Analysis on Generational Shift and Evolution Trend of Geological Tourism Products in Yunnan

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Abstract. Tourism products have a certain life cycle and internal upgrading needs. The form of geological tourism products is relatively stable and also has a relatively long life cycle. Meanwhile, its internal upgrading which manifests as generational shift is obvious and frequent. Such factors as what noticeable generational shift of Yunnan geological tourism products is; how to distinguish and link up different generational tourism products; what are the internal causes and external causes leading to the generational shift, what is the trend of the development of geological tourism products in Yunnan are worthy of in-depth discussion and analysis.

1. Introduction
Geotourism refers to tourism activities that take geological tourism resources or geological landscape as the main tourist objects. Yunnan is adjacent to The Tibetan plateau in the north, and inclined to the India-China Peninsula in the south (including the hills of Guangdong and Guangxi in the southeast), belonging to the southern extension of The Tibetan plateau. The landform of Yunnan is composed of mountain ranges, palmately distributed and step by step descending. The mountain and plateau topography constitute the main features of Yunnan landform, with a high terrain in the northwest and a low one in the southeast. Yunnan geotectonics is located in the convergence zone of the Eurasian, Indian and Pacific plates. The western part of Yunnan belongs to the Tethys-Himalayan belt with strong crustal activity, and the eastern part belongs to the ancient platform with stable or semi-stable crust and the Pacific Rim. At the same time, influenced by the Brahmaputra suture belt, Yunnan has diversified geological features and becomes a living geological museum. There are 806 important geological relics in Yunnan province, including 407 basic geological types, 364 topographic and geomorphological types and 35 geological disasters. The characteristics of these resources determine that Yunnan is not only a big province in geology, but also a well-recognized area of geotourism resources. More than half of Yunnan's tourism resources are geological tourism resources. It can be said that the characteristic tourism resources of the plateau and the colourful ethnic customs have become two wheels that drive the tourism of Yunnan rolling forward.

2. Analysis on Generational Shift of Geological Tourism Products in Yunnan
2.1. From the time to see the Generational Shift of Geological Tourism Products in Yunnan

(1) Starting from the "99 expo" Yunnan Scenery Tour

Regarding the development of tourism in Yunnan, we have to begin with "99 Kunming World Horticultural Exposition". The opening of the expo brings along the opportunity of "Yunnan landscape tourism", and Yunnan began to enter the ranks of first-class tourism in China. In the past, tourism
products were not as abundant as they are today, and the form of tourism was mainly team tourism, which brought the development opportunity for group "point-line tourism". "Six nights & seven days tour to Dali - Lijiang - Shangri-la", "One-day tour of Dali Cangshan Mountain- Erhai Lake scenery", "Four nights & five days tour of Lugu Lake, Yulong Snow Mountain in Lijiang", "Five nights & six days tour of Xishuangbanna" are all popular tourist routes. Together with the "Stone Forest" tourism hotline, they form and support the basic pattern of Yunnan tourism from the late 20th century to the early 21st century. Yunnan becomes top six tourism provinces in China. All tourist products depending on the landscape scenery belong to the geographical tourism resources category.

(2) The host of "Geological parks" in the early 21st century

In the early 21st century, Yunnan has not been slow in actions of the construction of geological parks. As a whole, it is above the average level. The declaration and construction of the 10 geoparks are the symbolic achievements. By the end of 2015, China had 33 world geoparks, 189 national geoparks and 235 provincial geoparks [1]. There are two world geoparks in Yunnan Province: Shilin world geoparks (2004) and Cangshan world geoparks (2015). There are 10 national geoparks: Shilin geopark (2001), Chengjiang fauna fossil geopark (2001), Tengchong volcano geopark (2002), Lufeng dinosaur geopark (2004), Yulong Liming- Laojunshan geopark (2004). Cangshan geological park (2005), Lijiang Yulong Snow Mountain geopark (2009), Jiuxiang canyon & cave geopark (2009), Luoping biological group geopark (2011), Luxi Alu geopark (2011).

During this hot round of geological park application, all the major geological tourist attractions have successfully applied for national geological parks in Yunnan. It is positive for the sustainable development of tourism and the transformation from landscape tourism and ethnic tourism to high-end special tourism. During this period, Tengchong became a new hot spot in Yunnan tourism, which is related to the geological park’s declaration.

(3) Product customization based on product differentiation

After entering the 21st century, with the rapid development of national economy and the rapid increase of national wealth, the development of tourism has advanced rapidly. At the same time, Chinese society began to enter the era of automobile society and Internet, which also stimulated the development of self-driving tourism activities and online tourism. Tourism market segmentation, tourism product characteristics, tourism experience leisure and tourism process customized become a new trend. Many tourists are not satisfied with group tours, but pursue their own unique experience to maximize the value of tourism. This trend will lead to new changes in the travel form and business situation, and give birth to or promote some scenic spots that tourists are willing to visit. Take Yunnan for example, the most typical representative is the geological wonder of Tengchong tourism (represented by volcano, hot sea, wetland, Heshun ancient town, Jiangdong ginkgo village eco-tourism), Lufeng dinosaur park experience tour, Jiaoziixueshan summit tourism, Yuanyang terraced fields and Dongchuan red land photography tour. Their appearance has taxidermy value in a sense: experience, popularization of science, personality, entertainment, and gradually become the standard elements of upgrading of tourism industry.

2.2. From space (region) to see the replacement of geoscience tourism products in Yunnan

From the perspective of space, it is more intuitive to observe and analyze the intergenerational replacement of geoscience tourism in Yunnan.

- The geoscience tourism in central and northwestern Yunnan, represented by Shilin and Dali, is developing simultaneously. Shilin (Stone forest) is not only the most representative sample of Yunnan geoscience tourism, but also the most influential geoscience tourism resource of Yunnan in the world. Shilin has been a tourist attraction since the 1930s and 1940s, but its scale and number of visitors are relatively small and its development is relatively primitive. After entering the 1990s, the
Shilin tourism with convenient transportation started to speed up, becoming the largest and most developed scenic spot among Yunnan geology tourist attractions and stimulating the tourism development in central Yunnan. During the same period, Dali took the scenery of Cangshan Mountain and Erhai Lake as the main tourist objects, and the tourism industry developed rapidly, which was linked with the tourism of Lijiang and Shangri-la that arose later, and promoted the rapid development of the tourism industry in northwest Yunnan.

- Lijiang tourism is booming. At the end of 20th century and the beginning of 21st century, the most striking phenomenon of Yunnan tourism is that Lijiang tourism shines brilliantly. Yulong Snow Mountain, Lijiang Ancient Town and Lugu Lake are the three major tourist visiting cards of Lijiang, while Yulong Snow Mountain and Lugu Lake are obviously typical geotourism resources. Yulong Snow Mountain is the main sign of the northern hemisphere's lowest latitudes, and Lugu Lake is a marketing selling point of "the last holy land" and moso, but in fact its resource support is the plateau lake itself. The success of marketing and the strength of brand can be seen clearly in Lijiang tourism development.

- The development of geotourism represented by Tengchong in west Yunnan catch-up. The geographical region of west Yunnan is vast with rich ethnic customs and tourism resources. However, the development of tourism is not good until the rise of Tengchong tourism, which is represented by volcano, geothermal tourism, wetland ecological tourism and rural tourism of Heshun Ancient Town. The rich tourism resources of tengchong together with the profound jade culture and the self-integrated western Yunnan Anti-Japanese War culture make Tengchong tourism the fourth pole of Yunnan tourism (the other three poles are Kunming, Lijiang and Dali). To review the characteristics, geotourism is still the core resource of Tengchong tourism and the biggest selling point of products.

- In the south of Yunnan, the geological tourism represented by the terraced fields in Yuanyang has its own characteristics. Southern Yunnan tourism has always played the humanities card, but the emergence of Yuanyang terraced fields changed this situation. As a world natural heritage, Yuanyang terraces contain the wisdom and creativity of human beings, especially the Hani people. However, from the perspective of product features and attributes, it still has some common features of geotourism resources: it cannot be separated from geotectonics and landscape, has some natural, original and mysterious properties, and the natural properties of products are higher than cultural properties. In addition to the influence and market opening of karst geomorphic tourism in places like Puzhehei and Bamei, southern Yunnan geoscience tourism has not lost its relative competitiveness.

- The complementary geological tourism products, represented by the Dinosaur Valley, Meri Snow Mountain, Jiaozi Snow Mountain, Fuxian Lake and other plateau lakes, are becoming more and more popular. In the second decade of the 21st century, the secondary products of Yunnan geoscience tourism products gradually emerged and won a certain market recognition, and began to become a selective destination of short distance tourism. Its representative is Dinosaur Valley geopark, and the number of annual tourists has exceeded one million. Jiaozi Snow Mountain and Fuxian Lake in Chengjiang have become the new pets of short distance travel and vacation leisure for Kunming people. The pilgrimage to Meri Snow Mountain has gradually become an influential tourism product and type. Diversified geotourism is becoming a growth pole of Yunnan tourism.

3. Analysis on the internal and external causes of the replacement of Yunnan geotourism products

3.1. The need of upgrading tourism products

One of the characteristics of the development of tourism products is to be both stable and changeable within a certain period. Without stability, there would be no basis and benefits for development; without change, there would be no space for development and competitiveness. The change of tourism products mainly comes from element upgrading, connotation upgrading, form upgrading, and service upgrading and marketing upgrading. Whenever the product upgrade cycle is approaching, the tourism products will have upgrade pressure and upgrade needs. If they do not upgrade, they may lose the market and lose tourists. The upgrading
of Yunnan geoscience tourism is mainly realized through the rich product lines, the addition of new tourism elements and the continuous entry of new scenic spots into the market. Stone Forest Scenic Area is mainly through the service facilities transformation and upgrading form to achieve upgrading.

3.2 The fierce competition in the tourist market forcing an escalation

When a new tourism product or business type appears in other places in the region, it is likely to represent a new direction and trend, reminding tourism managers and operators to keep up with it and not be left behind. The introduction of integrated tourism products is simple and easy to use, easy to be chosen or imitated by everyone. New product forms such as geoparks are also likely to attract common interest, thus forming a development situation in a rush. Single tourism can be won by single tourism products, such as Stone Forest, Yuanyang Terraced Field Scenic Area. Regional tourism market must be combined and changeable to adapt to the dazzling changes and ever-changing challenges of the tourism market. In this competitive process, Yunnan geotourism gradually realizes the transformation and development from single point to group, monotonous to diversified, low-end to high-level. The development and change of Lijiang tourism is the best case illustration.

3.3 The impact of changes in tourist demand

With the upgrading of tourists themselves, the post-70s and post-80s generations have become the main force in the tourism market. As the main group of tourists, they are no longer satisfied with scenery tours and ethnic tours. They want to experience more distinctive tourism products that are more in line with their own needs. There is no doubt that the scientific connotation, cultural connotation, aesthetic experience connotation and physical dedication of geotourism products can meet the needs of young tourists. As a result, it has won itself a broad market. It must be noted that the tourism market has a relatively obvious polarization of consumer groups, which is a young population represented by the post-90s and post-00s, and a middle-aged and elderly population represented by the post-50s and post-60. The consumption demand and tourism demand brought by the polarization are totally different. It is the "dish" of this group that may not meet the taste of that group, which poses obvious challenges to the development and marketing of geotourism. "Value experience, middle (light) physical strength, tourist group miniaturization" of geological tourism become a kind of direction, so changes of development and operation also should be prepared and actively respond to earn customer's trust and praise, [2, 3, 4].

4. The evolution trend of Yunnan geotourism products

4.1. Geoparks will lead the development of geotourism

Due to prominent resource endowment of geoparks, they will play a leading role in the development of Yunnan geotourism with excellent management and marketing [2].

- Resource endowment is excellent and competitive advantage is outstanding. Yunnan geoparks are featured with plateau characteristics, which not only have absolute advantage in specific regions, but also have comparative advantage even in China. Except Alu ancient cave and Jiuxiang cave group have indistinctively competitive advantage compared with that of neighbouring provinces, other world geoparks or national geoparks are all unique in nature, which can form a relatively stable tourist source market.

- Popularity is relatively high with a certain brand effect and marketing advantages. Few resources are comparable with Stone Forest which is the most famous in the world. Cangshan has its own unique influence in terms of geological and cultural resources. Yulong Snow Mountain has benefited from the rapid development of Lijiang tourism and its popularity keeps rising. Rehai geothermal field of Tengchong volcano also gained fame with reasonable marketing. In comparison, the paleontological fossil geoparks are less well known because of
its strong professionalism, narrow audience, and the need to protect fossil sites. How to crack it becomes an important aspect of future efforts.

- Management is relatively standard. Due to the clear standards and relatively standard management in the application and construction process of geoparks, and the introduction of strategic investors into the operation and management, the management mode is relatively mature and the talent accumulation is relatively strong. This ensures that the operation and management can be maintained at a high level, which is obviously meaningful for its development and talent cultivation. How to further improve the management level to the international level represented by Yellowstone national park in the United States is also a problem that must be paid attention in the future.

4.2. Competition within the domain will intensify

- Tourism economic development may bring both sharing and diversion effects, and cooperation and competition will be the normal phenomenon of regional tourism development. When the tourism market is in a state of relative saturation and balance, the buyer's market becomes the basic form of market transaction. On the one hand, cooperation must be carried out to share the tourist market. On the other hand, self-dominant marketing will be carried out involuntarily, striving to take the initiative in the process of food distribution and gain first-mover advantage and a larger market share than others. Even within the range of Lijiang city, Yulong Snow Mountain National Geopark and Yulong Liming-Laojunshan National Geopark are often engaged in marketing competition, publicity campaigns and war of words.

- Because of the substitution and extrusion effect among similar products, the managers and operators of the tourism industry in the region will maintain the competitive situation for a long time. Among similar geotourism resources, those who become the first choice of tourists will get more preferential selection opportunities and greater income, while those who are second choice will face the danger of being eliminated and replaced by single selection. The Tiger Leaping Gorge of Shangri-la and that of Lijiang have obvious substitutions. Cangshan, Yulong Snow Mountain and Laojun Mountain are all geological parks, and there will be inevitable mutual shielding and substitution between each other.

- Specific products are in the ascendant. With the continuous improvement of traffic conditions, the proportion of self-service travel and self-driving travel continuous increase. The growing enthusiasm of governments and enterprises in specific regions develop tourism zealously. The irreplaceable tourism products with local characteristics will be more and more popular with the market and tourists, such as the Nujiang Grand Canyon tour, the weekend short distance tour, the mountain ecology adventure tour, the stream tour. Due to the differentiation of tourists and the diversification of tourism demands, it is inevitable to stimulate Yunnan geotourism products to adopt differentiated strategies for operation and marketing, thus forming a relatively stable niche tourist market and gradually producing high-quality and niche tourism products.

- Planning and management will be further strengthened. The standardization and scientific management of geotourism is still a subject that needs to be further improved for the industry managers and operators. It is the necessary option to learn more successful and mature experience, to strengthen geological tourism planning and protection of local legislation, to stand out standard management and outstanding industry self-discipline, to strengthen geological tourism development business access standards, to increase the supervision of violation behaviour in the operation and management and processing and to increase the intensity of visitor education.
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