

# Research on the Development Path of Tourism Economy in Five Cities in Northern Jiangsu Based on Pest Embedded Swot Model Analysis

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**ABSTRACT.** *At present, the economy in northern Jiangsu province of China has been booming, but there is a phenomenon that the economic center of gravity is more industrialized, and the ecological environment has been badly affected. Tourism is gradually becoming a strategic pillar industry for national economic development. From the perspective of PEST model, this paper makes a SWOT analysis on the tourism economy of five cities in Northern Jiangsu, explores the development path of tourism in Northern Jiangsu, and puts forward relevant countermeasures and suggestions for the growth of tourism economic effect in Northern Jiangsu.*

**KEYWORDS:** *Pset model, Swot analysis, North jiangsu, Development path*

## 1. Introduction

With the rapid development of China's tourism industry, it has become the most dynamic emerging industry in China's tertiary industry and the new growth point of the national economy. China's domestic tourism has become the world's largest, fastest-growing and most potential tourism market. Tourism plays an increasingly important role in promoting urban economy, social employment and culture and environment.

The economic center of North Jiangsu Province in China is mostly in industry. The ecological environment has been badly affected, people's life health has not been guaranteed, which has seriously affected the healthy and sustainable development of Jiangsu economy.

In the study of tourism economic development path and other issues, Hu Meijuan and Li Zaijun [1] used GIS and crime stat3.3 software to select the nearest neighbor index, hot cluster and other methods to analyze the spatial distribution pattern and multi-scale characteristics of rural tourist attractions in Jiangsu Province. Wang Shan and Li Jinkai [2] analyzed the current situation of tourism development in

Inner Mongolia and Mongolia by pest-swot, and finally discussed the Countermeasures of tourism cooperation. Zhu Yi and Liu Bin [3] used SWOT-PEST model and four-dimensional matrix to deeply analyze the advantages, disadvantages, opportunities and challenges of Chongyi Hakka terraced rural eco-tourism development. Zhan Zhaozong [4] analyzed the new normal in the macro environment of tourism industry through PEST model, and summarized the new normal which has an important impact on the development of tourism industry in the fields of politics, economy, society and technology. Ren Yan and Huang Yan [5] systematically analyze the advantages, disadvantages, opportunities and threats of cultural tourism in guantian economic zone from four perspectives of politics, economy, society and technology.

Tourism in Northern Jiangsu is becoming an important growth pole of Jiangsu tourism, but it is facing problems such as lack of status in industrial development, lack of features in product development, lack of supporting public services and so on. Due to the difference of tourism resources endowment and development basis, the tourism economic development level of Southern Jiangsu such as Nanjing and Suzhou is relatively high, while that of Northern Jiangsu such as Suqian and Yancheng is relatively low, and the gap is still widening.

With the change of the development stage and conditions of Jiangsu Province, the development gradient of South and North Jiangsu is still quite different. To coordinate the regional development at a higher level, it is necessary to reconstruct the economic geographical map of Jiangsu Province, realize the transformation from administrative area economy to functional area economy, realize the transformation from homogeneous competition to coordinated development, fundamentally change the development thinking, and focus on the new layout Build new advantages for Jiangsu's development.

From the perspective of PEST model, this paper analyzes the tourism economy of five cities in Northern Jiangsu by SWOT, and explores the coordinated development path of tourism in Northern Jiangsu in combination with the current situation of tourism development in southern Jiangsu. And how to make the tourism economic effect increase in Northern Jiangsu put forward relevant countermeasures and suggestions, make a new judgment in the new development stage, make a new development path planning.

## **2. An Analysis of the Advantages of Tourism Economy in Northern Jiangsu (s)**

### ***2.1 Political and Legal Factors (Sp)***

In May 2017, Li Qiang, Secretary of Jiangsu provincial Party committee, put forward the strategic concept of “1 + 3” functional area at the development forum in Northern Jiangsu, which is a major measure to promote the overall and coordinated development of Jiangsu. Among them, “1” refers to the Yangtze River city group, “3” refers to the coastal economic belt of Lianyungang, Yancheng and Nantong, mainly Suqian and Huai'an, including the “three lakes” Ecological Economic Zone in some

parts of Central Jiangsu, and the Huaihai Economic Zone with Xuzhou as the center. The implementation of the strategy of “1 + 3” key functional areas aims to achieve “three transformations”:

The first is to realize the transformation of development ideas and paths. It is to jump out of the traditional gradient division, according to different basic conditions and resource endowments of different regions, make clear their functional positioning, and determine different path choices. According to this idea, each region is a seeker and can become a guide. The second is the transformation from administrative area economy to functional area economy. The advantage of allocating resources according to administrative divisions is that it can fully mobilize the subjective initiative of all regions, but it will form barriers objectively. To promote the economic transformation to functional areas, we need to break this barrier and play the effect of “1 + 1 > 2”. Third, from homogeneous competition to coordinated development. Change the past situation of competing for projects and resources, let the regions with different functions do what they are most suitable and good at, and do what can best show their own characteristics and advantages, so as to form a large open, integrated and coordinated development ecosystem in Jiangsu Province.

The strategy of “1 + 3” functional area is based on the advantages of all regions, and the new blueprint of development is outlined. It is an important measure to promote the coordinated development of Jiangsu region and a new opportunity for the development of tourism.

### **2.2 Economic Factors (Se)**

The tourism economy of Jiangsu Province has been developing vigorously. In the past five years, the number of tourists in Northern Jiangsu has grown by 13.7% annually, 3.3 percentage points higher than that of the whole province; the total tourism income has grown by 16.3% annually, 3.4 percentage points higher than that of the whole province. Last year, these two indicators accounted for 20.9% and 16.7% of the province respectively, 2.9 percentage points and 2.4 percentage points higher than five years ago. It further shows the potential of tourism development in Northern Jiangsu.

### **2.3 Social and Cultural Factors (Ss)**

At present, there are 4 5A level scenic spots in Northern Jiangsu; the brand influence of “Golden Triangle of tourism” and “new trunk of tourism” is expanding. In recent years, Northern Jiangsu vigorously integrates tourism resources, launches new resource allocation and product mix, and improves the overall advantages and comprehensive competitiveness of regional tourism in Northern Jiangsu. The five cities in Northern Jiangsu Province are rich in tourism resources, which concentrate brand resources such as Han culture, mountains and rivers, seashore, ecological wetland, rare animals, famous spring and Huaiyang cuisine [6].

#### **2.4 Technical Factors (St)**

With the continuous improvement of industrial technology in the north of Jiangsu Province, the integration of informatization and industrialization is developing well. The continuous innovation of industrial technology and information technology, the advancement of AI era, the emergence of “smart city” and “smart transportation”, the improvement of education level in Jiangsu Province and the cultivation of many talents in tourism management all provide technical support for the development of tourism economy in Northern Jiangsu Province.

### **3. Analysis on the Disadvantages of Tourism Economy in Northern Jiangsu(W)**

#### **3.1 Political and Legal Factors (Wp)**

In the 1980s, farmers in southern Jiangsu created the southern Jiangsu model (booming township enterprises) in the process of reform, accelerating the process of assimilation in southern Jiangsu. In contrast, northern Jiangsu is relatively conservative in its own reform and lags behind in opening up to the outside world and opening up the international market.

At the beginning of the 21st century, the provincial party Committee and government put forward the strategy of “improving the development level of southern Jiangsu, promoting the rapid rise of central Jiangsu and giving full play to the advantages of northern Jiangsu's backwardness”. In more than ten years, a series of policies and measures have achieved unquestionable results and effects. However, it is in this upside-down decade that the “backwardness” of northern Jiangsu has missed the best development period and the “advantage” has become less obvious.

#### **3.2 Economic Factors(We)**

Relying on its superior location and investment environment, southern Jiangsu boldly introduced foreign capital, alleviated the shortage of construction funds, and learned advanced technology and management experience from foreign countries. The development of export-oriented economy led by development zones in southern Jiangsu since the 1990s has significantly improved the level of southern Jiangsu's opening to the outside world. In contrast, northern Jiangsu tends to a conservative and stable economy, and is far away from first-tier cities, lacking investment opportunities and development opportunities.

#### **3.3 Social and Cultural Factors (Ws)**

Southern Jiangsu has been actively building cultural industries and vigorously developing cultural undertakings. Jiangnan garden culture, pingtan, Kunqu opera,

Wuxi water town scenery and so on, led by Suzhou, have become a trademark culture.

However, the tourism promotion in northern Jiangsu is lagging behind, the marketing work is insufficient, the cultural development is relatively weak, and there is no brand-name tourism and cultural industry.

### ***3.4 Technical Factors (Wt)***

Information is the core of tourism, and transmitting information is even more important. The informatization level in northern Jiangsu is not high. At present, the northern Jiangsu region has not yet realized the sharing and exchange of information resources among various tourism industries, and has not yet established an integrated tourism information public service system, such as tourism service centers, tourism information databases, tourist centers, information kiosks, etc.

Transportation is also the basic guarantee for the survival of the tourism industry. However, the current transportation mode in northern Jiangsu is not convenient enough and people's travel experience is not good. Only by making travel more convenient can the tourism industry develop more rapidly.

## **4. Analysis of Tourism Economic Opportunities in Northern Jiangsu (o)**

### ***4.1 Political and Legal Factors (Op)***

Zhu Ding, member of the Chinese People's Political Consultative Conference, said at the 2019 NPC and CPPCC: "The tourism industry is a long-term important growth point of the national economy and an integral part of the people's happy life. Adopting various modes to promote investment and development of tourism industry and encourage more private capital to enter will not only promote higher quality development of tourism industry, but also play an irreplaceable role in meeting people's growing needs for a better life. "

In order to improve the quality and efficiency of tourism in northern Jiangsu and accelerate its rise, Jiangsu Provincial Tourism Bureau has put forward "Some Opinions on Supporting and Promoting the Development of Tourism in Northern Jiangsu", which includes optimizing the development pattern and creating a high-quality carrier for development.

The speech of Qin Jingan, Director of Jiangsu Tourism Bureau, at the Subei Tourism Forum proposed four ideas that Subei tourism should adhere to. At the same time, it is pointed out that the tourism development in North Jiangsu has already taken a fast track. In the process of tourism development, it is necessary to continue to carry forward the spirit of innovation, increase the impetus of tourism projects, strengthen the accurate marketing work, and effectively improve the level of market order. At the same time, we attach great importance to tourism safety,

unswervingly take the road of eco-tourism development, promote the continuous innovation of tourism in northern Jiangsu, and write a new chapter of tourism in the new Jiangsu with “strong wealth, high beauty”.

#### ***4.2 Economic Factors (Oe)***

According to China's urban GDP in 2019, Xuzhou, Yancheng, Huai 'an, Lianyungang and Suqian, the five cities in northern Jiangsu, are respectively 27th, 34th, 56th, 80th and 83rd in the country, with significant growth rate.

North Jiangsu is grasping five national strategies such as “the belt and road initiative”, “Yangtze River Delta Region Plan”, “Jiangsu Coastal Region Development Plan” and nine provincial strategies such as “Economic Belt along East Longhai Line”, “Central City of Huaihai Economic Zone”, “Xuzhou Metropolitan Area” and “North Jiangsu Plan”. North Jiangsu has now become an important economic growth pole in East China and one of the fastest growing regions in China.

#### ***4.3 Social and Cultural Factors (Os)***

With the continuous development of social economy and the continuous improvement of people's living standards, tourism has changed from luxury consumption to mass consumption. Residents' willingness to travel has been rising. Tourism has become an important way for people to relax and relax. The increase in residents' income and the increase in their spending power have demonstrated the potential of tourism development.

In recent years, the Jiangsu provincial government has also paid attention to accelerating the development of cultural undertakings and industries and increasing investment in cultural undertakings. On this basis, the northern Jiangsu region actively promotes characteristic culture and historical culture, which to some extent stimulates the growth of tourism.

#### ***4.4 Technical Factors (Ot)***

The Lianzhen Railway to be opened soon is an important passage through southern and northern Jiangsu and an important part of the railway network in northern Jiangsu. Lianzhen Railway will directly connect some counties and cities in Lianyungang and Huai 'an to the national high-speed railway network, realizing seamless connection between northern Jiangsu and developed cities such as Shanghai and Nanjing, bringing new opportunities to the development of northern Jiangsu, improving the convenience of external transportation of cities along the line, and also bringing opportunities to the tourism development of northern Jiangsu.

The government speeds up the application of modern information technology in tourism. With the development of big data and the full commercial use of 5G, cities

in northern Jiangsu will actively build tourism information platforms, promote the construction of smart tourism and accelerate the formation of a tourism information center system.

## **5. Analysis of Tourism Economic Challenges in Northern Jiangsu (t)**

### ***5.1 Political and Legal Factors (Tp)***

Policies related to tourism development are not sound. Although in recent years the state and governments at all levels have successively issued a series of laws, regulations and policy documents to promote the development of tourism, and some regions have also issued relevant incentive policies, in practice, there is still a lack of further management and normative documents for the supervision, management and quality inspection of tourism development.

In addition, environmental protection policies restrict the further development of tourism resources [7-10]. Some tourism projects with high correlation with various protected areas need to adjust the planning and construction contents in a timely manner, and it is difficult to carry out further development and construction in a short period of time.

### ***5.2 Economic Factors (Te)***

The construction of tourism needs to invest a lot of money, and the subsequent cost recovery needs a certain time. Moreover, the development of new tourist sites will affect the development of agricultural economy to some extent if too much land is built. In addition, the influx of a large number of tourists is bound to cause price fluctuations, affecting the consumption level of local residents and causing economic fluctuations.

### ***5.3 Social and Cultural Factors (Ts)***

As the country attaches great importance to the tourism industry, all provinces and cities are increasing their investment in the tourism industry. The competition in the tourism market is becoming more and more fierce. If there is no characteristic, it will be difficult to emerge.

The development of the whole tourism economy has not formed the integrated development of tourism regions. At present, there is no unified planning for the distribution of scenic spots in northern Jiangsu, resulting in a loose point distribution, and the tourism sector has not fully played a joint role, resulting in a relatively scattered and fragmented tourism economy.

### ***5.4 Technical Factors (Tt)***

Attractions are only one aspect of tourism, behind which there is a complete set of systems, such as tourism management, guide commentary, travel agency planning, hotel management, etc. All sides need professional talents, but also need excellent comprehensive professional talents. At present, the country has not paid enough attention to the training of tourism-related professionals.

Promotion of modern intelligent tourism. At present, the Internet of Things, artificial intelligence and other technologies are not widely used, and only a small number of scenic spots are equipped with advanced technologies.

Tourism development is bound to affect the ecological environment. At present, ecological protection and resource protection are not enough.

## **6. Countermeasures and Suggestions**

(1)SO Strategy: Grasping External Opportunities and Exerting Internal Advantages

Make good use of the relevant tourism policies issued by the government. Policy is the best support and the biggest help. We should make good use of relevant policies to maximize tourism utility.

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(2)WO Strategy: Take Advantage of External Opportunities to Avoid Internal Disadvantages

Build a high-quality carrier for development. Build a small town with tourism flavor into a new engine to promote the development of tourism in northern Jiangsu. Strengthen the guidance for Lianyungang Island Link, Yancheng Holland Flower Sea, Xuzhou Han Culture and other scenic spots to create national 5A scenic spots, Suqian luoma lake and other resort areas to create national tourist resort areas.

Cultivate comprehensive professional tourism-related talents. We should pay more attention to and invest in tourism-related education, including tourism management, tour guide explanation, travel agency planning, hotel management, etc.

(3)ST Strategy: Give Full Play to Internal Advantages and Meet External Threats

Building tourism marketing and brand. Create a number of brand tourism destinations, brand tourism routes, brand tourism enterprises, brand tourism festivals, and integrate resources to create a series of tourism product brands such as water scenery, ecological leisure, folk customs, Chu and Han culture.

Developing global tourism. To realize the information exchange of various tourist attractions in northern Jiangsu, to work out the overall linkage development plan, to unite the front, and to realize five cities winning more.

(4)WT Strategy: Avoiding Internal Weaknesses and Reducing External Threats



Traffic construction has been put in place to speed up the improvement of traffic conditions and realize convenience and convenience. Development and protection coexist to support sustainable development of tourism economy and green development.

## 7. Conclusion

By analyzing the reasons for the weak development of tourism in northern Jiangsu and drawing on the advantages of tourism economy in southern Jiangsu, this paper hopes to develop tourism resources in northern Jiangsu, build cultural ties among cities in northern Jiangsu, and form a unified cultural tourism destination. To establish an effective coordination and communication mechanism between cities in northern Jiangsu, restructure tourist attractions, optimize industrial structure, and improve derivative service chains to promote the development of regional tourism and even the entire regional economy. However, the domestic research on quantitative analysis of tourism economic effects in northern Jiangsu is still insufficient. Therefore, how to systematically analyze the tourism economy in northern Jiangsu needs further research.

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