

Research on the Development Mode of Beihai All-for-One Tourism Products Based on RMP Analysis*

Zhengrong Nie^{1,**}

¹ School of Economics and Management, Guilin University of Electronic Technology, Guilin, Guangxi, China

^{**} Corresponding author. Email: bhxqzk@guet.edu.cn

ABSTRACT

Beihai is a small coastal town with extremely rich tourism resources. In recent years, the local government there has taken various measures to promote the development of Beihai all-for-one tourism. This paper adopts the RMP (resource, market, product) analysis method to conduct a comprehensive analysis of Beihai tourism resources, tourism market and tourism products, and proposes several modes for the all-for-one development of tourism products in Beihai, namely, two basic modes of health care and sojourn and coastal leisure, as well as two upgraded modes of cultural creativity and eco-museum, in order to maximize the economic benefits of Beihai all-for-one tourism.

Keywords: RMP, All-for-One tourism, Product development mode, Beihai.

1. INTRODUCTION

All-for-one tourism refers to building the entire region as a tourist area with tourism as a competitive industry in a certain area to make tourism a normalized way of life, and promoting the development of the tourism industry from multiple perspectives, so as to realize the all-for-one optimization of tourism landscapes, the all-for-one support of tourism services, the all-for-one coverage of tourism governance, the all-for-one linkage of the tourism industry, and the sharing of tourism achievements by the whole people. After being listed as one of the first batch of establishment units of all-for-one tourism demonstration area by the country in 2016, Beihai finally won the title of "Guangxi All-for-one Tourism Demonstration City" in 2019 after three years of continuous efforts, being the first city divided into districts in Guangxi Zhuang Autonomous Region to be awarded this title. At the same time, Yinhai District and Haicheng District of Beihai also won the title of "Guangxi All-for-one Tourism Demonstration District". The

establishment of the all-for-one tourism demonstration district has added a new tourism attraction mode to the tourism industry and has become one of the important ways for the transformation and upgrading of China's tourism industry in the new era.[1] Therefore, it is of far-reaching significance to study the mode of Beihai all-for-one tourism product development for shaping the Beihai tourism image and building the Beihai cultural tourism brand. The RMP analysis model is a product-centered theoretical framework for tourism planning, which investigates, analyzes and demonstrates the regional tourism development from three aspects of resource, market and product and finally proposes a tourism planning and development mode centering on tourism products, based on local characteristic resources, and oriented by the market demand of tourists according to local conditions.[2] To study the mode of Beihai all-for-one tourism product development, the RMP analysis model can be used to conduct an all-round investigation and analysis of Beihai's tourism resources, tourism source market and tourism product design, so as to explore a set of effective product development modes suitable for the development of Beihai all-for-one tourism.

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2. RMP ANALYSIS OF BEIHAI ALL-FOR-ONE TOURISM

2.1 Analysis of All-for-One Tourism Resource (R)

2.1.1 Current Status of Resources

Beihai is located at the southern end of China, one of the 14 coastal open cities and one of the most beautiful coastal cities in China. It is a prefecture-level city in the Guangxi Zhuang Autonomous Region of China, which is located between 108°50'45"-109°47'28" east longitude and 20°26'-21°55'34" north latitude, which is almost at the same latitude as Dubai, Maldives and Miami, belongs to the subtropical oceanic monsoon climate and is a natural tourist resort. In terms of tourism traffic, Beihai also has an international cruise home port, all-weather airport, high-speed rail, and expressway, which lays the foundation for the development of all-for-one tourism in Beihai in terms of geographical location. The tourism resources of Beihai can be introduced from two aspects: natural tourism resources and humanistic tourism resources.

2.1.1.1 Natural Tourism Resources

Beaches and mangroves are the most eye-dazzling natural sceneries in Beihai. Beihai is surrounded by the sea on three sides, so the most abundant tourist resources there are the beaches. Beihai has a natural bathing beach — Silver Beach, which is known as "the first beach in the world" and has the characteristics of "long flat beach, soft waves, warm and clean water and no sharks", which is an excellent coastal leisure resort and is very popular among tourists in China and foreign countries. Mangroves grow by the sea and enjoy the title of "coast guard" because of their functions of windbreak and dike consolidation and protection of fertile farmland in coastal villages.

2.1.1.2 Humanistic Tourism Resources

Beihai is a famous historical and cultural city with rich and distinctive cultural tourism resources, such as marine culture, historical culture, settlement culture and so on. Among them, the marine culture of Beihai includes marine intangible cultural heritage culture and Dan culture: The former is the most representative of shell carving skills and the folklore "Returning the Pearl to Hepu County", while the latter is the most representative of the

Dan shed, the custom of crying marriage, and the folk song "Salty Water Song". The history and culture of Beihai include the Maritime Silk Road culture and ancient architectural culture: The former is the most representative of the Maritime Silk Road Cultural Heritage Park Hepu Han Tomb Museum, while the latter is the most representative of Beihai Old Street and Gaode Ancient Town. The most typical of Beihai settlement culture is Hakka culture. Beihai Hakka people migrated from Fujian, Guangdong and other places during the Qing Dynasty, retaining distinctive architectural relics and traditional customs such as Hakka earthen round houses, land worship and donation system.

2.1.2 Resource Characteristics

The all-for-one tourism resources of Beihai have two characteristics. One is that the total amount of tourism resources is relatively abundant. Relying on these rich natural and cultural tourism resources, Beihai has identified a total of 33 national A-level scenic spots. As of 2021, Beihai has 1 national 5A-level scenic spot, 16 4A-level scenic spots, and 16 3A-level scenic spots. The other is the distinctive local characteristics. Beihai has natural beach resources, but unlike other coastal cities in China, its sandy beaches are soft, long, gently sloping, and relatively scarce. In addition, in terms of human resources, Beihai integrates marine culture, historical culture and settlement culture with unique cultural resources, different from other coastal cities in China and foreign countries.

2.2 Analysis of All-for-One Tourism Market (M)

2.2.1 Tourism Income Analysis

Beihai is a well-known coastal tourist destination in China and foreign countries and the data indicators such as tourism income over the years are a good proof. The author compiled the tourism data indicators of Beihai for the five years from 2015 to 2019, as shown in "Table 1" (Due to the global outbreak of the COVID-19 epidemic at the end of 2019, the global tourism industry was under attack. The data of 2020 and after can't reflect the real situation of tourist destinations, so they are not listed here).

Table 1. Tourism income indicators of Beihai from 2015 to 2019

Year	Domestic tourists received (10,000 people)	Domestic tourism income (100 million yuan)	The number of inbound tourists received (10,000 people)	Inbound tourism income (10,000 US dollars)
2015	2143.69	219.73	12.09	5018.78
2016	2473.24	284.34	13.55	5571.08
2017	3069.82	364.51	14.54	6077.14
2018	3935.24	499.67	16.06	7202.71
2019	5278.85	694.63	17.68	8149.32

a Note: The data come from the 2020 Guangxi Statistical Yearbook.

"Table 1" shows that from 2015 to 2019, the domestic tourists received, the domestic tourism income, the number of inbound tourists received, and the inbound tourism income all increased significantly. The growth rate of all data was generally steadily rising. For example, in 2016, Beihai received a total of 24.7324 million domestic tourists, a year-on-year increase of 15.4%; its domestic tourism income was 28.434 billion yuan, a year-on-year increase of 29.4%; its number of inbound tourists received was 135,500, a year-on-year increase of 12.1%; its international tourism (foreign exchange) income was US\$55.7108 million, a year-on-year increase of 9.5%. In 2017, Beihai received 30.6982 million domestic tourists in total, a year-on-year increase of 24.1%; its domestic tourism income was 36.451 billion yuan, a year-on-year increase of 28.2%; its number of inbound tourists received was 145,400, a year-on-year increase of 7.3%; its international tourism (foreign exchange) income was US\$60.7714 million, a year-on-year increase of 9.1%; its growth rate of domestic tourists received and consumption increased significantly, while the growth rate of overseas tourists received and consumption decreased slightly. In 2018, Beihai received a total of 39.3524 million domestic tourists, a year-on-year increase of 28.2%, the same as the previous year; its domestic tourism income was 49.967 billion yuan, a year-on-year increase of 37.1%; its number of inbound tourists received was 160,600, a year-on-year increase of 10.5%; its international tourism (foreign exchange) income was US\$72.0271 million, a year-on-year increase of 18.5%; in terms of the growth of overseas consumption, it could be described as a huge increase and the growth rate was double that of the previous year. The tourism indicators in 2019 were different from the past. In 2019, Beihai received a total of 52.7885 million domestic tourists, a year-on-year increase of 34.1%; its domestic tourism income was 69.463 billion yuan, a year-on-year increase of 39.0%; its number of inbound tourists received was 176,800, a year-on-

year increase of 10.1%; its international tourism (foreign exchange) income was US\$81.4932 million, a year-on-year increase of 13.1%; compared with the previous year, the growth rate of overseas tourism reception and consumption decreased slightly, while the growth rate of domestic tourism reception and consumption remained the same as before.

The above data reflect some practical problems: The growth of domestic tourists visiting Beihai and consumption has increased steadily over the years, while the growth of reception and consumption of inbound tourists has fluctuated from time to time, indicating that domestic tourists are relatively stable and are the largest tourist source market in Beihai.

2.2.2 Tourism Source Market Analysis

The tourism income indicators of Beihai over the years show that the city has a huge potential for tourism development and it is more and more popular with tourists in China and foreign countries, which is beneficial to the development of all-for-one tourism products in Beihai. Based on this, the tourist source market in Beihai can be divided, in order to develop different all-for-one tourism products for different tourist source markets. First of all, according to the scope of radiation, the tourist source market of Beihai all-for-one tourism can be divided into primary market, secondary market and tertiary market. Among them, due to the convenience of location and transportation, tourists in the province occupy most of the tourist source market, so it is a primary market. In addition, according to statistics, among the tourists from outside Guangxi, Cantonese occupies the largest proportion, accounting for 29.94% of the number of tourists outside the district, followed by Hunan and Zhejiang. Therefore, domestic tourists from outside the province are the secondary market. Overseas tourists have a wide range of Chinese tourism

destinations to choose from, and their visits and consumptions are also unstable, so they are regarded as the tertiary market. Second, according to different groups and tourism purposes, it can be divided into the elderly health care market, the youth leisure market, and the children's research and study market. According to the survey, among the tourists visiting Beihai, young and middle-aged tourists account for 70%. Therefore, the youth leisure market has become the main force of the Beihai all-for-one tourism source market.

2.3 Analysis of All-for-One Tourism Product (P)

Beihai is extremely rich in tourism resources, which lays a good foundation for it to develop all-for-one tourism products. However, the current situation of tourism institutions in Beihai is not optimistic. By the end of 2020, Beihai has 33 national A-level scenic spots, 82 travel agencies, only 1 five-star rural tourist area, and 27 star-rated hotels, of which there are only 4 five-star hotels. Besides, Beihai tourism infrastructure is still relatively weak. According to public opinion surveys, foreign tourists and local aborigines generally reflect that the urban public transportation system in Beihai is not perfect, and there are problems such as insufficient coverage of bus routes, unpunctual departures, and few trips, which are not conducive to the construction and development of all-for-one tourism in Beihai. The co-construction and sharing of infrastructure and leisure service facilities is the most direct manifestation of the concept of integrated development of tourism industry and city. Tourism infrastructure construction projects must not only serve local residents, but also meet the development needs of all-for-one tourism[3].

On the other hand, the tourism product system currently developed in Beihai mainly includes two categories — coastal leisure tourism and health care and sojourn tourism. Beihai has built some quality tourism routes around these two product systems, using online channel marketing to capture tourists in the province and offline national promotion meetings to grab tourists from outside the province. Such product systems and marketing methods have indeed achieved some results, and the number of tourism reception and consumption in Beihai has increased year by year. However, most tourists visit Beihai for only 1-2 days, and leave within 3 days at most, which is obviously not conducive to the long-term sustainable development of all-for-one tourism

in Beihai. There is still more room for the tourism potential of Beihai to be tapped. In terms of product system, Beihai can moderately develop cultural in-depth tours, prolong the stay of tourists, and allow them to experience local folk culture and special customs in an immersive manner. In terms of marketing methods, it is possible to appropriately create a "night travelling economy" to capture the local market, or use various cultural venues to carry out research and travel education to capture the youth market.

3. DEVELOPMENT MODE OF BEIHAI ALL-FOR-ONE TOURISM PRODUCTS

According to the investigation and analysis of the all-for-one tourism resources of Beihai, combined with the types of its all-for-one tourism resources and the current status of product development, the all-for-one tourism in Beihai can be divided into two modes: basic development and upgraded development. The basic mode refers to the development mode built by the established tourism product system of Beihai all-for-one tourism. Although this mode is relatively mature, it is not conducive to the sustainable development of Beihai all-for-one tourism in the long run. Therefore, it needs to be reviewed, improved, and transformed to make this mode the core mode for driving the steady development of Beihai tourism economy. The upgraded mode refers to the full excavation of Beihai's cultural tourism resources, the integration of Beihai's cultural heritage into the tourism product system, the development of a series of cultural in-depth tourism products, and the fundamental upgrade of Beihai's all-for-one tourism product development. The products under the two development modes can meet different tourism needs and avoid the simplification of tourism products.[4]

3.1 Basic Mode

3.1.1 Health Care and Sojourn Mode

The health care and sojourn mode is a mode that uses health care places or resources as the carrier to attract tourists from other places to travel and live for a long period of time. In Beihai, this mode usually attracts elderly tourists from different places, especially the elderly who come to live through the winter in the cold season in the north. The health care and sojourn mode relies on the pleasant climate of Beihai: The clean air contains

an extremely high content of negative oxygen ions, which is extremely friendly to those with respiratory diseases; in addition, the temperature in winter there is comfortable and warm, which is very attractive to the elderly who have fragile blood vessels and are difficult to resist coldness. Therefore, Beihai has become an excellent resort for health care and sojourn.

3.1.2 Coastal Leisure Mode

The coastal leisure mode is a mode that relies on 3S (sun, sand, sea) natural scenery resources to provide tourists with activities such as sightseeing and entertainment. In Beihai, this mode is familiar to tourists. Beihai has many beach resources, especially the Silver Beach, which is known as "the first beach in the world". The coastal leisure mode is the most basic mode for the development of Beihai all-for-one tourism products. At present, the Silver Beach Scenic Spot is being upgraded and renovated, and the Haijing Avenue is also being expanded and improved. Qiaogang Beach and North Shore Beach should also be included in the coastal leisure tourism product system for quality assessment and improvement, in order to continuously enrich the coastal tourism experience activities on the basis of protecting the marine ecological environment.

3.2 Upgraded Mode

3.2.1 Cultural Creativity Mode

The cultural creativity mode is a mode that uses culture as an element to reconstruct and recreate culture by using different carriers. This mode is widely used in the tourism industry at present, such as cultural creativity products, tourism performances, etc. On the one hand, Beihai has intangible cultural heritage such as folk literature (such as "Returning the Pearl to Hepu County"), traditional Chinese folk art forms (such as residence wooden fish, puppet show), and traditional skills (shell carving, pottery making), which can all be integrated to develop tourism cultural creativity products that meet market demands. On the other hand, Beihai has a thousand-year-old Maritime Silk Road culture, and relevant departments are also actively urging the development of maritime silk cultural tourism products. Beihai Haisi Shougang Scenic Spot is a representative scenic spot of Haisi culture, which is the first coastal panoramic interactive living port in China, and using the form of tourism performances, it restores the prosperous

business scene of Hepu as the departure port of the Maritime Silk Road with lots of ships and merchants coming and going two thousand years ago. Cultural creativity industries have become the main source of driving urban tourism economy and enhancing urban competitiveness.[5]

3.2.2 Eco-museum Mode

The concept of the eco-museum was first proposed in 1971 by the French François Hubert and Georges Henri Riviere. An eco-museum is a kind of "living museum" with no walls in a specific area. It emphasizes the protection, preservation and display of the authenticity, integrity and originality of natural and cultural heritage, as well as the living relationship between people and heritage. In plain words, the aborigines autonomously protect their own culture in situ.[6] The eco-museum mode aims to develop Beihai all-for-one tourism products based on the characteristic settlement cultures such as Beihai Hakka culture and Dan culture. These settlement cultures retain traditional material and intangible cultural heritage, such as food culture, clothing culture, architectural culture such as traditional dwellings and ancestral temples, traditional rituals such as weddings and funerals, festivals and sacrificial culture, etc. Fully excavating the Beihai settlement culture and presenting it in the form of eco-museums can not only preserve the authenticity of traditional culture, but also allow tourists to deeply experience different cultures, satisfying tourists' curiosity and improving tourists' satisfaction, which will play a positive role in the development of all-for-one tourism in Beihai.

4. CONCLUSION

Beihai is a national all-for-one tourism demonstration city, which puts forward higher requirements for the development of tourism resources and the development of tourism industry in Beihai. This research uses RMP theory to investigate and analyze the current situation and resource characteristics of Beihai's all-for-one tourism resources, objectively demonstrate Beihai's all-for-one tourism source market and tourism income indicators, and summarize the current situation of all-for-one tourism product development. Then, from the basic mode and the upgraded mode, it finds specific tourism product development modes that are conducive to the sustainable development of Beihai all-for-one

tourism, so as to maximize the tourism benefits of Beihai as a pillar industry.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Zhengrong Nie.

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