

# The Sustainable Development Countermeasures of the Tourism in the City of Kunshan

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**Abstract:** After these years of development, the tourism in Kunshan continues to progress. The tourism economy has also developed at a high rate of speed year by year. However, from a developmental point of view, the development of tourism faces some challenges. Therefore, it is necessary to analyze the status quo and existing problems of Kunshan tourism in detail, so as to realize the sustainable development of Kunshan tourism. This paper first introduces the development history of Kunshan, then introduces the current situation of Kunshan tourism, and then deeply analyzes the problems existing in Kunshan tourism development, such as scarcity of land resources, low land utilization, lack of characteristics of tourism products, fierce competition in surrounding markets, lack of driving force for tourism projects. And put forward the countermeasures to realize the sustainable development of Kunshan tourism.

**Keywords:** Kunshan; tourism; sustainable development; countermeasures

## 1. Introduction

Kunshan, located in the south of the Yangtze River, is not only a "land of fish and rice", but also an important industrial and commercial city. Recently, Kunshan Tourism Bureau has developed a comprehensive and scientific tourism planning system. The target is to build the most famous leisure tourism city in the world with the characteristics of Jiangnan City. At present, Kunshan has more than 60 candidates for the first batch of industrial amusement facilities, for which the government has also actively provided targeted support. This paper analyzes the present situation and development trend of Kunshan tourism, and puts forward some suggestions for the development of Kunshan tourism.

## 2. The General Situation of Kunshan

### 2.1. The History of Kunshan

Kunshan, also known as "Deer City", is a county-level city under the direct administration of Jiangsu Province. Kunshan is located in the south of the Yangtze River, close to Shanghai and Suzhou. It is a gathering place of Taiwan-funded enterprises and also a beautiful place in the sustained economic development. Since the Qin Dynasty, Kunshan has a history of more than 2,200 years. Kunshan, the birthplace of the opera, has developed Kunqu opera for more than 600 years.

In the 2019 Global Power rankings, Kunshan became one of the top 100 Cities in China and ranked first in terms of overall economic competitiveness. In this year, Kunshan achieved a GROSS regional product of 460 billion Yuan, up 6.1 percent year on year at comparable prices. Total industrial output value was 334 billion Yuan, decreasing 2.3%. The added value of the manufacturing sector was 207 billion Yuan, increasing 5.2%. The added value of the tertiary industry was 1.942 trillion Yuan, increasing 7.3%. On October 9, 2020, Kunshan was awarded the title of National Ecological Civilization Construction Model City and county, realizing a win-win situation of economic development and environmental construction in Kunshan [1].

## 3. Present Situation of Tourism in Kunshan

### 3.1. Analysis of Economic and Regional Advantages

Kunshan is a bridge between Jiangsu province and Shanghai, realizing economic and cultural

exchanges between the two cities. It is the first county-level city in China with per capita GDP exceeding us \$4,000. By 2019, the region's GDP reached 4.456 billion yuan, surpassing more than half of China's cities. At the same time, Kunshan is also a city with very convenient transportation due to its superior geographical conditions. Kunshan is located on the Taihu Plain. It is close to Shanghai Hongqiao airport , Pudong Airport, National Highway 312, Shanghai-Nanjing Expressway , Taicang port and Jiji Port.

Residents in this area have high income, knowledge level and consumption level, thus forming a trend of high demand for tourism consumption and industrial consumption.

Meanwhile, kunshan is located in the Yangtze River Delta economic zone is China's largest economic zone. It is one of the most developed tourist and industrial areas in China, as well as the most developed economic center in China. The Yangtze River Delta tourism market and regional tourism cooperation framework began to form a bridge. Tourism in the Yangtze River Delta dominates the domestic market, service competition, human and industrial capital. Under the influence of Yangtze River Delta, kunshan's tourism economy will continue to expand its development space. In addition, kunshan relies on Shanghai Hongqiao Airport, Pudong Airport, 312 National Road, Shanghai-Nanjing expressway, taking advantage of Taicang port and Chji Port , building an advanced water network system and perfect port, actively develop aviation and railway complex [2] .

### ***3.2. Analysis of Individual Tourism Products***

In recent years, Kunshan has actively developed unique tourism products, combining planning and routes, as well as agricultural culture and ecology.

First, Kunshan will develop tourism products with high cultural significance and market competitiveness. For example, there are calendar about water town, bookmark about Zhouzhuang Eight Scenes, commemorative coins about Gu yanwu and so on. Handicrafts include bamboo carving, bamboo weaving, porcelain figurines, zhuang furnace, art comb, kunqu clay figurines, etc. Local specialties include yangcheng Lake hairy crab, Aozao noodles, Wansan hoof, Qiandeng meat zongzi and so on. In the manufacturing process, many unique items also fully show the profound cultural heritage and tourist scenery of Kunshan, actively attract tourists and promote tourist exchanges. We will actively develop rural tourism products and local products and adopt a winning model combining agriculture, tourism and shopping. We can effectively promote the above tourism products and other related products by these measures. Third, cultivate tourism arts and crafts actively according to the advantages of advanced industry. Kunshan actively encourages companies to take full advantage of its developed manufacturing industry to develop tourism-related derivatives. For example, handmade folding fans, kun stone and other tourism crafts. These tourism crafts are not only versatile and well-designed but also have won wide acclaim.

### ***3.3. Analysis of Market Recognition***

Kunshan tourism pays great attention to the promotion of tourist attractions. Kunshan Tourism Bureau has continuously launched the a wide variety of advertisements and has cooperated with CCTV, Tencent and other medias. Meanwhile, Billboards have also been installed in Shanghai subway stations, high-speed railways, the capital Shanghai-Nanjing Expressway and Wuxi Airport, forming a three-dimensional marketing. At major events, such as the Shanghai International China Tourism Fair and Exhibition in Xi'an, Kunshan can form a delegation for a large promotional event. At the same time, in terms of personal tourism brands, Kunshan Zhouzhuang Ancient Town Tour, Yangcheng Lake Hairy Crab Food Tour and other brands have greater influence. However, the general Kunshan tourism brand has not yet been formed, the overall market awareness is still low, and the brand promotion needs to be improved [3] .

### ***3.4. Market analysis Under the Impact of COVID-19***

As we all know, at the beginning of 2020, there was a large-scale outbreak of novel Coronavirus in China, which began to spread globally in the following two months. Tourism, as a sensitive industry, is already vulnerable to external environmental factors, and the domestic tourism industry has been hit hard by the COVID-19 pandemic. Kunshan Tourism Resort plays a positive role in the actual challenges of tourism business. The kunshan Tourism Resort Management Committee delegation visited each region, town and travel agency and cooperated closely with leaders of major regions and towns as well as travel agency representatives. At the same time, in order to respond positively to the depressed tourism industry caused by the Novel Corona virus pandemic. Travel agencies will restore production and activities, accelerating the recovery of the tourism market and contribute to the healthy and sustainable development

of the tourism industry. In 2020, the resort issued an "Implementation Opinion on promoting Tourism in response to COVID-19" on implementing measures to combat the pandemic and revitalizing tourism. Kunshan has set up a special disaster relief fund of 10 million yuan to help the tourism market recover, increase the recovery of tourism and speed up production and operation. The scope of incentives and subsidies covers major tourist destinations, tourist accommodation, subsidies for marketing and advertising campaigns, and travel agency business incentives [4].

#### **4. Main Problems existing in Kunshan Tourism development**

##### ***4.1. Scarcity of land Resources and Low Utilization Rate***

Land utilization rate is the ratio of the area of land used for construction to the total area of a country or region. The types of land we use are very complex. The main purposes of land are generally divided into two categories. The first one is the resources that support life on Earth. Usually, such resources come from land, such as agriculture, forestry, livestock, fisheries, industry and mining. The second one is to provide the basis of life and production, including all kinds of productive activities, transportation, recreation and other activities necessary for the people's life. During the key period of "two first goals", Kunshan has accelerated the process of industrialization and urbanization. In this period, the rapid economic development urgently needs to maintain a certain amount of construction land, but also needs some indicators of construction land, which has become one of the bottlenecks restricting economic development. The scarcity of land resources and low land utilization rate has become an important problem restricting the sustainable development of Kunshan tourism.

##### ***4.2. Tourism Products without Distinctive Features and Competitive Peripheral Market***

With the development of tourism, leisure tourism is gradually replacing traditional tourism and the structure of tourism consumption demand is also changing. In fact, China is entering the leisure era and the demand for leisure travel is increasing. Obviously, the current development of tourism can not meet the personal consumption needs of tourists. The problems and drawbacks of tourism development are hindering the development of tourism in various cities, kunshan is no exception. Since ancient times, Zhouzhuang has been known as the "First water town in China" and the most famous tourist resort in Kunshan. Visiting the ancient city has become a symbol of Kunshan, but also become a bottleneck restricting the development of tourism in Kunshan. The shortage of tourist souvenirs is an obstacle to the further development of Kunshan tourism industry. The challenges faced by kunshan tourist souvenirs are the lack of characteristics, market imbalance and lack of brand awareness. These problems not only can not meet the needs of tourists, but also affect the development of tourism in Kunshan. Meanwhile, Zhejiang, Shanghai, Suzhou and Wuxi all have relatively good tourism development centers, and these regions have become the tourism distribution centers of eastern China. In contrast, Kunshan tourism started late, lack of unique tourism products, visibility is still relatively low, which is another challenge for the development of Kunshan tourism. All these items are another challenge for kunshan's tourism development. In addition, many cities are actively taking advantage of local advantages to develop tourism and some cities have established relevant institutions to formulate urban tourism plans and expand the market, which have become a threat to the development of tourism in Kunshan [5].

##### ***4.3. Tourism Project without Enough Motivation and Homogeneous Competition without Cooperation***

In recent years, kunshan tourism aims to create "the most famous international leisure tourism city with characteristics of the south bank of the Yangtze River", focusing on building tourism industry cluster, integrating the lake with the original waterscape, introducing yuqilin animation castle theme park, happy Water Cube and other large projects. These projects are relatively complete tourism complexes in all aspects, but most of them are not influential. For example, the Water Cube and Yuqilin are located on the east bank of Bacheng Lake and the other on the west bank. It is difficult to form a gathering area for leisure, vacation and entertainment after completion [6].

Zhouzhuang, Qiandeng and Jinxi, three ancient towns of Kunshan, they all use the same piece of gold signboard "Jiangnan Water town", their tourism resources are "small Bridges, water, people" as the core, this homogenization phenomenon makes the competition among ancient towns increasingly fierce.

Firstly, the homogenization competition of ancient towns is analyzed from the geographical position. Zhouzhuang town is only 22 kilometers away from Qiandeng Town, which is only 14.5 kilometers away

from Jinxi Town, while Jinxi town is only 8 kilometers away from Zhouzhuang Town. Within the scope of Kunshan, the density of ancient towns is very high and the folk culture is very similar, so the homogenization competition is fierce.

Secondly, it analyzes the homogenization competition of ancient towns from their tourism projects and tourist specialties. These three ancient towns all have the same tourism programs, such as "cruise ship", "Guzhen Inn", folk handicrafts, traditional art performances, etc., while the tourism specialties are "Wansan hoof", "Xiedi su", "Qingtuan", "pickles amaranthus" and so on, without their own characteristics. The homogenization of tourist service items and tourist specialties of ancient towns will inevitably lead to fierce homogenous competition.

This competition is largely due to the lack of corresponding cooperation among ancient towns. In the early 1990s, the concept of joint development of regional ancient towns has emerged, and the joint extension of the three major water towns in Jiangsu and Zhejiang has applied this concept into practice. In 2008, the development of a single ancient town encountered a bottleneck. At that time, the local government of Kunshan decided to strengthen the cooperation among Zhouzhuang, Qiandeng and Jinxi. Fortunately, this cooperation is always formal, there is no real implementation in place. However, the cooperation this time is always formal and has not been really implemented in place. Therefore, so far, not only the lack of cooperation among the three ancient towns of Kunshan leads to fierce homogenization competition, but also the homogenization competition among Kunshan and other ancient towns in the South of the Yangtze River is particularly fierce.

#### ***4.4. High Industrial Ratio and Serious Environmental Pollution***

In recent years, three ancient cities in Kunshan have taken appropriate measures to limit and ban emissions from factories near the ancient city. However, domestic sewage treatment has been neglected and tourism management system is not perfect. Many tourists dump rubbish into the water and the water in the ancient town loses its transparency and becomes gloomy. In addition to excessive emissions from automobile exhaust, industrial waste is also the most serious air pollution. Qiandeng town is particularly serious in this respect. Because Qiandeng town has established a chemical industrial park and the relevant hardware and software support facilities in the park are not enough. The release of poisonous and harmful gases has seriously affected the air quality. In addition, solid waste mainly comes from the town's overcrowding of tourists and inadequate management system. During the trip, tourists will produce a lot of packaging, fruit shells and other solid waste and so on. Looking around, all kinds of rubbish are scattered on the stone streets of the ancient town, seriously affecting the tourists' good impression of the town.

### **5. Sustainable Development Countermeasures of Kunshan Tourism**

#### ***5.1. Make Full Use of Land Resources and Optimize the Industrial Environment***

Regarding the land use for tourism projects, the municipal departments concerned are involved in the negotiation of specific projects in advance, formulating reasonable land use policies, and organize the trial of various construction plans. Provide construction plans for various projects for relevant departments. The planning department will confirm the site of the project before obtaining approval from local government. Reach an agreement about land plan with the planning department before transferring the land.

In order to further strengthen its plan to optimize the industrial environment, Kunshan has launched related policies on building area recovery. First, industrial parks are separated from ecological parks to optimize the utilization of land structure and promote the integration of local resources. The resources of small and medium-sized enterprises should be integrated, industrial functional zones should be planned scientifically, industrial area should be integrated and industrial aggregates should be created. The second is to gradually eliminate low-investment industries and improve intensive land use through industrial restructuring and the development of high-investment land use industries such as electronic communication equipment.

#### ***5.2. Develop and Utilize the Cultural Card "Kunqu"***

In recent years, Kunqu opera has gradually become popular in Jiangsu, Zhejiang and Shanghai. The growing number of audiences and the trend of younger audiences have reached an exaggerated level,

which can be called "the beginning of the full recovery." Kunqu Opera Development Foundation, the first county-level opera fund in Jiangsu Province, promotes the innovation and development of Kunqu opera through the absorption of social funds. Secondly, Kunshan should use the brand effect to promote the charm of Kunqu opera and enhance its influence. In 2019, the live broadcast at the Kunshan Opera House was watched more than 35 million times, the Live broadcast of Douyin was watched more than 130 million times and the number of weibo theme was more than 301 million times. After its popularity with the public, interest in Kunqu opera is soaring. Therefore, a series of "Kunshan Kunqu Brand" has been formed by organizing activities such as elegant art returning home, Friday drama, Kunqu study, and Qinfeng Kunqu Festival, so as to promote the active inheritance of Kunqu opera. Finally, kunqu cultural heritage and art protection should be actively carried out. to promote the common development of Peking Opera and cultural tourism by the combination of them.

### ***5.3. Seize the Opportunity to Build Key Tourism Projects***

Start with large-scale projects, deepen exchanges and cooperation with enterprises, and find the best tourism status according to the changes and trends of market tourism. On this basis, explore the culture related to festivals, carry out a series of tourism projects, and create their own characteristic tourism resources. Make full use of large-scale tourism projects, enhance the strength of Kunshan's tourism resources, and speed up tourism development. Taking market demand as an opportunity, we will actively create unique tourism products in Kunshan. At the same time, the government should give certain support to supervise and monitor the chaos in tourism. Use the tourism development policy of Kunshan to track the construction and service level of tourism projects. Support tourism development by setting up special funds to attract tourism investment for diversified, socialized and capitalized development. Efforts shall be made to accurately identify high-quality tourism projects, support and build high-quality, creative and promising large-scale tourism projects, and promote the construction of large-scale tourism projects.

### ***5.4. Linking Industries to Create Industrial Tourism***

We can speed up the integration of kunshan tourism and industry by means of industrial union. First of all, Kunshan is a place with developed manufacturing industry, which can combine tourism with emerging industries (such as optoelectronics, new energy, new materials, robotics, biomedicine and Internet of Things) to create unique industrial attraction. Make full use of the brand effect of famous enterprises in Kunshan to improve tourism functions and enhance communication with tourists. At present, Kunshan has five national agricultural tourism demonstration sites, jiangsu five-star rural scenic spots, 12 famous Suzhou farmhouses and a large number of various leisure farms, rural restaurants and other rural tourism spots. The number and size of rural units in Kunshan are among the top in China. In the future, Kunshan will retain resources used to develop rural and agri-tourism products in the south, while preserving the city's original seaside character as much as possible. Secondly, Kunshan should make full use of national golf courses, gymnasiums and fitness centers and other facilities to vigorously develop sports tourism. Such as various international and domestic large-scale sports events, as well as jinxi Sino-US International water skiing competition, golf invitational tournament, Bateng Dragon Boat Open, Hercules Open, lake cycling race and other featured events. By actively developing commercial tourism, speeding up the construction of characteristic commercial districts and establishing reference city commercial circle, tourism consumption can be promoted and the overall interests of tourism can be improved. Make rational use of science and education areas, party schools to develop educational tourism. Such as Duke University, Cambridge International School and other educational resources. Actively develop festival and exhibition tourism, speed up the construction of exhibition space, actively strive for the right to hold exhibitions at all levels, and pay close attention to local exhibitions. Finally, to stimulate the market and increase influence with the help of cultural tourism festival, beer festival, crab culture festival and other festival activities.

## **6. Conclusions**

In short, with the continuous development of tourism, in addition to the traditional natural landscapes and historical sites, the tourism resources are also expanded with the increase of experience, visit and study, thus providing better quality and demand for tourists. Industrial tourism is a new thing in tourism. On the one hand, it is beneficial to companies, regions. And on the other hand, it improves the overall competitiveness of the local tourism industry. Therefore, the tourism industry of Kunshan City must actively respond to the current challenges and ensure the sustainable development of the tourism industry.

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