The Influence and countermeasure of Hanghuang high-speed railway on the development of tourism in Huangshan city

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Abstract. The construction and development of the high-speed railway not only improved the traffic conditions, but also played a great role in promoting the development of the tourism industry. Based on the advantages of high-speed railway, the article explores Hanghuang high-speed railway’s influence on the development of tourism in Huangshan City. At last, it puts forward some countermeasures for the development of tourism to Hanghuang high-speed railway in the future, that is, first to meticulously build Huangshan City as the garden of Jiangsu Province, Zhejiang Province and Shanghai City, and develop the time-share holiday industry; second to widely open the funds source, enlarge to the tourism industry enterprise; third to enhance the district cooperation, and present the best tour routes to public; fourth to adapt to tourism needs, and continuously adjust and optimize tourism product construction and enhance the exploitation about tourism amusement projects; and the last, to enhance the tourism environmental protection, and to keep a sustainable development.

1. Introduction
As a kind of modern traffic infrastructure, high speed railway plays a dominant role in transportation with so many characteristics as high technical standard, perfect facilities, strong capacity, fast speed, and so on [1]. The construction and the development of high-speed railway has had a strong impact and promotion to transportation, economic development, social development and even people’s ideas [2], and it is also conducive to regional cooperation and resources development of tourism [3-4]. From Hangzhou to Huangshan, Hangzhou-Huangshan high-speed railway goes through Xiaoshan, Fuyang, Tonglu, Jiande, Chun’an, Jixi and Shexian with a distance of 265 km [5]. The construction of this railway will play a very important role in the economic development of southern Anhui mountainous area and the development of tourism in Huangshan, which will step into a new developing period. So, the research on the relationship between this railway construction and the tourism development in Huangshan has a very important practical significance.
2. The impact of Hangzhou-Huangshan high-speed railway on tourism development in Huangshan

2.1. It will increase tourism flow and widen prospect of transit tourism market

From Wu Bihu’s structure of tourists flow model [6], Hangzhou-Huangshan high-speed railway will improve traffic conditions. It not only shortens the time from Zhejiang and Shanghai to Huangshan, but also shortens the distance perception of different attractions in Huangshan. In the future, tourist flow from Zhejiang and Shanghai is bound to increase. According to the 2012 China tourism statistics yearbook analysis (table 1), the number of tourists to Zhejiang and Shanghai, in 2012, respectively accounted for 6.54% and 6.04% of the total number of international tourists and domestic tourist arrivals reached 13.45% and 8.48%. Therefore, Zhejiang and Shanghai are the main tourist destination in China and occupies an important position in national tourism market. However, the number of tourists to Huangshan is far less than the number of tourists to Zhejiang and Shanghai. If Huangshan city can rely on the advantaged resource, strengthen regional cooperation and develop transit tourism to attract part of the great tourist flow to Huangshan, it will open up a huge potential tourism customer market.

| Table 1. The comparison of the number of tourist between Huangshan, two major zones of China & the whole country in 2012(unit: 10 000 person-times) |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                               | Whole country | Zhejiang Province | Shanghai | Huangshan | Huangshan | Huangshan |
|-------------------------------|---------------|----------------|---------|---------|----------|----------|
| Number of people              | 13241         | 866.00         | 6.54    | 800.4   | 160.30   | 18.51    |
| Number of people Account for the whole country (%) | 60.30         | 8.9            | 13.87   | 20.10   | 13.87    |           |
| Domestic tourists             | 296000        | 39100.9        | 13.45   | 25093.69| 3481.00  | 8.48     |
| Number of people Account for Zhejiang (%) | 800.4         | 6.04           | 8.48    | 160.30  | 20.10    | 13.87    |
| Number of people Account for Shanghai (%) | 800.4         | 6.04           | 8.48    | 160.30  | 20.10    | 13.87    |

Source: Calculated from China Tourism Statistical Yearbook (2013)

2.2. It is beneficial to strengthen regional cooperation and form a large regional tourism regional system with high-speed railway as the link

Hangzhou-Huangshan high-speed railway is an important channel connecting Huangshan and Hangzhou and is also an important route to the radiation area of the Yangtze river delta. It strengthens the contact of Huangshan with the surrounding areas and provides conditions for regional cooperation. It connects Huangshan and Hangzhou, which forms the golden tourist route of Huangshan - Qiandaohu - Hangzhou. With the opening of this high-speed railway, it will realize the connection with the Shanghai-Nanjing-Hangzhou expressway network. Huangshan also is linked with other important tourist hotspots, such as the cosmopolitan city of Shanghai and Nanjing, the ancient capital of the six dynasties. Huangshan, Hangzhou, Shanghai, Nanjing and many other famous tourist destinations could constitute a crisscrossed regional tourism system with different internal grades, different scales and divisions of labour. This system has the advantages of resources and international and domestic tourism significance with Huangshan as a distinctive tourist hot spot in it. So Hangzhou-Huangshan high-speed railway is advantageous to strengthen Huangshan’s regional cooperation in tourism, form a large area regional tourism system linked by high-speed rail, then realize resource advantage complementary and guest source market share.
2.3. It can promote the modernization of the people’s ideology in Huangshan and is conducive to the development of tourism in Huangshan

The construction and development of high-speed railway has brought about great changes in people’s geographical concept and time concept, which has affected people’s social consciousness and changed people’s ideology. The economic relations between Huangshan and the coastal developed areas will be reached. It will speed up the pace of reform and opening up of Huangshan, promote the economy, material, talents, science and technology communication and information transmission of mountainous area people with developed area. Therefore, the construction of Hangzhou-Huangshan high-speed railway has significant influence on people’s ideology, which will promote their modernization. It is advantageous for Huangshan people to use the information, capital, talent, technology, management of eastern coastal developed areas to promote the development of Huangshan tourism.

3. The responses and countermeasures of Huangshan’s future tourism development to Hangzhou-Huangshan high-speed railway

3.1. Build the back garden of Jiangsu, Zhejiang and Shanghai carefully, and develop the time-sharing vacation industry

Timesharing vacation is the short term for timesharing vacation hotels. It plays an important role in solving the problem of supply and demand of holiday hotels. People from coastal areas such as Jiangsu, Zhejiang and Shanghai have a strong desire for vacation because of the developed economy, dense population, industrialization, high urbanization and working pressure, which provides customers for the development of Huangshan’s timeshare vacation industry. Huangshan city is known as the back garden of Jiangsu, Zhejiang and Shanghai. Hangzhou-Huangshan high-speed railway makes it a reality. It provides a good opportunity for the development of Huangshan’s timesharing vacation, which is an important measure to reactivate Huangshan economy and activate the tourism industry in Huangshan. Huangshan should seize the opportunity to publicize Huangshan tourism by publicizing Hangzhou-Huangshan high-speed railway and publicize the beautiful natural environment of Mount Huang, which is the back garden of Jiangsu, Zhejiang and Shanghai, and a paradise for tourism and vacation.

3.2. Expand the sources of funds and increase investment in tourism

Tourism is an industry with high input and high output. Without a certain amount of input, it is difficult to output a large benefit. Faced with the actual situation, Huangshan government should mobilize all aspects of enthusiasm, raise the multi-channel and multi-form tourism development fund. The Hangzhou-Huangshan high-speed railway will provide a rare opportunity for Huangshan to expand its opening-up and drive a new round of investment and tourism development. Huangshan can take advantage of the construction of Hangzhou-Huangshan high-speed railway to intensify propaganda, introduce some major tourist facilities projects, promote investment and introduce capital, to meet the Yangtze river delta economic radiation, especially Zhejiang economic radiation.

3.3. Strengthen regional cooperation and launch high-quality tourism routes

Hangzhou-Huangshan high-speed rail shortens the traffic time between Huangshan and Zhejiang and Shanghai. Take it as an opportunity, Huangshan government should change ideas, combine tourism products in Anhui province with tourist areas in Zhejiang and Shanghai together to form complementary advantages, launch the tourism route Shanghaï-Hangzhou-Huangshan. They should also increase the marketing efforts of “the golden tourist line” Hangzhou – Lake Qiandaohu – Mount Huang – Mount Jiuhua, especially to promote the cultural connotation of this route and carry forward the traditional culture of the ancient Huizhou with the fame as “ancient Huizhou, new Huangshan” for the low substitutability with culture as the main connotation of sightseeing travel line which is one of the 21st century’s new tourist attractions.
3.4. Adapt to the needs of tourists, adjust and optimize the tourism product structure constantly and strengthen the development of tourism entertainment projects

From the development trend of the tourism market, the pure tourism market gradually declines, the business holiday and the special tourism market are on the rise, and the non-tourism market gradually becomes the main body of the tourism market. Huangshan should actively develop special tourism with local characteristics which can adapt to the development trend of the tourism market, such as ecological tourism, the original forest tourism, Huizhou culture tourism, leisure tourism, rural tourism, etc, to produce targeted special tourism, such as scientific research, study, leisure and mountaineering to meet the needs of special groups. At the same time, those tourism products, for example, Anhui opera, the tea-picking dance and Huangmei opera, should be introduced to enrich the life of tourism culture and entertainment. It is also necessary to promote and improve the food culture with Anhui cuisine as its main body, enrich the nightlife of tourists, and make the night of the tourist area lively.

3.5. Strengthen tourism environment protection and take the road of sustainable development of tourism

Huangshan has great tourism resources with high historical, ornamental and scientific and cultural value. Once destroyed, many valuable tourism resources cannot be recovered or even disappeared forever. The opening of the Hangzhou-Huangshan high-speed railway is bound to set off the climax of Huangshan tourism development. Therefore, to protect tourism resources and to promote the sustainable development of tourism industry is a strategic task in Huangshan tourism development. We must adhere to the guiding ideology “protection first, scientific planning, rational development and sustainable use”, grasp the dialectical relationship between development and protection firmly, establish the concept of environmental ethics, protect tourism resources and tourism environment vigorously, put an end to occurrence of economic growth, the degradation of urban scale, the tourism resources and environment at the same time, eventually develop tourism sustainably.

4. Conclusion and discussion

The tourism market is one of the major markets for high-speed railway, High-speed railway can also promote the development of tourist destinations. After the opening of the Hanghuang high-speed railway, the tourism industry in Huangshan City is faced with a rare opportunity. To realize the transformation and development of urban tourism and the integration of regional tourism as soon as possible, therefore, Huangshan city should further improve the tourism industry system and marketing, balance the urban tourism system with the high-speed railway resources.

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