

# *A Study on the Connotation of Tourism Resources*

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**Abstract**—With the development of tourism in China and the world, the research on tourism resources has received increasing attention. The study of tourism resources focuses on the formation, characteristics, classification and evaluation of tourism resources, as well as the development, utilization and protection of tourism resources. Tourism resources are a developing concept, with the development of the times, its scope is expanding, different understandings and understandings have different views on the connotation of tourism resources.

**Keywords**—*tourism resources; China; sustainable development and utilization; tourism experience*

## I. INTRODUCTION

The understanding of tourism resources in European and American academic circles. European and American academic circles call tourism resources as tourist attractions, it includes not only tourist resources of tourist destinations, but also reception facilities and excellent service factors, and even comfortable and fast traffic conditions.

Chinese academia's understanding of tourism resources. There are two kinds of understanding of tourism resources in Chinese academic circles. One is based on attraction, the other is based on whether it can be utilized or not.

The first definition of tourism resources in Chinese academia emphasizes that tourism resources are attractive. It holds that natural, cultural, social or any other objective things that can create an attractive environment for tourists are tourism resources. This idea was first put forward by Huang Huishi (1985). He pointed out that tourism resources are the raw materials for attracting people to visit and entertain. Only through development can they become attractive things. Bao Jigang (2003) further believes that tourism resources refer to the natural existence and historical and cultural heritage that are attractive to tourists, as well as the artificial creations directly used in tourist destinations[1].

The second definition of tourism resources in Chinese academic circles emphasizes that whether tourism resources can be utilized is the core of tourism resources. It holds that the natural and social substances that trigger tourists' tourism motivation can be utilized by tourism and thus produce economic and social benefits. The concept of China National Tourism Administration (1992) centered on this viewpoint is

that "all things and factors that attract tourists, can be exploited and utilized for tourism, and can produce economic, social and environmental benefits can be regarded as tourism resources[2-3].

The understanding of tourism resources in the practice of China's tourism industry. The definition of tourism resources in China's national standard "Classification, Investigation and Evaluation of Tourism Resources" (GB/T 18972-2003) is defined. Tourism resources are all kinds of things and factors that attract tourists in nature and human society, can be exploited and utilized for tourism, and can produce economic, social and environmental benefits[4-6].

## II. THE CONNOTATION OF THE CONCEPT OF TOURISM RESOURCES

### A. *Attraction to Tourists is the Core*

From the above-mentioned concepts of tourism resources, we can see that the primary factor of tourism resources is attraction. Tourism resources are tourist attractions that can be recognized by tourists in different historical periods. Attraction is the core attribute of tourism resources. It is directly related to tourists, and it can promote tourists to produce tourism activities.

It can be said that in order to pursue pleasure, tourists will inevitably be attracted by the natural scenery, local customs, cultural relics and monuments of the tourist destination, so as to go sightseeing, viewing, shopping, recuperation, learning, and complete the whole process of tourism experience. Many new landscapes are also a kind of tourist resources, because they are the same in terms of attraction to tourists[7].

### B. *The Content Diversity of Tourism Resources*

Tourists feel the tourism resources in the process of tourism are both natural and humanistic; both material and spiritual; both tangible and intangible; all of these show the diversity of the content and form of tourism resources.

For example, World Heritage is the most famous tourist resource. The World Heritage Convention of 1975 only defines three types of world heritage: cultural heritage, natural heritage, cultural and natural dual heritage. In 1992, the 16th World Heritage Congress listed cultural landscape as a new type of

heritage. In 1997, UNESCO formulated the Convention on the Establishment of Representatives of Oral and Non-material Heritage of Human Beings, and classified oral and non-material heritage as a new type. In 2003, the Convention on Non-material Cultural Heritage referred to both as intangible cultural heritage. So far, the types of world heritage have developed from the initial three types to five types.

Due to the emergence of the concept of intangible culture, World Heritage can now be divided into material heritage (including cultural heritage, natural heritage, cultural and natural dual heritage, cultural landscape) and intangible heritage (intangible heritage) (Fig.1.). From the classification of world-class heritage, we can see the content of tourism resources. Diversification of state. Thus, the form of tourism resources is constantly developing.

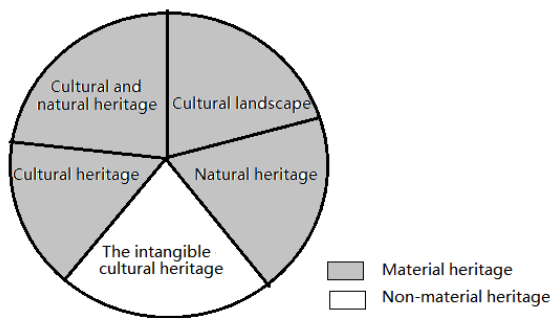


Fig. 1. Classification of World Heritage Sites.

### C. Exploitability of Tourism Resources is the Key

As a form of resources, tourism resources mainly exist in a potential state to be exploited, including the fully exploited part of resources (Xie Yanjun, 2011). Therefore, according to the development and utilization of tourism resources, tourism resources can be divided into realistic tourism resources and potential tourism resources.

The realistic tourism resources refer to the tourism resources that are receiving tourists. Potential tourism resources refer to those tourism resources that are unknown or rarely visited by tourists. Realistic and potential resources can be exploited and utilized, but resources that can not be exploited and utilized can not be regarded as tourism resources.

### D. Tourism Resources Can Produce Certain Benefits

The development of tourism resources can produce economic, social and environmental benefits.

Economic benefits can be divided into direct economic benefits and indirect economic benefits. Direct economic benefits refer to the economic benefits brought about by the development of tourism through tourism resources, which are mainly manifested in government taxation and so on. Indirect economic benefits refer to the promotion of tourism to related industries, and may also promote the economic development of a country. Because the tourism industry is highly related, the development of tourism resources requires a lot of investment,

involving the construction of tourism infrastructure, which can effectively change the industry and investment structure of related industries, and effectively promote the construction and development of infrastructure. The indirect economic benefits of the development and utilization of tourism resources exceed the direct economic benefits.

Social benefits refer to the contribution of tourism resources development to employment, income increase and living standard improvement. At the same time, the development of tourism through tourism resources development can promote information, culture and emotional exchanges among people in different regions and countries.

Environmental benefit refers to the environmental impact brought about by the development of tourism resources. It is mainly accompanied by the development of tourism resources, the impact of tourism on the environment. As the life of tourists and the production activities of tourism will inevitably lead to a variety of changes in the environment, these changes have different effects on the sustainable development of tourist destinations, so it is necessary to evaluate the environmental changes that tourism may cause from natural, economic, cultural and other aspects. Environmental benefits can be divided into positive benefits, direct benefits and indirect benefits. Through effective planning and reasonable development of tourism resources, the development of tourism can promote the improvement of regional environment and enhance people's environmental protection concept.

Environmental benefit is the basis of economic benefit and social benefit, while economic benefit and social benefit are the consequence of environmental benefit, which are mutually conditional. The development and utilization of tourism resources is to coordinate economic, social and environmental benefits, and to promote social progress and sustainable economic development.

## III. THE CHARACTERISTICS OF TOURISM RESOURCES

### A. Full of Experience

Experience is usually regarded as a part of service, but in fact experience is an economic item, a real product like service and goods, not a vague feeling (B. Joseph Paine, 2003). Experience is to surround consumers and create activities worthy of their memories.

Tourism resources are the necessary conditions for carrying out tourism activities. Experience value is the core component of tourism resources. Any kind of tourism resources must arouse tourists' aesthetic and pleasant feelings. Tourism resources that tourists face are the basis for obtaining pleasant experience. In *The Experience Economy*, B. Joseph Pine said that goods and services are external to consumers, but experience is internal and exists in the heart of the individual. No two people have the same experience, because experience comes from the interaction of personal mood and events.

Auliana Poon (1993) clearly put forward the concepts of old tourism and new tourism (TABLE 1.) in *Tourism. Technology and Competition Strategies*, and analyzed the characteristics of Traditional tourists and modern tourists. It is

pointed out that the modern tourists after 1990s are a new type of tourist consumers. They are different from the traditional tourists. The pursuit of self-experience is the driving force of their tourism. This characteristic analysis has a special guiding significance for the targeted development and utilization of tourism resources.

TABLE I. A COMPARISON OF THE CHARACTERISTICS OF OLD TOURISM AND NEW TOURISM

<i>Old Tourism</i>	<i>New Tourism</i>
Pursue sunshine	Seeking Different Experiences
Follow the crowd	Be master in one's own house
After you swim, you go	Watching and enjoying without harming
Just look for the feeling of "coming here for a visit"	Just for fun
Having	Being
Cautious	Understand
Dining in a restaurant	Go out and try local flavor
Convergence	Blend

Source: Based on Auliana Poon (*Tourism, Technology and Competitive Strategies*, 1993), etc.

Tourist resources are a special kind of resources, with which tourists can get happy psychological experience (Xie Yanjun, 2011). Tourist activities pay special attention to the experience of various tourism resources and experience design, so that tourists feel a good experience in the process of tourism activities. Even when the process is over, the value of this experience is still remembered.

#### B. Factor of Region

Tourism resources depend on the geographical environment and are part of the geographical environment. Therefore, the regional differences and the law of differentiation of the geographical environment are the background conditions for the formation of the urban nature of tourism resources development conditions (Niu Yafei, 1988). Without the geographical differentiation of landscape, it is impossible to attract tourists with different needs. Therefore, tourism resources also reflect the characteristics of regional environment, there are regional differences, and with local color.

#### C. Full of Comprehensiveness

Tourism resources are the basis of tourism activities and the object of tourists' time to visit, visit and learn in a specific tourist destination. The emergence of tourism activities is closely related to tourists' needs. Tourists need special services and functional services. These factors include personal perception, local impression and products consumed. Tourists' needs for tourism commodities are tangible and services are intangible, which determines that tourism resources are made up of people. A complex of complex factors.

Only a single tourism resource has less attraction and a combination of multiple factors can attract tourists. Can be collected, tourism resources are interdependent, is a whole concept.

#### D. Full of Seasonality

Seasonal change and temperature change affect landscape change, and then affect the use of tourism resources by tourists. There are two aspects of seasonality of tourism resources: one is that tourism resources themselves have seasonal changes, especially natural tourism resources, there is the best season for this kind of tourism resources; the other is that the environment of tourism resources is seasonal, which leads people to choose the appropriate season to travel. The characteristics of tourism resources make some tourist destinations have the distinction of off-season and peak season, and produce the seasonal tourism.

#### E. Factor of Culture

As a comprehensive social and cultural activity, tourism is essentially to meet the cultural aesthetic needs of tourists. The natural and cultural landscape that tourists visit and appreciate naturally contains rich cultural content.

Bao Jigang (2003) pointed out that tourism resources are attractive natural existence and historical and cultural heritage for tourists (including artifacts directly used in tourist destinations). According to the nature of resources, tourism resources can be divided into human tourism resources and natural tourism resources. Mutually exclusive, in fact, human tourism resources and natural tourism resources are integrated.

It can be said that all kinds of tourism resources have their own cultural characteristics, even natural heritage, which is also imbued with strong humanistic color and personalized factors, so it is not comprehensive to divide tourism resources purely from the natural or humanistic perspective.

## IV. CONCLUSION

This paper focuses on the concept and classification system of tourism resources in Chinese academic circles. In the definition of tourism resources, attraction is the core factor, the content of diversification is the foundation, the development is the key, and the benefit is fundamental. Tourism resources are characterized by experience, comprehensiveness, regionality, seasonality and culture. Among the tourism resource classification methods, the most widely used in China is the national standard classification method, and there are also classification methods based on the causes, values and management levels of tourism resources.

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