Planning and Exploration of "Tourism + Folklore" Development Model in Yanbian, China from the Perspective of "Global Tourism"

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[Abstract] During the "Thirteenth Five-Year Plan" period, China's tourism industry developed rapidly and has now become a pillar industry of China's national economy. As a new economic growth point, it is called "the rising industry that will never end". With such a good development prospect, Yanbian, China will firmly grasp the opportunity, take the entire Yanbian, China as a whole, create a development model of "tourism + folklore" from the perspective of "global tourism", enrich the content of "tourism consumption" through the core of folklore characteristics, seek new development in tourism in the new era, and establish a regional overall planning, urban-rural integration, transportation network covering the whole area and complete infrastructure and service system. Through the promotion and promotion of tourism, the regional economic value and industrial environment will be enhanced, the overall characteristic image of Yanbian, China will be created, and the diversified development of regional economy will be promoted.

1. Preface
In recent years, the tourism industry has developed rapidly, but at present, from the perspective of tourism consumption patterns and consumption structure, the vast majority of consumers are still tourist tourism, while cultural, leisure and experience tourism are rare. From the perspective of tourism activities, most of them are fancy-style visits, while there are fewer special tours to experience and understand folk culture and regional customs. As far as domestic tourism is concerned, this article proposes to create a development model of "tourism + folklore" in Yanbian Prefecture, so that tourist consumers can experience the beauty of mountains and rivers while experiencing the folklore culture with Korean characteristics during the travel process, and bring people a unique travel experience. While vigorously developing the tourism industry, it can also protect and inherit the excellent national culture of the Koreans in Yanbian Prefecture, so that it can still maintain its fresh vitality and realize the sustainable development of culture in the modernization construction and the prevalence of "fast food culture".

Yanbian, China is the largest settlement of Koreans in China. With its unique geographical location, original natural landscape, and distinctive folk culture, Yanbian, China has become the first choice for tourists to choose folk and border tourism. It should continuously learn and innovate in the development of the new era, and promote the implementation of the "tourism + folklore" development model through "global tourism". Based on the analysis of the tourism situation in Yanbian, China, this
paper proposes the planning and exploration of the "tourism + folklore" development model, with a view to providing references for other related cities in China.

2. Analysis of the Development Status of Tourism in Yanbian, China

2.1. Analysis and evaluation of tourism resources: border, nature, and human resources are abundant, but insufficient development and utilization

The tourism resources of Yanbian, China are mainly divided into border resources, natural ecological resources, and human resources. Border resources mainly refer to Yanbian, China, which is located at the junction of China, North Korea, Russia, and Japan. It has a unique geographical location and distinctive border scenery. It has a glimpse of the Hunchun River in the three countries and the picturesque Tumen River on both sides of the strait. Natural ecological resources mainly refer to resources such as mountains, rivers, wetlands, and forest parks, such as the endless Changbai Mountains, the fascinating Tianchi Hot Springs, national forest parks, national wetland parks, and multiple primitive ecological scenic spots. Yanbian, China is a veritable "forest oxygen bar". Human resources, Yanbian, China has a distinctive Korean folk culture and a long history of civilization. It is also an important part of the anti-Japanese struggle in the Northeast Revolutionary Base during the Anti-Japanese War. The poet He Jingzhi wrote "Mountain Jindalai, Village Martyrs Monument".

Figure 1: Tourism resources distribution map

From the perspective of the overall development and utilization of tourism resources, the planning of the tourism area centered on Changbai Mountain is relatively complete, and the rest of the industry chain surrounding the scenic spot is not complete enough to provide tourists with a good tourism experience. Therefore, improving the transportation convenience and improving the infrastructure of Yanbian, China are important means to attract domestic tourists. And Yanbian, China covers a large area, so the distribution of tourist attractions is not concentrated. Now we are planning to integrate this phenomenon in order to create a special tourism area that is in line with the development trend of Yanbian, China and brings a better travel experience for tourist consumers.

2.2. Current situation and analysis of the tourism market: Sightseeing tourism, leisure and entertainment are the main, and folk experience is slightly second, but there is great market potential

Under the background that the Yanbian, China Government has designated tourism as one of the six pillar industries in the state, the analysis of the tourist source market in Yanbian, China, is even more necessary. From the perspective of tourists' consumption needs, the main sources of tourism in Yanbian, China are divided into the following categories: ① Leisure and sightseeing in natural scenic areas. This type of tourists accounts for the largest proportion of total tourists. However, Changbai Mountain, Maoer Mountain, Piyan Mountain, Hailan Lake and other scenic areas are underdeveloped, especially Changbai Mountain Scenic Area, which cannot reflect the characteristic tourism services of Yanbian, China. The souvenir styles in the tourist area are not rich enough to show visitors the difference
from Unique in other tourist attractions. ② Border tourism and experience. Because Yanbian, China is located at the border of the three countries, more and more people use Yanbian, China as the first choice for border tourism. Fangchuan's "seeing the three countries at a glance" has become a must-see for many strange-looking tourists, but There are many procedures for outbound tourism, which is one of the reasons that affect tourists' choice of outbound tourism. ③ Gourmet experience and folk custom experience. This type of tourists is mainly women. Yanbian's special Korean cuisine and imported Korean beauty are the types of consumption that attract a large number of female tourists. According to the survey, local delicacies and related shopping products are one of the important determinants among the factors that affect consumers' choice of travel destinations. According to the survey, although the development of the folk experience in Yanbian, China is not enough, it is still one of the main influencing factors for many people to choose tourism in Yanbian, China, which has great potential for development.

Figure 2 Survey of factors affecting consumers' choice of Yanbian, China as a tourist destination

On the whole, tourism development is good, but the related facilities and services have not kept up with the increasing demand of tourists. Natural resources are abundant, but the development and utilization are insufficient, with unique ethnic characteristics, but the local consciousness is not strong, and it is seriously affected by foreign cultures. Relevant tourism projects are lacking in attractiveness, large-scale tourism experience projects are not large in scale, and large-scale tourism backbone projects with distinct national characteristics themes need to be developed and improved, which is not enough to gain a competitive advantage in the national tourism market.

Figure 3 Status of tourism resources
3. Combination of "Global Tourism" Concept and "Tourism + Folklore" Development Model

3.1. The Necessity of Proposing and Developing the Concept of "Global Tourism"

The concept of "global tourism" first appeared in Dalian, China Tourism Planning-"Dalian Tourism Coastal Economic Circle Industry Development Plan". The innovative idea was proposed to build tourism into a pillar of economic construction in the new era. Industry, the proposal of "global tourism" has created a new development direction for the tourism industry[1]. Mr. Li Jinzao also said that we must change from the tourist mode of scenic spots for more than 30 years to the global tourism mode, and reposition the strategy of tourism development[2].

The "tourism + folklore" development model proposed by the plan will fully integrate tourism resources, instead of fragmenting and one-sidedly integrating folklore and tourism, but fundamentally and comprehensively changing the existing tourism model. This article plans and explores the development mode of "tourism + folklore" in Yanbian, China based on this concept. It is based on the unique nature of the concept of "global tourism"-the transformation and upgrading of the development model of the tourism industry, that is, the transformation of scenic tourism to global tourism. This is of great significance for Yanbian, China to seek for the distinctiveness and uniqueness of its own tourism industry in the new era of tourism development.

Table 1 Yanbian China's tourism development indicators during the planning period

| Planning year | 2010 | 2015 | 2020 |
|---------------|------|------|------|
| Total tourism revenue (100 million yuan) | 34.06 | 87.13 | 178.66 |
| Total number of tourist reception (ten thousand people) | 351.72 | 677.21 | 1515.59 |
| Proportion of tourism revenue to GDP (%) | 9.9 | 13.0 | 15.0 |
| Domestic travel | | | |
| Revenue (100 million yuan) | 19.02 | 60.01 | 144.34 |
| Number of tourists (ten thousand people) | 320.21 | 625.46 | 1456.46 |
| Overseas travel | | | |
| Revenue (100 million US dollars) | 1.88 | 3.39 | 4.29 |
| Number of tourists (ten thousand people) | 31.51 | 51.75 | 59.13 |

Table 2 Data sheet for tourism development

| Years | Total tourists at home and abroad | Year-on-year growth | Total tourism income | Year-on-year growth |
|-------|---------------------------------|---------------------|---------------------|---------------------|
| 2013  | 11.68million                    | 15.0%               | 17.3billion         | 25.0%               |
| 2014  | 13.52million                    | 15.8%               | 21.1billion         | 22.0%               |
| 2015  | 15.65 million                   | 15.0%               | 27.0 billion        | 25.0%               |
| 2016  | 18.60million                    | 16.0%               | 32.5 billion        | 20.0%               |
| 2017  | 21.40 million                   | 15.0%               | 40.2 billion        | 20.0%               |
| 2018  | 24.23 million                   | 13.0%               | 47.4 billion        | 17.0%               |

3.2. Combination of "Global Tourism" Concept and "Tourism + Folklore" Development Model

Based on the planning concept of “Global Tourism”, comprehensive analysis of Yanbian, China’s unique geographic location and cultural characteristics, the plan proposes a “tourism + folklore” development model, planning Yanbian, China as a whole, from the spatial layout, industrial integration, and infrastructure Aspects such as improving the quality of characteristic folklore tourism in an
all-round way, at the same time strengthening the "guarantee + folklore" policy guarantee system planning under the global tourism concept, and further strengthening the city image publicity system planning, expanding the scope of tourism publicity, and creating a folklore Advantageous tourist area with tourism characteristics for leisure, sightseeing and Korean cultural experience.

Figure 4 Statistical analysis chart of Yanbian, China tourism revenue from 2013 to 2018

Figure 5 Statistical analysis of the number of domestic and foreign tourists in Yanbian, China from 2013 to 2018

3.2.1. The planning content system of this model from the perspective of "Global Tourism".
(1) Planning Based on a detailed analysis of the tourism resources of Yanbian, China, the tourism resources of Yanbian, China are divided into human resources, natural resources, and border resources, and divided into several tourist areas based on their distribution, then connect the natural scenic area centered on Changbai Mountain through the characteristic folklore experience area. The other areas of Yanbian, China radiated, forming a tourism belt of "more than one area and more areas with more areas", and formed a "global tourism" development pattern. (2) In the development of the tourism industry, the plan proposes to integrate the tourism industry with other related industries. The development and layout of the tourism industry are planned around the leisure industry in the whole area, forming a characteristic tourism and leisure industry such as "folk custom trade, folk agriculture, folk entertainment, folk shopping, folk exhibitions, and folk catering." (3) In terms of improving transportation and other infrastructure, it is necessary to strengthen the rapid transportation links between Yanbian, China and the outside world, build passages to the surrounding areas, build a complete tourism transportation distribution system. The plan also proposes to comprehensively improve the public infrastructure of the entire Yanbian, China, to meet the basic needs of tourists in the
process of tourism, and to further humanize functions[3].

3.2.2. The policy guarantee system of this model from the perspective of "Global Tourism".
According to the development of the tourism industry in Yanbian, China in recent years, the plan proposes to establish a more comprehensive tourism policy guarantee system, strengthen the government's guiding function in the development of tourism, accelerate the construction process of large-scale tourism projects, and promote the implementation of related preferential policies. This enhances the enthusiasm of tourism enterprises and stimulates the rapid development of tourism.

3.2.3. The model's publicity guarantee system from the perspective of "Global Tourism".
In order to ensure the implementation effect of the plan and to promote the new development model of "tourism + folklore" under the concept of "global tourism" in Yanbian, China, in order to allow tourists to form a sense of urban identity and expectation as soon as possible, the plan focuses on the urban development model and the majority of tourists. Based on the previous analysis of the city’s image, it is proposed to shape the tourism image of Yanbian, China with “featured folk custom experiential tourism” as the main propaganda direction, adopt a consistent online and offline publicity method, and promote the city as a whole image to maintain Yanbian, China, form an overall image of "tourism + folklore"

4. The overall planning strategy of the "tourism + folklore" development model in Yanbian, China

4.1. Main planning content

4.1.1. Tourism resources integration and spatial layout planning.
Based on the current underutilization and uneven distribution of natural, human, and border resources in Yanbian, China, we plan to reintegrate tourism resources across the state, integrating tourism resources into eastern border tourism areas, western Buddhist cultural tourism areas, southern natural ecological tourism areas, and Northern Folk Custom Experience Tourism Area. Based on this, according to the characteristics of tourism resources in different tourist areas, it is divided into eight major tourist areas:

1. The eastern border tourist area is divided into the Fangchuan Border Scenic Area (developed as a large border scenic area)-Tumen River Tourist Area.

2. Northwest Buddhist Cultural Tourism Area, divided into six Dingshan Cultural Tourism Area (developed as a tourism area combining Buddhist cultural experience sightseeing and mountain scenery)-Yanming Lake Ecological Tourism Resort (development of hot spring vacation, ecological scenery, creating hot springs and ecology Tourist area with perfect combination of tourism).

3. The southern natural landscape tourist area forms a natural ecological scenic spot group with Changbai Mountain as the main body, and several natural scenic areas and national forest parks are distributed from south to north[4].

4. The folkloric and experiential tourism area in the north central part, Yanji City Korean Life Experience Zone (Taking the traditional Korean folk customs experience as the axis, connecting the characteristics of the Korean people Gourmet dining, unique clothing and beauty shopping experience, and folk village experience to create a tourist area with distinctive Korean characteristics)-Antu County Hongqi Korean Folk Village (developed as a tourist area focusing on Korean life experience and residential tourism)- Piyan Mountain Scenic Area.

In order to connect the various tourist areas, the plan is to create a "folk custom experience + scenic sightseeing" as the theme, with the purpose of leisure and vacation, and the natural scenery reserve as the axis, connecting forest parks, Korean folk villages, urban and border experiences Areas, Buddhist cultural tourist areas, etc., China’s "national border tourist area" with unique Korean folk customs, and radiate to the interior of Yanbian Prefecture, link the distinctive folk culture and scenic
areas of the cities in the prefecture, and build a feature covering the entire Yanbian Prefecture Folklore tourist destination.

Figure 6 Planning of tourism space structure

Figure 7 Overall layout of tourism

4.1.2. Integration Plan of "Tourism + Folklore" Development Model and Related Industries.

In the context of the Yanbian prefectural government positioning the tourism industry as one of the six pillar industries in the state, while planning for tourism development, other related industries should also be integrated and planned at the same time, so that the tourism industry integrates real estate, finance, commerce, catering and accommodation, transportation, manufacturing, Eco-agriculture, culture and sports and other related industries, develop strategic pillar industries, and seek sustainable development under the concept of global tourism[5].

According to the planning concept of "global tourism", tourism products are not distributed throughout the region, but emphasize that each region must have tourism and leisure functions in the development of global tourism. In the planning process, the development model of "tourism + folklore" should be well integrated into related industries. In terms of tourism cultural experience, Hanbok experience halls, long drum dance performances, and traditional residential visits are set up in folk villages; in terms of catering and accommodation experience, establish a complete service
industry chain around large-scale tourism backbone projects and folk experience areas, providing unique characteristics: Folk local snacks, Korean-style homestay-style homestays and guesthouses and hotels suitable for all types of consumer needs; in terms of natural scenery experience, ensuring the ecosystem proper development of the scenic area without damage, good service facilities and the surrounding scenic design and development of tourist souvenirs. Better integration of the tourism industry with other related industries is an important measure to make Yanbian, China a popular tourist area in China and a tourism distribution center in neighboring countries[6].

4.1.3. Improvement and security plan for transportation and other infrastructure.

Under the concept of "Global Tourism", the focus of transportation planning is to improve the infrastructure support for the development of tourism. This article divides the traffic planning into three parts. In the planning of external traffic, we should strengthen the rapid connection with external traffic, build a traffic distribution system for surrounding tourist cities. At the same time, special tourist buses from Yanbian, China to surrounding cities can be appropriately added to allow tourist consumers to travel conveniently during peak travel periods.

In terms of internal transportation planning, Yanji City, as the main external transportation hub of Yanbian, China, has added special short- and medium-distance tourist buses between Yanji City and various urban areas, as well as between urban areas and major scenic spots; Set up special scenic lines, strengthen the connection of transportation routes between tourist resorts and scenic spots, focus on improving and improving the tourism transportation system within each resort, scenic spots; according to the characteristics and nature of tourism resources in Yanbian, China, thematic tourist special lines, such as urban tourism special lines, border tourism special lines, etc.; set up tourism distribution centers, improve the tourism distribution network.

In addition, the construction of the tourism distribution center will be strengthened to improve the integrity of its recreational functions and its efficiency in connecting foreign tourists to the corresponding scenic spots. At the same time, a tourism consulting service reception center station will be set up to provide tourists with comprehensive services such as tourism consulting, transportation, distribution, intermediary, rights protection and security protection, and establish a comprehensive tourism service system.

4.2. Tourism related policy protection and publicity system planning

In view of the current development status of the tourism industry, in order to ensure the smooth implementation of the "tourism + folklore" development model under the concept of "global tourism", 

![Figure 8 Yanbian, China Transportation Route Planning Map](image-url)
the plan emphasizes the guiding functions of relevant government departments and promotes the development of tourism from the top: ① The Yanbian, China Tourism Management Committee was established to formulate policies, measures and normative documents for the tourism industry of the whole state, and to coordinate the relationship between tourism and other industries and departments. ② Establish a working committee for the tourism development zone, which is responsible for the organization, coordination, and improvement of the planning and construction of scenic spots in relevant areas. ③ Establish a leading group for the transformation of large-scale tourism backbone projects, strengthen the development and policy support for characteristic projects, and increase the development enthusiasm of tourism enterprises.

In terms of tourism promotion, we put forward the city image publicity slogan of “Magnificent Borders, Unique Yanbian”, formulated image planning plans, tourism promotion copywriting and posters, etc., introduced marketing methods to build the overall image of Yanbian Prefecture, and improved the tourism industry in Yanbian Recognition in the minds of consumers.

5. Conclusion
In the context of the leisure era of national tourism, vigorously developing local characteristic tourism as a pillar industry and driving regional development is an important issue at the moment. It has good geographical, ecological, and cultural advantages for Yanbian, China but has not improved in the domestic tourism market. We take the following measures: 1. On the basis of traditional tourism development, we must focus on ensuring the implementation of the tourism industry development strategy and planning system in the global space, and improve the construction of transportation, services, and public infrastructure to form an urban-rural integration that covers the entire region. Development pattern. 2. In promoting the implementation of the plan, strengthen the introduction and implementation of relevant government guarantee policies, and adhere to the "tourism + folklore" development model under the concept of "global tourism". 3. In terms of tourism promotion, we will give full play to its regional characteristics to fully guarantee the implementation and effects of the plan. Overall planning and planning of Yanbian Prefecture will be carried out from the "whole area" to create ecological sightseeing tours with folk custom characteristics in the new era.

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