knowledge economy has important significance and value for Chinese tourism industry. The combination of Chinese tourism industry and knowledge economy can further optimize the structure of tourism industry. Therefore, tourism service and products of tourism industry should be more educated under the background of knowledge economy era. Meanwhile, industry penetration should be promoted with blurry industry boundary, thus laying important basis for sustainable development of tourism industry.

1 INTRODUCTION

From theoretical viewpoint, the concept of “knowledge economy” and its clarification have very important significance for the development of the world. “Knowledge economy” is related with information technology, especially with revolution of industrial production technology brought by advanced technology. Thus, it can improve labor productivity of the society. Moreover, as a traditional industry, tourism industry has certain vitality. With improvement of Chinese living standards, more people are willing to pay relevant fees of tourism industry. The reason is because modern people have higher requirements for spiritual life. The travel demand and desire plays an important role in promoting the development of tourism industry. Knowledge economy is an important means of tourism development. It can be used as important technical support and platform of sustainable development of tourism industry in the new period. More people will be attracted to contribute to consumption of tourism products, thus obtaining more support of tourism industry. Knowledge economy can provide demands for market analysis and research of tourism industry. Thus, specific trend of market development can be grasped, providing support for positioning and development of tourism industry.

2 INFLUENCING STRATEGIES OF KNOWLEDGE ECONOMY FOR EXPANSION OF TOURISM INDUSTRY

There are two ways for tourism industry to expand its own economic development model. The first is the input of various production factors. For example, investment of labor or capital can better promote expansion of tourism industry scale. The second is accumulation of various production factors, thus improving overall efficiency of production factors through scientific and technological innovation. Actually, if the relatively scarce production factors are excessively inputted, then the industry itself may generate marginal effect. Intensive input of production factors input cannot enhance the capacity of sustainable development of Chinese tourism industry. Therefore, tourism industry should be transformed toward intensive development. Investment of factors or capital should be converted to scientific knowledge promotion, driving knowledge-based development of tourism industry as well as formation of benign knowledge economy. Knowledge economy is an important economic model based on continual knowledge innovation. Currently, knowledge economy, as a new mode of the era, has made great impacts on industrial cluster. Thus, adjustment and reform have also been conducted in tourism industry. The exploration of influencing pattern of knowledge economy for tourism industry development has important practical significance.

183

183

Jinchao W.

Expanding Strategy of Tourism Industry based on Knowledge Economy.

DOI: 10.5220/0006021701830186

In *Proceedings of the Information Science and Management Engineering III (ISME 2015)*, pages 183-186

ISBN: 978-989-758-163-2

Copyright © 2015 by SCITEPRESS – Science and Technology Publications, Lda. All rights reserved

2.1 Optimizing Quality of Tourism Products

Scientific and cultural knowledge is injected into tourism industry, thus promoting quality of tourism products manufactured by tourism industry. Tourism product is essentially a kind of tourism service with diversified forms and intangible shape, so the effect of knowledge input will be more obvious. As an important component of tourism product, tourism service has higher demand for scientific and cultural knowledge. More input of technology as well as scientific and cultural knowledge provides great supports and benefits for improving standard of tourism service. For example, if the most popular travel service—tourist hotel reservation service—adopts traditional forms such as telephone reservation, then it requires more time and manpower; but if electronic computer technology is used, travelers can place orders on the Internet by themselves, or they can carry out payment in advance to live in hotels conveniently. Therefore, wide application of scientific and technological knowledge can provide more convenient service for arrangements of schedules and tickets, thus prompting the rapidity and optimization of service. In addition, elements of scientific and cultural knowledge can increase the attraction of tourism products. For example, some newly-established artificial parks add modern information technology, thus enhancing cultural content of the park. Some natural landscapes can attract more tourists with artificial lighting and graphic design. Therefore, tourism products can be further optimized by the interference of knowledge economy. Especially, scientific and cultural knowledge provides more expressive force and artistic quality for monotonous tourism products. More potential consumers of tourism products will be attracted, enhancing the strength of sustainable development for tourist products.

2.2 Further Guiding Tourism Demand

Knowledge elements have positive impacts on tourism products and services. Meanwhile, knowledge plays an important guiding role in consumers' tourism demand for tourism products. Quantization of tourism demand is closely related with the form of knowledge economy. For economic model of tourism, injection of scientific and cultural knowledge as well as technology is positively correlated with tourism demand. Namely, the increase of knowledge elements plays a positive role in promoting tourism demand. For example, technology of sound and light optimizes the layout of

tourist attractions to attract more visitors. From the development of tourism demand, operators of tourism industry use various means to more quickly capture relevant information with the current development of information technology. Then the information was finally integrated and published to the Internet, guiding tourists to join in consumption of tourism products. This excavation and formation of potential market has important strategic value and significance, because it drives tourism demand to stimulate tourism market. The main content of traditional consumption demand of tourism is sightseeing, but it has gradually presented diversified development. More tourism operators will select different forms of tourism consumption to make the whole travel demand possess more knowledge and vitality, thus stimulating tourism consumption at broader range.

2.3 Generating Innovation Effect on Tourism Industry

The internal structure of tourism industry can be better optimized by knowledge economy, thus promoting innovation effect of elements within tourism industry. Innovation is always an important issue for the development of every industry, while knowledge economy is closely linked with this important development model. Knowledge economy can use latest scientific and technical approaches—especially using new computer technology of information age—to promote network digitization of services and products in industrial architecture. Thus, tourism industry can absorb more innovative elements from knowledge economy. Tourism industry is generated through long-time accumulation of human spiritual civilization. However, it is restricted by the time elements, especially by people's growing material and cultural needs for tourism industry. Therefore, it is very necessary for tourism industry to be optimized and upgraded through knowledge economy. Knowledge economy can promote optimization and upgrading of tourism products and service, further providing systematic resources for further development of tourism industry. For example, tourism resources of property management can be systematically integrated with Internet technology—issues in different stages of tourism industry can be solved in one stop though Internet technology. Once tourists decide to reschedule the travel itinerary for special reasons, they do not need to call different service telephones of travel companies and airlines. Instead, tourists can realize one-stop rescheduling through the Internet or a general service call. Thus, daily management and operation forms of tourism

enterprises can be innovated to save lots of manpower and material resources.

Therefore, knowledge economy provides intelligence support for sustainable development of tourism industry. Various tourism resources can be full used within knowledge economy. Especially, depletion of tourism resources can be avoided with scientific knowledge. For example, some natural scenic adopts scientific protection for limestone stalactites and culture heritage against corrosive effects of acid rain. Scientific protection ensures sustainable use and development of tourism resources. In addition, scientific management of tourism industry contributes to development of tourism industry.

3 ANALYSIS ON SUSTAINABLE DEVELOPMENT OF TOURISM INDUSTRY BASED ON KNOWLEDGE ECONOMY

Knowledge economy includes many aspects, such as departments or products of knowledge-class production. In fact, tourism industry has lots of development advantages in the era of knowledge economy. Especially, development of tertiary industry is more focused by government, thus providing broad prospects for industrial development of tourism industry. Moreover, tourism industry has great development potential in the future, creating more industrial value. Surrounding satellite industries can be driven with generating more employments. Therefore, tourism industry should make use of characteristics of knowledge economy to obtain broader space for survival and development. This is one of critical growth point of industries and economy in knowledge economy era.

3.1 Combining Industrial Penetration Effect of Knowledge Economy

The combination of tourism industry with electronic information technology has become increasingly close in the new era. Moreover, as a relatively independent industry, tourism industry is not entirely influenced by the primary or secondary industry. However, it is objectively linked with the two major industries. Especially under influence of knowledge economy, tourism industry gradually presents penetration effects on other industries. In other words, tourism industry itself has presented industrial optimization effect, while the primary and secondary industry is an important basic material support for tourism industry.

For example, sightseeing agriculture of primary industry has become a penetration paradigm of tourism industry. Through development of sightseeing agriculture, more people can enjoy physical and mental relaxation of agricultural production through this platform. Tourists are allowed for painting or shooting. Therefore, sightseeing agriculture is a tourism industry model of penetration. Sightseeing cannot satisfy the demand of modern tourists for tourism products. Farming can help tourists achieve the purpose of physical exercise, promoting to form green tourism industry model.

The combination of tourism industry with secondary industry penetration is another kind of paradigm. The penetration combination between industrial production and tourism industry is not a simple sum of two industrial models. Instead, people are allowed to experience the charm of modern productive forces. Currently, many modern production plants open some production workshops for tourists to feel unique charm of industrial production. Especially, the high-speed production mode driven by advanced technology enhances attraction of tourist industry.

3.2 Boundary Fuzzification and System Construction of Knowledge-based Tourism Industry

Industry development generally presents unique historical changes, especially when the industry is combined with productivity of the era. With further development of modern information technology, knowledge-intensive economic model will generate innovative effects on tourism industry. The most obvious effect is boundary fuzzification of tourism industry. Industrial boundary actually restricts development of modern tourism industry. Therefore, traditional industrial business thought should be broken, not limited to division patterns of the primary or secondary industry. Tourism industry should go deep into the market to promote optimization of its structure. For the development of tourism industry, more scientific knowledge connotation should be added to tourism industry structure. Diversification of tourism products and services will be ultimately achieved with increasing level of science and knowledge. Industry's self-innovation has some limitations, thus diverse supply of tourism industry should be formed in innovation process, taking knowledge as an important safeguard of tourism industry.

4 CONCLUSIONS

In the 1990s, international researchers proposed the concept of knowledge economy. It mainly consists of two aspects as follows. The first is positive impact on operation of social economy through knowledge. Its focus is to deconstruct traditional mode of economic production through knowledge, namely positioning traditional industries using scientific and technological ways. The second is new influence on traditional industries brought by new technologies of knowledge economy era, especially by information technology. Therefore, the core of current development of tourism industry should be grasped to promote knowledgeable tourism products and services. The optimization and upgrading of industrial structure should be promoted based on knowledge economy, eventually forming important impetus for national economic development of the new era. Meanwhile, knowledge economy makes contribution to prosperity and development of socialist market economy, providing space for sustainable development of tourism industry.

REFERENCES

- Yang Xiuli, 2002(1): 15-17. Research and analysis of tourism development strategies under knowledge economy era. *Journal of Shenyang University*.
- Zhao Yingge, 2006(12): 56-57. Requirements of knowledge economy era for tour guide service. *Development*.
- Liu Jun, Ning Zicai, 2011(1): 16-18. Correlation between sports tourism development and new economic era. *Guizhou Sports Science and Technology*.