# Research of golden week's tourism flow based on tourism system model visual

## Yan Zhang[*]

*Shangluo University, Shaanxi, 726000, China*

*Received 1 October 2014, www.cmnt.lv*

## Abstract

Travel system is a set of various travel issues; some negative effect of tourism factors in the overall tourism system will affect the tourists' decision. Since the "golden week" holiday, the growing numbers of residents traveller, form a tourist flow for a period of time, while promote domestic economic growth, accompanied by some negative effects, such as poor quality of "golden week" travel, poor tourist satisfaction, cause certain environmental pollution and so on, all aspects of the social concern is caused. This article make Huangshan scenic spot and the ancient villages in southern Anhui province as an example, based on tourism system vision, on the basis of the tourism golden week to explore, set up and analyze the "golden week" tourism flow system model. Classified tourism flow mobility factors by using the model, analyzing influence factor of golden week tourism, according to affect the positive and negative effects of tourism flows, come up with some suggestions and improvement measures, in order to improve the management and planning of tourism, meet the needs of the national holiday.

*Keywords:* travel system, golden week, tourist flow, Huangshan, villages in southern Anhui province

## 1 Introduction

Tourist flows are an important part of tourism geography research and left tourist's space behavior in time and space research to a level, become the focus of tourism management and development planning. Tourism development is vulnerable to outside influence, certain festivals, golden week, and all kinds of incidents are likely to cause fluctuations of tourism development, form a special tourism development period [1,2]. Since implementation of the golden week holiday system, it is to stimulate domestic demand, promoting consumption and major economic development initiatives, as well as to provide short periods of holidays [3]. From the practical standpoint, the golden week not only meets the needs of citizens tend to holiday getaway, to some extent, it fuelled the economy development of the consumer market.

Residents prefer to travel in the week holiday, for relieve work pressure, proper rest, family reunion, close to nature, a form of relaxing form of recreation. However, in reality, only to suffer road traffic congestion, tourist overload, unbalance of supply and demand, resulting in reduced quality of tourism services and other awkward situation. Exposed the imperfection of our holiday system design, especially Golden Week Holiday travel supply and demand contradiction is particularly acute. This paper will proposed recommendation based on tourism system models for study basis, analyses the impact of tourists, tourist routes and destinations tourism mobility factors, on how to improve our country's Golden Week travel, complete citizens leave systems, promote civic holiday recommenddations for the quality level.

## 2 Tourist flow influence factors analysis

### 2.1 LEIBOER TOURISM MODEL

Tourism flow refers to the subject of passenger flow, material flow, information flow, energy flow and cultural flow, etc, is by the tourists' need thrust, destination attraction and related external driving force, under the joint action of between tourists and destination, or multiple destinations of agglomeration and diffusion between flow collection [4,5]. In order to better demonstrate the characteristics of tourist flow and the influence of different factors on the tourist flow. This paper uses LeiBoEr tourism system models (see Figure 1), combine the travel demand, supply and affecting factors these related factors, research golden week tourism flow between the relationship of the destination, destination of tourists and tourism channel [6].

LeiBoEr tourist flow model system includes three parts: tourism, destination of tourists and channels between tourists and tourism destinations. In the tourist destination of tourists to travel from the process of forming the travel channel, namely, tourist flow, including the flow of tourists and the flow of tourism industry. The formation of tourist flow depends not only on the thrust of the tourists and the tensile strength of the tourist destination, the tourist flow's path and direction is influenced by political, economic,

---

[*]*Corresponding author's* e-mail: zylsjsa@163.com

cultural, personal hobby, tourist facilities and so on. So the tourist flow should not only study the tourist flow within

the system of thrust and tension mechanism, and to study the effect of external factors on the tourism flow.
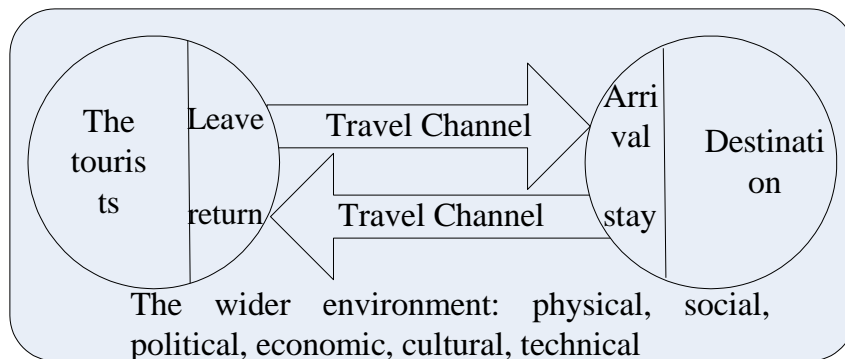


FIGURE 1 LeiBoEr tourism system models

## 2.2 TOURIST FLOW PATH AND ITS INFLUENCING FACTORS

According to Lei Boer tourist flow model, tourist flow path is a channel of tourist to destinations, from a different point of view, we can divided the tourist flow path into different types. From the economic needs, tourist flow is a research of supply and demand between tourist and tourist destination, calling it a "N-S", is an expression of needs are met by tourist destinations. Starting from the geospatial mobile is the study of space moves and layout of tourists and tourism industry, known as the "O-D".

From tourism demand factors, affecting people's Golden Week travel for many reasons and factors, including income, leisure time, and action and so on. Personal disposable income increased, tourism demand will increase. Travel spending is a time consuming, is the discretionary spending of tourists. Analyses pull factors of tourism demand, tourism flow influenced by product supply, pricing strategies, cultural similarities and differrences between the source and destination and other factors "7" (see Figure 2)
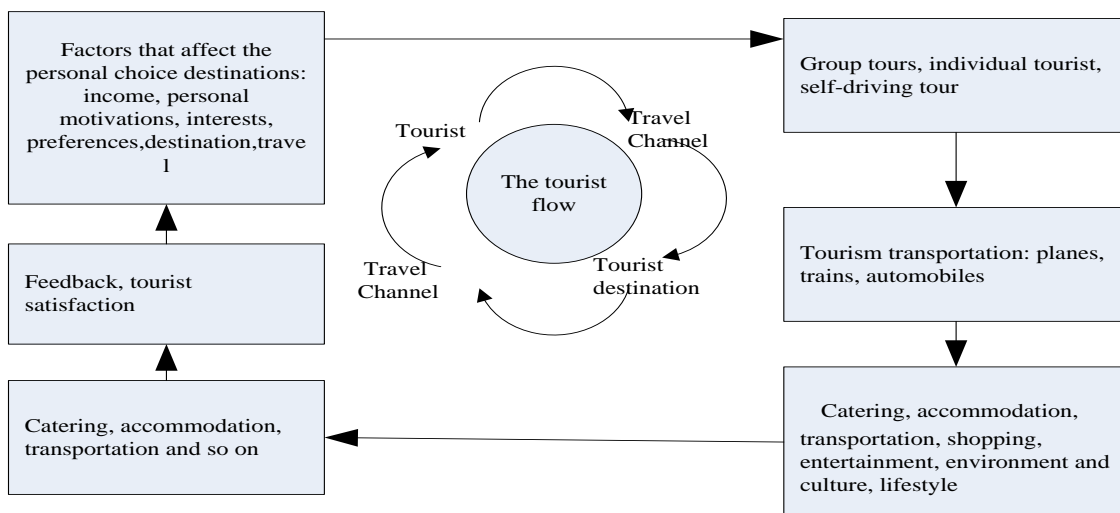


FIGURE2 Tourist flow path and its influencing factors

According to the research emphasis of this article, we analyzed the influence between tourism of tourists and tourist destination tourist flow and its influencing factors of tourist flow according to the economics point of view, that there is a travel demand supply (driver factor) and destina-

tion (pull factor), and the external factors influencing the tourist flow, such as government policy, social, economic and environmental status of destination is divided into four categories (see Table 1).

1090

TABLE 1 Tourist influencing factors

| First level categories | Second level categories | Influencing factors |
|---|---|---|
| Travel demand | Travel motivations | Willingness to travel |
| | Ability to pay | Disposable income, travel prices |
| | Leisure time | Length of holiday |
| Travel supply | Tourism resources | Types of cultural resources, natural resources |
| | Tourist facilities | Supply of food, lodging, travel shopping entertainment |
| | Tourist services | Ticket prices and traffic indicators, tourists streaming, information |
| | Tourism infrastructure | Infrastructure and public restrooms, visitor centers, hospitals |
| Policy and management | Policy support | Paid vacation, a small car-free tolls |
| | Government Regulation | Emergency plans, legislation, and other |
| | Scenic regulation | Swim smooth trails, parking and other |
| | Travel safety | Destination of the security situation |
| Destinations affection | economy | Focus consumer, price index |
| | Social cultural | Subject-object, custom merchandise |
| | environment | Eco-system |

## 3 Golden week's effect on huangshan and ancient villages in Southern Anhui

### 3.1 TOURIST FLOW EVALUATION ON HUANGSHAN SCENIC AREA AND THE ANCIENT VILLAGE DURING GOLDEN WEEK

Huangshan scenic spots and ancient villages in southern Anhui are the world heritage site. Huangshan tourism system is top level tourism system in Huangshan city, systems of South Anhui ancient villages in Yixian County, is one of the five secondary tourist destination system of Huangshan [8]. The golden week period and different tourist tourists

travel around the same time, prone to traffic concentration. According to tourist flows analysis from source to destination in the tourism model of flow paths and influence factors of tourist flow, this paper validated golden week affect tourists' satisfaction with the Huangshan scenic spots and ancient villages in southern Anhui (see Table 2). "+"expressed positive feedback, has no negative effect on the quality and experience, the government and the scenic no action, "-"indicates problems occurring in the tourism system, affect the satisfaction of tourists, have had some negative feedback, need ancient villages in southern Anhui and Huangshan scenic spots and local governments should take appropriate measures for improvement.

TABLE 2 Tourist flow evaluation table on Huangshan scenic area and the ancient village during golden week

| First-class classification | Number | Second-class classification | Positive effects | Negative effects | Measures |
|---|---|---|---|---|---|
| Demand | 1 | Willingness to travel | + | | |
| | 2 | Disposable income | + | | |
| | 3 | Demand-oriented | | - | Reasonable travel guide, control tourist flow |
| Supply | 4 | Humanities, natural resources | + | | |
| | 5 | Food, lodging, travel shopping entertainment | | - | Supply, increase the supply of temporary |
| | 6 | Tickets, of signs, tips, banners, etc | | - | Appropriate increase in the ticket office, set the prompt |
| | 7 | Infrastructure such as hospitals, public toilets | | - | Reasonable construction of temporary toilets and so on |
| Management | 8 | Small cars from tolls | + | | |
| | 9 | Tourist trails, parking | | - | Increasing the unimpeded protection counseling staff |
| | 10 | Crisis management | | - | Timely and effective in resolving the crisis |
| Destination influence | 11 | Environmental impact | | - | Strengthening education on environmental protection and appropriate penalties for the violators |
| | 12 | Travel experience | | | Increase the experiential tours, guided eco-tours |
| | 13 | Visitors and residents' consumption | | - | Increase tourism supply, control prices |
| | 14 | Folk show | | - | Strengthen management, proper guidance |

### 3.2 ANALYSIS OF HUANGSHAN SCENIC SPOTS AND ANCIENT VILLAGES IN "GOLDEN WEEK" TRAVEL INFLUENCING FACTORS

Huangshan scenic area and ancient villages has geographical environment, rich in tourism resources. Among them, the Huangshan scenic area known as "the most fantastic mountain", with "pines, rocks, clouds, spring," four famous and ancient villages are outstanding representatives of China's Yangtze River residential villages in mountainous areas. Huangshan scenic spots on the surrounding area with strong radiative forcing [9], passénger flow in ancient villages in southern Anhui Huangshan obviously influence by the Huangshan passenger flow [10], due to the time and location of traffic restrictions, tourists are scheduled on the same day two scenic tours, tourists usually visit the resource levels and high visibility of Huangshan scenic area, followed by return, or continue down the Hill to visit ancient villages in southern Anhui.

Lei Boer tourism system models, travel demand is elastic, tourists can choose different tourist attractions according to their own needs,and tourism supply, especially the destination facility supply is rigid, maximum limits the pull of tourist destinations. Golden Week maximum release of tourists 'travel needs, increased tourism spending. But at the same time demand, appeared in Huangshan scenic area and the imbalances between supply and demand of the ancient villages, scenic overload, many negative consequences caused in Huangshan scenic spots and ancient villages. This paper analyses according to the main factor in Huangshan scenic spots and ancient villages, provide pertinent suggestions for scenic system improvement.

### 3.3 DEMAND FACTOR

Needs of tourists according to their capacity to pay, a form of willing and able to meet their own needs. Tourism demand has a point, driving tourists from source to destination and even tourism industry direction of the flow, accumulation. According to the research; we can find different tourist groups with social characteristics are different in selection of tourist attractions [11].

There are many factors that affect travel demand, including income, leisure time, and tourism and so on. When assessing item1-3 in evaluation table can find people's disposable income increases, travel demand is also growing; golden week was able to meet tourists on long-distance and trans-regional travel needs. Meanwhile, Huangshan scenic spots and ancient village with its famous attraction is so strong that tourism in the tourism system exerts a very strong cluster effect.

### 3.4 SUPPLY FACTORS

Implementation of the golden week, make the Huangshan tourist passenger demand and traffic congestion caused by the phenomenon, ancient village voice-belching, losing its origin color, does not know the atmosphere of the ancient village. Sparked conflicts between a tourist and scenic spots management, without tourists' safe and scenic spots of Huangshan scenic spots and ancient villages causing a negative impact.

From Table 2, item 4-7, one of the main factors that cause travellers dissatisfaction is area congestion, infrastructure is not complete. This scenic reception have been unable to meet the demand of tourist, demand and supply become imbalance. So although the Huangshan scenic area and the ancient village has the advantage of human, natural and landscape features, but due to inadequate supply, mismanagement, incomplete infrastructure during golden week, greatly reduced the tourists 'satisfaction.

### 3.4 MANAGEMENT FACTORS

In 2012, issued by the State Council on approving and departments such as the Ministry of transport on major holidays to exempt small passenger car tolls of notification of programmes should be implemented, greatly contributed to the drive travel and long distance tour. Meanwhile, caused heavy traffic, improper management and emergency measures of the problem in scenic. Travel safety is found to be the most fundamental requirements of tourist, destinations that security in tourist activities, prevent from physical and mental burden of injury or property damage, thereby increasing tourist satisfaction [12]. Huangshan scenic area to resolve risk management measures improper reduces the satisfaction of tourism.

### 3.5 DESTINATIONS AFFECTED

Passengers to destinations in their own needs can be met, have a pleasant and enjoyable travel. However, during the Golden Week travel, concentration of tourist information, as well as the demand of tourists, visitors make the Huangshan scenic area and the ancient village clashed with the management side, exposed the disadvantages of the reception capacity. Meanwhile, area admin area regardless of area of affordability, on the number of visitors without restrictions, results in crowded, ecological and environmental damage. Increased commercialization of ancient village tourism, loss of traditional culture of truth and simplicity, influences the attractiveness of destinations.

### 4 Suggestion

The "Golden Week" holidays in the form of travel, study it in the tourism system, are actually tourists demand and the impact of moving in space and time. "Golden Week" holidays of this centralized system, bringing" travel fashion" can easily lead to popular scenic spots heavily overloaded, causing similar problems of Huangshan scenic spots and ancient village tourist area. This paper asked on the study on ancient village tourism in Huangshan scenic area and analysis of influencing factors concerning the improvement of Golden week's tourism made the following recommendations:

1) Improve the holiday system and meet the diversifycation of tourism demand.

Operation Research and Decision Making

The rapid development of economy and technology, increasing residents' disposable income and time, enterprises can promote staggered holiday, tourism can be divided into time to travel, diversion of tourist flows play a role, alleviate the pressure of the golden week travel overcrowded, avoid crowded traffic, accommodation and tourism vacation problem such as poor quality.

2) Establish the perfect travel system and to divert divert visitors.

Travel system work, established vacation holiday travel forecast system based on prediction of golden week holiday tourism flows to help guide the management of scenic spots and providing visitors with useful travel information for their reference. Timely dissemination of early warning information to guide visitors through the broadcast or network, do an emergency plan to help tourist choice tourist attractions.

3) Limited tourist capacity, improving the quality of tourism.

Travel size must be in strict accordance with the scenic spot management system, develop scenic maximum carrying capacity of government violations of the scenic spots to take coercive measures, economic punishment as stipulated. Guaranteed quality of service, improve visitor satisfaction. Meanwhile, strengthening environmental education, increasing the visitor experience programs to prevent commercialization of scenic.

## 5 Conclusions

Passenger traffic is an important symbol of tourism development; passenger volume size can reflect the appeal to tourists. Implementation of the golden week, increasing passengers' chance to travel, has also led to generally lower quality of passenger travel experience. Implementation of the tourism law, area volume control to a certain extent, but the effect is not obvious. Hot scenic spot overload, poor tourism service quality, environment and resources has been disrupted, traffic and security issues highlighted, some people worried about congestion, safety and other factors delayed time to travel, that golden week can also delay a part of people's travel needs. This paper based on tourism system model, taking Huangshan scenic spots and ancient villages as case study, analysis of various factors of Golden Week affecting tourism flows and make recommendations, hope to implement new management measures, to solve problems arising during the golden week.

## References

[1] Xie X M, Sun G N, Han C X 2010 Analysis of influence of tourism on the tourism industry in Xinjiang *Arid land geography* 33(3) 487-92 (*in Chinese*)

[2] Liu Z H, Zhang J 2010 Special study on structural response time distribution of tourism geography of tourism flow-In Beijing, Huangshan, Xian TDD Golden Week tourists as an example *Human geography* (1) 129-33 (*in Chinese*)

[3] Yu W B 2011 Constructing experimental teaching system of tourism management major *Overview of tourism (industry)* (1) 61-2 (*in Chinese*)

[4] Zhang Y Y, Gu J, Ma Y F 2013 Progress, evaluation and prospect of research on tourist flow *Journal of tourism* 28(6) 38-45 (*in Chinese*)

[5] Pang W, etc 2011 Tourist flow architecture evolution based on fractal theory *Journal of Shanxi University of technology (natural science Edition)* 27(2) 89-94 (*in Chinese*)

[6] He X H, Bai K 2011 Xian special study on fractal structure of tourist flow size-with "October 1st" golden week for example *Arid land geography* 34(5) 858-65 (*in Chinese*)

[7] Wang Z F, Zhang L 2010 Summary of the research on residents' perception of tourism impacts *Economic geography* 30(9) 1563-8 (*in Chinese*)

[8] Zhang S Z, Meng C 2011 Huangshan tourism economic development pattern transformation and upgrading *Journal of West Anhui University* 27(1) 78-83 (*in Chinese*)

[9] Zhu F 2010 Study on spatial structure of tourist area in southern Anhui based on aggregate fractal *Yunnan geography study* 22(1) 94-9 (*in Chinese*)

[10] Yu X Y, Sha R, etc 2013 Neighboring scenic seasonal comparison of passenger flow and its dynamical correlation *Geographical research* 32(1) 191-200 (*in Chinese*)

[11] Peng C, Lin B, etc 2014 Analysis of different groups of tourists to Hainan provincial tourism scenic area selects type *Jiaying University* 32(6) 50-1 (*in Chinese*)

[12] Zou Y G, Zheng X M 2012 Research of Tourists security formation mechanism and influence factors of promotion strategy *Human geography* 27(3) 103-8 (*in Chinese*)

## Author

**Yan Zhang, 1982, Shaanxi Province of China.**

**Current position, grades:** lecturer.
**University studies:** Master's degree of human geography, Shaanxi Normal University in 2010.
**Scientific interest:** regional development and urban and rural planning.

Operation Research and Decision Making