

Study on the Construction Model of Linear Tourism Destination of Sichuan-Tibet Railway

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ABSTRACT

Linear tourism destinations are developed with a particular theme that span a large spatial range and are more difficult to develop. From the general development law of linear tourism destinations, based on the future development forecast of tourism destinations along the Sichuan-Tibet Railway, the tourism resources along the whole route are sorted out, and the construction mode of linear tourism destinations along the Sichuan-Tibet Railway is proposed to provide ideas for the development of node cities and regions.

Keywords: *Linear tourism, Tourist destination, Sichuan-Tibet Railway.*

1. INTRODUCTION

Considering the administrative divisions in China, governments at all levels are keen to building scenic spots from small attractions to large scenic areas, the whole area of tourism, and even tourism special zones, with "point or surface" idea of tourism development. In the process of tourism development, the travel agencies unite with each "scenic spot" to provide the market with products on "tourism route", but in the process of development, they often ignore the product development on the tourism route. In fact, China can develop many products by "line", such as cultural heritage on the theme of the ancient tea horse route, the Great Wall, the Silk Road, the Grand Canal, "red culture" of the Long March, and the transportation of the 318 National Road Lines. In this regard, these lines are not only simple tourism lines, but also have the potential to develop into linear tourist destinations.

2. CONCEPT DEFINITION

The term "旅游目的地" is destination in English, which is derived from the Latin "destination, onis (place)", meaning that it's "the end of travel, a visit to a settlement, and not a point or space built for the traveler, and that it develops into a "tourist place" or "tourist destination" by the traveler's entry. Tourism destinations are habitually defined and understood in terms of geographic space by

scholars, such as Clare A. Gunn (1972) [1], C. J. Holloway (1994) [2], Leiper (1995) [3], Cooper (1998) [4], etc. Chinese scholars such as Bao Jigang et al. (1993) [5] and Zhang Hui (2000) [6] believe that tourist destinations should have the following characteristics: specific geographic space or area, unique tourist attraction, complete infrastructure, tourism services for tourists, and certain tourist market. Later, under the influence of foreign marketing thought, more scholars, such as Yang Zhenzhi (2002) [8], Wei Xiaoan et al. (2002) [9], Cui Fengjun (2002) [10], have begun to define tourism destinations from an economic perspective [7], in which Zhang Liming and Zhao Liming (2005) [11] have proposed a more complete definition of tourism destinations: it is a comprehensive regional unit that has a unique market image, can induce tourists to have tourism motivation, stimulate tourists to make travel decisions, meet tourists' needs to obtain personalized tourism experience, and has a perfect regional management and coordination organization.

In summary, tourism destination is both a spatial concept and a regional economic concept with a large scope and rich connotation. Specifically, on the other hand, linear tourism destinations are based on certain themes such as history, culture, heritage and transportation, and integrate resources, facilities and services within a linear or ribbon space with a certain source market.

And linear tourism destinations are no longer traditional scenic spots, but linear areas that span different administrative regions.

3. LINEAR TOURISM DESTINATION DEVELOPMENT ELEMENTS

Linear tourism destinations are generally composed of three parts: nodes, corridors and radiation surfaces.

Nodes are generally composed of settlements or scenic areas, the spaces connecting the nodes form corridors, and the area radiated by the influence of both constitutes a ribbon linear area, i.e., a linear tourism destination [12]. The nodes of linear tourism destinations include settlements and scenic areas, and these nodes are the basis of linear destinations and have a direct influence on the spatial composition and orientation of linear tourism destinations.

The corridor is the traffic connecting the nodes, which is the tourist access, as well as the channel for the movement of people, material transportation and information exchange [13]. The corridors of linear tourism destinations are both the corridors connecting the settlements and the scenic spots, and the main corridors carrying the functions. In addition to the basic corridor functions, the secondary corridors have more functions of landscape and services along the way, and can even become tourist places for off-road, hiking, and adventure.

Radiation surface refers to the area radiated by the influence of nodes and corridors while forming the space. The size of the influence of nodes and corridors are directly related to the size of the radiation area, showing an irregular distribution phenomenon and forming the effect of node diffusion.

4. SICHUAN-TIBET RAILWAY: A WORLD-CLASS TOURIST DESTINATION

4.1 An Epic Project

The Sichuan-Tibet Railway starts from Chengdu, Sichuan Province in the east and ends at Lhasa, Tibet Autonomous Region in the west, with a total length of 1838 kilometers. In the early days of the founding of the People's Republic of China, China began to survey the Sichuan-Tibet Railway and did not really start construction until 2014. The

Sichuan-Tibet Railway has carried the dream of generations. After the Sichuan-Tibet Railway is completed, the transportation time will be shortened from more than 40 hours to about 13 hours. The construction of the Sichuan-Tibet Railway is of great significance for improving the transportation infrastructure in the west, promoting the economic and social development of Tibetan areas, enhancing national unity and stabilizing national defense.

The Sichuan-Tibet Railway crosses the first and second steps of China, crosses 14 rivers and 21 snow mountains over 4000 meters, goes over many steep canyons, and passes through unknown and dangerous land. The line rises eight volts, climbs 14000 meters in total, and the altitude drop of the whole line is more than 3000 meters. The bridge and tunnel projects account for 81% of the total. It gathers plate activities, mountains and heavy hills, complex geology, huge drop, sandstorm desert, fragile ecology and extreme geological and geographical environments and climatic characteristics, such as alpine hypoxia, wind and sand climate, thunderstorm and snow frost, which is called the most difficult railway and epic project.

4.2 The Most Beautiful Way

The Sichuan-Tibet Railway runs across the Hengduan Mountains, passing through Chengdu, Kangding, Linzhi, Lhasa and other cities with different styles. At the same time, there are magnificent mountains, lakes, glaciers and rivers, beautiful highland pastures, highland countryside, highland colorful forests, mysterious Tibetan and Qiang culture, Kangba culture, chieftain culture, religious culture, etc. In addition, there are many kinds of landscape resources with high quality. The Sichuan-Tibet Railway is a national project integrating the development of transportation, economy, culture and tourism. It is the unique landscape belt and the most beautiful road in the world.

4.2.1 Diversified Natural Tourism Resources

Along the way, the Sichuan Tibet-Railway passes through a large number of national or provincial nature reserves, scenic spots, forest parks, geological parks, water source reserves, cultural relics and historic sites, etc., with abundant natural resources, mainly including Xiling Snow Mountain, Qingcheng Mountain, Mengding Mountain, Gongga Mountain, Siguniang Mountain Glacier,

Genie Mountain Glacier, Gongga Mountain Glacier, Xiannairi Glacier, Hailuoguo Glacier, Laigu Glacier, Cuoqia Glacier, Heizhugou Hot Spring, Guergou Hot Spring, Hailuogou Hot Spring, Yangbajin Geothermal Hot Spring, etc. There are also many types of natural landscapes such as canyons, rivers, grasslands, and celestial phenomena.

4.2.2 *Enriched Humanistic Tourism Resources*

The Sichuan-Tibet Railway is located at the intersection of the three major Tibetan regions in China, which is known as the "Tibetan-Qiang-Yi National Corridor", is also the blend zone of the Han cultural circle and the Tibetan cultural circle, and the core area of the ancient tea horse road culture. It has prominent cultural location advantages, extensive influence, and rich resources, mainly including intangible cultural heritage such as Sichuan embroidery, martial arts, folk songs, and traditional skills. At the same time, there are the ruins of the Ancient Tea Horse Road, the Southern Silk Road, and Ancient Border Tea Road. In addition, there are also many unique cultural tourism resources, such as religious culture, chieftain culture, red culture, human sites, historical sites and ancient towns and villages.

4.3 *Construction of Linear Tourism Destinations*

4.3.1 *Basic Conditions for Development*

The national highways along the Sichuan-Tibet Railway basically reach all major node cities. The

Table 1. Tourist arrivals in major cities along Sichuan-Tibet Railway in recent 5 years (100 million people)

Year	2015	2016	2017	2018	2019
tourist amount	2.30	2.49	2.66	3.09	3.65

a Source: Relevant data.

Due to the epidemic situation, excluding the data during the period, it is estimated that the number of tourists will return to be normal in 2023. Based on this, the data from 2015 to 2019 will be used for linear regression analysis to predict the number of tourists in the next five years. ("Table 2")

Regression equation: $Y=0.33X-662.7$

Y represents the number of tourists, unit: 100 million people, X represents the year.

expressways and railways are built or partially opened to traffic. There are Kangding Airport, Daocheng Yading Airport, Lhasa Gongga Airport and other airports, basically forming a transportation network with highways, railways and aviation as the skeleton. The construction of the Sichuan-Tibet Railway will greatly improve the transportation network in the whole region and provide greater convenience for tourists to get in and out.

The Sichuan-Tibet Railway will connect the hinterland of the southwest tourism region, and there is the largest tourism portal and tourist source area in the southwest — Chengdu; there is the Lijiang tourist area of Shangri La in the south; there is the Aba cultural tourism area in Ganzi in the north; and there is a cultural tourism area in Tibet in the west. At present, the major node cities along the line have large tourism base markets ("Table 1"). Considering the connection of the Sichuan-Tibet Railway, it will form a larger tourist market in the future, with huge social concern, market value, and unlimited development potential.

At present, domestic and foreign tourists in the areas radiated by the Sichuan-Tibet Railway are mainly motivated by enjoying natural scenery, experiencing folk customs, scientific research and outdoor mountaineering tourism. Tourists spend as little as 4-7 days, while in-depth tourists spend 8-20 days, or even longer. Chinese tourists mainly travel by self-driving. After the opening of the Sichuan-Tibet Railway in the future, the tourism transportation along the line will be driven by railways, roads and planes.

R2 is 0.9352, indicating that the model has high fitting degree and accuracy.

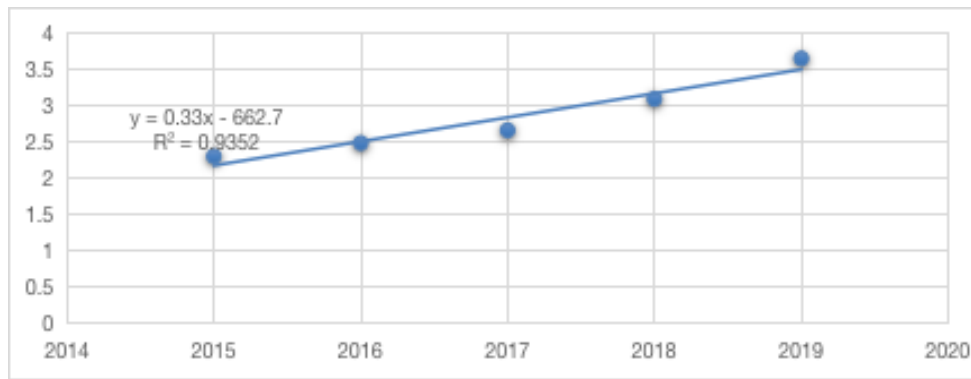


Figure 1 Regression equation analysis diagram.

Table 2. Tourist arrivals in major cities along Sichuan-Tibet Railway in the next five years (100 million people)

Year	2023	2024	2025	2026	2027
Predicted attendance	3.90	4.23	4.56	4.89	5.22

4.3.2 Development of Linear Tourism Destinations

Along the Sichuan-Tibet Railway, there are great areas, rich resource, great potentials, and scattered nodes. According to the "point-axis" model, the development is planned as a whole to form a tourism development model in which the railway lines connect the nodes in series and the nodes drive the whole linear region, presenting a pattern of "one line, six cores, and multiple poles". With the Sichuan-Tibet Railway as the axis, the six important nodes along the railway will be built into boutique scenic spots, namely, Chengdu-centered

core tourism area, Ya'an-centered core tourism area, Kangding-centered core tourism area, Litang-centered core tourism area, Linzhi-centered core tourism area, Lhasa-centered core tourism area, and radiate to the periphery to build a world-class linear tourism destination spatial structure of "1+6+multipolar points" that combines natural geographical units with historical and cultural units, as shown in "Figure 2". As port cities, Chengdu and Lhasa are major service centers; Ya'an and Linzhi are important tourism nodes; the stop stations in Kangding, Batang, Litang and Changdu are secondary tourism nodes, driving and radiating the whole linear area.

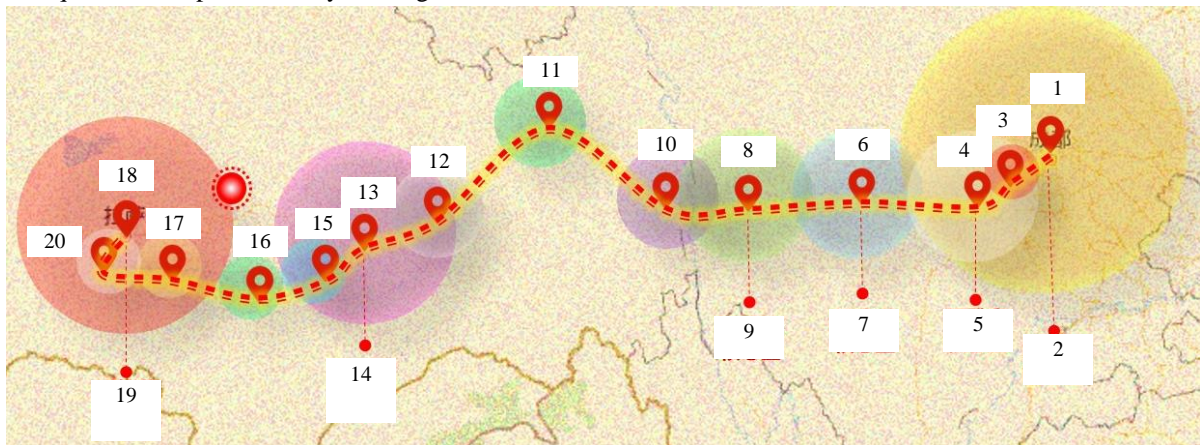


Figure 2 Spatial Pattern of Sichuan-Tibet Railway. (Source: compiled and drawn according to relevant data.)

- a 1. Chengdu; 2. Chengdu-centered core tourism area; 3. Pujiang; 4. Ya'an; 5. Ya'an-centered core tourism area; 6. Kangding; 7. Kangding-centered core tourism area; 8. Litang; 9. Litang-centered core tourism area; 10. Batang; 11. Changdu; 12. Bomi; 13. Linzhi; 14. Linzhi-centered core tourism area; 15. Milin; 16. Langxian; 17. Shannan; 18. Lhasa; 19. Lhasa-centered core tourism area; 20. Gongga.

The tourism development of each region along the Sichuan-Tibet Railway should highlight its own

cultural characteristics, protect its "authenticity" and "integrity", make use of different cultures to

create tourism products with characteristics and market appeal, and create cultural tourism products such as folk villages, featured homestays, cultural performances, religious pilgrimages, national festivals, home visits, etc. At the same time, when there are conditions, it is suggested to develop natural exploration, canyon sightseeing and tourism products such as watching stars, appreciating red leaves, turning mountains and hot springs. The whole linear area is promoted to the market with the tourism image of "the most beautiful way", which makes the areas along the Sichuan-Tibet Railway be unique charm tourist destinations.

5. CONCLUSION

The construction of Sichuan Tibet high-speed railway has been related to the dream of generations. The whole line is not only to solve the problem of transportation, but also a national strategy related to national integration, economic development and national defense. The development of tourism along the line can not be underestimated. Its promotion role is not only linear, but also an overall improvement. "Taking the line to lead the point and the point to drive face", the railway drives the high-speed development of node cities, forming a growth pole. In addition, it also radiates to the region, eventually forming a linear tourism destination, and also opening up a new mode of regional tourism integration and development of tourism destinations.

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