Research on the Tourist Exploitation of Tourist Destination
(A case study of Golden Lake in Taining County)

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Abstract: This paper mainly discusses the tourist exploitation in tour destination and takes a new tourist city,Taining county, Fujian province, as a case study. At first, the author puts the adaptability evaluation of the local physiological climate into practice due to its great influence to the visitors. Then the tourist resources appraising has been made with the guidance of hierarchicam analytical method. Finally, this paper accounts for the status of tourist industry in the local economy and puts forward some recommendations and suggestions according to the disadvantage in existence.

Keywords: Tour destination; Resource evaluation; Tourist exploitation; Golden Lake

Introduction

Tourist destination refers to scenic spots with rich natural resources, environmental capability, tourist development foundation and potential market capability. Even these kinds of tour destinations normally exit with innateness advantages of tour resource, due to factors such as large scope of resource development, market segmentation, and stable generating market, the resource advantage are very difficult to transfer into market advantage if tour destinations are not thoroughly analysed and researched with resource evaluation and market segmentation. This is also the main reason of big regional difference in China even with rich resource. The purpose of this study is to take Golden Lake scenic spot, Taining, Fujian, as a case study, analyses and discusses the relevant questions with its development.

Overview of the Scenic Spot

Golden Lake, a short name of New Lake of Jinxi, is located at the south part of Wuyi Mountain in Taining County. Jinxi is a branch of Futun brook of upper reaches of Minjiang River, and it is famous for its golden sand in the river bed. In 1980, Chitang Hydroelectric Station, with capability of 100000 kilowatt, was set up. A biggest lake with more than 60 kilometres in length, covering an area of 36 square metres in Fujian province was taken shape when Jinxi brook

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was interrupted by the dam with 78 metres high and 253 metres length. Golden Lake becomes an up-and-coming talent in Bazhu tourism and famous for its deep and serene, red rock formation landscape. The lake is reputed as *No. 1 Lake and Moutain in the world* by famous scholar Mr. Chai Shangsi. Golden Lake was classified as provincial-level scenic spot in 1987 and national-level scenic spot in 1994. The scenic spot is divided into eight spots with its rich resources. Covering an area of 136 square metres, the most valuable spots are Golden Lake, Shangxi Brook, Shangshudi, the Cat Mountain National Forest Park. Total number of international and domestic tourists is 840 thousand people in 2000, with an increase of 20.2% over the previous year. Total tourism receipts are 15070000RMByuan in 2000, a rise of 37% comparing with 1999. It accounts of 30% of GDP. Tourism in Taining has become the backbone of local economic.

Resource Evaluation

Golden Lake holiday resort area is a kind of leisure scenic spot. The climate is the most effect factor for its development. Therefore, climate is firstly a hypothesis of influence factor, and should be evaluated correctly. Secondly, we must be evaluated on its entirety resource value and exploitation value of Golden Lake, so that its development direction and strategies are determined.

Appropriative Evaluation on Climate

The tourist activities in Golden Lake scenic spot are focus on mountainous and outdoor hydrospace. Thus a suitable climate is very important which can help tourist recover from tired. When tourist chooses a place for holiday, weather is the first factor to be considered. Normally, climate has a direct impact on tourist *philosophy* and *comfortable feeling*. In Golden Lake, drifting would not be suitable in a cold weather, climbing and sightseeing red rock formation in raining season.

$$THI = t - 0.55(1 - f)(t - 14.4)$$

$$K = -(10\sqrt{V} + 10.45 - V)(33 - t) + 8.55s$$

According to W.H. Terjung (1996), the evaluation of American continental physiology climate, he designed two evaluation indexes, the comfortable index and the wind effect index, which reflect the suitable climate in tourist destinations. The comfortable index is showed by the difference combination of temperature and humidity, and the wind direction which has the impact on human body, is showed by the combination of temperature and wind speed.

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However, due to the meaning of statistic and materials are easy to get in China, THI (Temperature humility index) are adapted in China. Therefore, THI and K (Wind effect index) are the evaluation index used in this paper to indicate the climate physiology in Golden Lake scenic spot. The formulas are as follows:

Note : t is temperature, f means relative humidity, v is wind velocity and s means duration of sunshine.

The formula of THI comes from effective temperature formula of Russian scholar. Its physics meaning is the temperature corrected by humility. The formula of K follows the theory of wind chil power or WCI (Wind-chill index), mean: . WCI means the impact for naked human body with wind speed and temperature in cold condition. Its physics meaning is, when the temperature of skin is 33!, its heat volume per unit area. Thus, K index is not only considered the skin heat but also increasing heat after sun radiation, and reflects the heat exchanging between surface and environment.

THI and K which were draw up by most people 2s feeling. THI is divided into blazing hot, hot, warm, comfortable, cool and cold. K means in the scope of -200 to -300 kilocalorie (metre. hour), comfortable; > -200 kilocalorie (metre. hour), warm and hot but comfortable, < -300 kilocalorie (metre. hour), cool, then slightly cold, and then very cold till skin is hurt (see table 1).

Table 1 Temperature Humility Index and Wind Effect Index

Temperature humility index***		Wind Effect Index $J/(m^2 \cdot h)$			
Level	Feeling	Level	Feeling	Level	Feeling
28.0	blazing hot	-1400	cold and skin hurt	-200-300	comfortable wind
27.0–28.0	hot	-1200-1400	extremely cold wind	-50–200	warm wind
25.0–26.9	warm	-1000–1200	very cold wind	+80–50	not distinction
17.0–24.9	comfortable	-80–1000	very cold	+160–+80*	hot wind
15.0–16.9	cool	-600–800	slightly cold wind	+160–+80*	uncomfortable wind
–15.0	cold	–300–600	Cool wind	+160*	uncomfortable wind

Note: *temperature is between 30°–32.7°, ***temperature is over 32.8° temperature is over 35.4°

Four indexes (temperature, wind speed, humility and sunshine average value per month) from Taining Weather Station in 30 years are the basic calculation. The appropriative evaluation on Golden Lake scenic spot is concluded as follows:

1. THI per month is: Jan~Mar, cold; April~May, cool; June~ Sept, comfortable; Oct, cool; Nov~Dec, slightly cool;

2. K per month is: Jan~Mar, cool wind; April~May, comfortable wind; June~Aug, warm wind; Oct, comfortable wind; Nov~Dec, cool wind;

As a result, Tourism activities are developed all year round, especially in May to September. Golden Lake will be developed as a summer holiday scenic spot in Fujian with its superiority climate.

Synthesis Evaluation on Tour Resources

A lot of scholars adapt qualitative analysis method to evaluate tourist destinations. The key point is choosing the evaluation element, especially the definition of element weight. Golden Lake scenic spot has been developed, thus this study will not focus on analysis method and process, but just continue to use the old method of structure through seeking counsel of experts, then define the element weight and conclude from its synthesis score.

According to the analytical hierarchy process, firstly, resource evaluation element system must be set up, which is divided into standard level, control level, and strategy level under the general target, and elements in different structures constitute a multi-target policy decision; secondly, the relative matrix, which reflects the relationship of its influence factors should be set up in general target and subsidiary target reparatory. Normally, a_{ij} comes from the two- two comparative of its important degree between elements i and j in one target. With the relative matrix A, which reflect the continuity of whether satisfaction in a certainly level is checked in its information. Elements are put in order under all targets in the principle of satisfaction continuity, and then all subsidiaries are collected. Finally, the important weight of all elements in different levels is arranged.

The evaluation index system of tourist destinations make by Chu Yifang and Bao Jigang[2] is used in the paper; the evaluation model tree is showed in Figure 1.
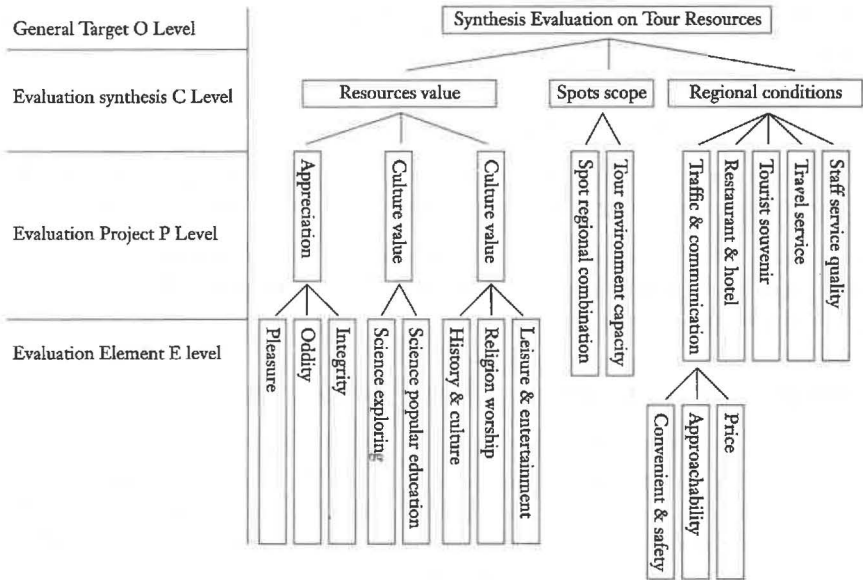
Figure 1: Model Tree of Synthesis Evaluation on Tour Resources

This paper surveys 15 experts who familiarizes with Fujian tourism. Forms in the survey are designed to significance of elements between all levels at the category of important, slightly important, important, very important and extremely important. The answers from these experts are checked by computer. Consequently, in the second level – evaluation synthesis c level, the percentage of resource evaluation is the most, which means that Golden Lake has rich tourism resource; In the 10 factors of third level evaluation project P level, the biggest percentage is ornamental characteristic, which means the attraction of tourism in Golden Lake is quite high, then regional factor is second, the third is changeable regional condition. The fourth evaluation element E level is the same as the third level.

According to weight order, the score of 100 is the basic mark. The qualitative evaluation parameter is showed in Table 2 with comparing with evaluation of Wuyi Mountain.

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Table 2 : Qualitative Evaluation Parameter and Result for Tourism Resource of Golden Lake

Synthesis Evaluation Level	Score	Evaluation Project Level	Score	Evaluation Project Level	Score	Wuyi Mountain	Golden Lake
		Appreciation	42	Pleasure	23	21	20
				Oddity	12	10	10
				Integrity	7	6	5
Resource Value	67	Science value	14	Science exploring	9	8	5
				Science popular education	5	4	2
		Culture value	11	History & culture	2	1.5	0
				Religion worship	2	1	0
				Leisure & entertainment	7	6	6
Spots scope	17	Spot regional combination	10			9	8
		Tour environment capacity	7			7	7
Regional conditions	16	Traffic & communication	9	Convenient & safety	2	2	1
				Approach-ability	5	4	3
				price	2	1	1
		Restaurant & hote	4			4	3
		Tourist souvenir	1			1	0
		Travel service	1			1	0.5
		Staff service quality	1			0.5	0.5
Total	100		100		76	87	72

As Table 2 shows, the evaluation mark of Golden Lake is 72. There is a big difference comparing with Wuyi Mountain, which means that the foundation and strengthen of Golden Lake tourism is still weak. However, it is still belong to better scenic spot with its resources.

Main Problems in development

There are many factors influences on tourism according to element chosen and weght order. The author has been investigated on the spot. The factors which limited the development of Golden Lake scenic spot are:

- The feature is similar to nearby Wuyi Mountain scenic spot, which has a bad impact on the image of Golden Lake. At present, drift project developed in Golden Lake is the same at Qiuqu Brook in Wuyi Mountain. Further more, the types of spots are bore when sightseeing along the lake. These will be difficult to attract tourist repeat purchasing and have negative effect on stable market.

- Poor transportation facilities

Golden Lake locates at a remote area in Taining County. The transportation net with capital city Fuzhou and nearby cities is very poor. For example, it takes almost one day from Fuzhou to Wu city via Tainning by train. The facility of middle-size bus is poor also. Equipments and management measurement can not accept large number of tourists. Secondly, the main market of Golden Lake is in Jiansu province and Zhejiang province, especially in Shanghai. The transfer station is at Shaowu. However, not matter at Taining or Shaowu, the difficult problem of scattering tourists will not be avoid as long tourists increase. Furthermore, the market competitive advantage will be obtained if focus on developing provincial tourists.

- There are big different between peak season and off-peak season, which is unfavourable for industry development. The development of Golden Lake is a new increasing point at local economic. However, the comment failing is the tourist volume is different between peak season and off-peak season, which make the tour income becomes unstable. According to statistics, the reception of tourist volume in peak season accounts for 80% of the total volume yearly. In a hand, the service facilities in Taining are not full and it is waste. In the other hand, the reception ability is so poor and lack of staff in peak season. These have a very bad influence on tour service. Tourists complained a lot. When the author arrived Taining in Golden week - May Day, most hotels in the city are full. New tour groups could not be accepted in these seven days holidays. Therefore, this is a serious problem has to be paid attention to when development.

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Position Analysis of Tourism Industry

Tourism has become a newly industry with strengthen in Taining. However, The development position of Taining tourism in national or province is still need to be considered and planed carefully.

Analysis of Provincial Position of Golden Lake scenic spot

The subject of Golden Lake scenic spot is mountains-and-waters landscape. Many kinds of itineraries can be designed because of the large surface area and spots. These are beneficial for development and promotion. In addition, tourist volume is not from local, its development is relied on outside, thus tourism should be focus on sightseeing product with entertainment. In the future, the generating market is provincial cities. A limited number of trains can not used to communicate the market, as there are differences in foundation facilities and management level berween tainning and some top tour cities. Therefore, besides the market of Jiansu, Zhenjiang and Shanghai need to be consolidated, the other market in province need to develop as well. Because Taining is a remote area, the key point of promotion is in provincial market. Tainning tourism can be explored in outside which based on the stable provincial market if the market of Fujian can be attracted. Therefore, the development thinking is base itself upon provincial market; try to build up the image of Big Golden Lake through promotion plan. Domestic tourism can be developed base on the brand name obtained. The final development target is to be top tour city in China which fulfils the development strategy of Developing Tourism, Building Brand, Founding pillar and Increasing Amount.

The Relationship with
Wuyi Mountain Scenery sites

Near Neighbour Relationship

The negative near neighbour relationship will be happen if the methods of promotion is unsuitable because there are only 146 kilometres from Wuyi Mountain scenic spot to Golden Lake scenic spot. Provincial tourists choose holiday in Golden Lake just because they are interested in new destination. They do not consider about the neighbour relationship. However, outside-provincial tourists will like to choose a high reputation scenic spot when they

travel to Fujian. Wuyi Mountain enjoys a good reputation and good image, which will limit the image and distinguish of Golden Lake. Thus, Golden Lake scenic spot had to choose a special development plan and strategies to avoid the negative effect from Wuyi Mountain and build up its own tour image and brand. As mention above, Development of Golden Lake should be based on provincial market, improved its reputation through training provincial market. This is a development stage which not allows over passing. If entering international and domestic market at present, tourism in Golden Lake should be impacted by nearby Wuyi Mountain scenic spot, and limited tourism sustainability in Taining.

Recommendations and Suggestions

This research has provided a relatively comprehensive analysis on Golden Lake scenic spot, some recommendations and suggestions are detailed below for local government and tourism administration Bureau.

Definition industry position, improvement reputation

Golden Lake locates near Yuyi Mountain scenic spot, the suitable market competition strategy is focus on provincial market, build up the tour image and draw out a suitable promotion plan. The industry position is to set up a new tour city with domestic and provincial meaning. The development and designing of tour image and key product are focus on this goal. The brand effect maybe help to enter domestic market rapidly because of factors such as resource position as long as provincial entertainment position has been established. Finally, the pattern of two centres— Wuyi Mountain and Golden Lake is formed. The prosperous of Golden Lake will help to renew and re-unite tourism area in Fujian province. It also help to improve the tour image in Fujian.

Improving the foundation equipment and transportation facilities

The advantages of Golden Lake are big capacity, numbers spots, and large scope, which help to extent the stop days of tourists and increase incoming. However, because of the transfer, the poor transportation will have negative influence on tourists mood. This is not suitable to help to build up tour image. Local government should take measure to invest and improve Shaowu station, tour guides and drives, couches, road, especially the main roads which tour groups use.

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Development Special tour and building new tour city image

There are more than two two-star hotel, more than ten guest houses, and hostels in Taining. The total number of beds is more than 3,000. More than 30 entertainment shops stand. These are rich facilities for a city with a population of 120 thousand. Another feature in Taining tourism is peasant hostel is popular besides mountains-and-waters landscape. The total number of peasant hostels and beds is about 30 and 560 separately. Price is cheap, good facilities and standard operation are the features. But lake of the experience and it is used as accommodation only. For a new tour city like Taining, the program of Happy Peasant Family can be promoted in off-peak season, which will help to increase income in that season. The theme of happy Peasant Family can be focus on Eat Peasant food, Live in Peasant House, work as Peasant and Enjoy Peasant Life. Tourists can be arranged to experience the relax peasant life style. This is a new model which is so different from sightseeing. For example, ulf peasant tourist developed in outskirt of Shanghai, and eature Peasant Tour is promoted in Songjian. Taining can copy this model to develop its own happy peasant programs because the weather in Taining is suitable. In addition, rich forest, lawn, water area, tea spot and fruit spot are the foundation for design and develop the special programs. The development of these special program help to build and improve the tour image of Taining. ▪

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