

# Research on Development Strategy of Tourism Industry Cluster in Chengdu

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**Abstract:** In order to improve the comprehensive benefit of Chengdu tourism industry, the urban system is an organic whole composed of a series of cities with different functions, scale and interconnection degree in a certain area, which is of great significance to the development of the city. the development of tourism agglomeration. Combined with the practice of Chengdu, this paper introduces the development mode of tourism agglomeration. Promote tourism in the region through strategic measures such as urban system classification and orientation, grade orientation, city orientation and orientation. This paper is about the implementation of ecological protection and comprehensive management project in Chengdu, hoping to bring some help to the development of tourism industry cluster in Chengdu.

## 1. Introduction

Chengdu, Sichuan has always been a tourist city, many famous tourist attractions are in Chengdu, as well as China's national treasure — giant panda, many tourists in order to be able to see the giant panda, will travel to Chengdu. This year, the development momentum of Sichuan tourism continues to be strong, the attraction of tourists is obviously enhanced, and on the basis of tourism resources, a new tourism pattern has been formed. and scientific "layout ". In accordance with the provisions of the Provincial Party Committee on the overall promotion of high-quality development, the Committee has stipulated that the Committee on Tourism Development has held several special meetings for party groups, research meetings (expansion), working meetings and branches of the Committee on Tourism Development. At the same time, the Provincial Tourism Development Committee focuses on the study and implementation of the tenth plenary meeting of the provincial party committee and the decisions of the two provincial party committees [1]. From the point of view of "why" resolution and "how" resolution, the decision-making of the provincial committee is deployed in the implementation of the tourism system, forming a trillion-level tourism industry cluster, and speeding up the construction of a strong tourism province and an important tourist destination.

## 2. Significance of Development of Tourism Industry Cluster in Chengdu

Based on the theory of tourism industry cluster, this paper analyzes the internal and external environment of the development of Chengdu tourism industry cluster, the development strategy and implementation measures of Chengdu tourism industry cluster in the future, not only has positive significance for the future tourism industry cluster development, but also provides a reference for the government to formulate the tourism industry development policy.[2]. Therefore, the research significance of this paper can be reflected from both academic and practical perspectives. On the one hand, it can enrich and develop research theory from academic perspective, on the other hand, it can also be reflected from both theoretical and practical aspects. From the point of view of practice, the development strategy and implementation measures of tourism industry cluster in the future are put forward to promote the development of tourism industry cluster. This can provide a positive reference for the development and expansion of tourism in Chengdu.

The purpose of this study is to understand the tourism industry cluster theory, on the basis of this, according to the current situation of tourism development in Chengdu, analyze the development of tourism environment, and put forward the tourism industry cluster theory. In order to understand the

advantages and disadvantages of Chengdu tourism industry cluster development, the countermeasures of developing Chengdu tourism industry cluster are put forward. On the basis of this, the paper puts forward the strategic goal of the future development of Chengdu tourism industry cluster, and puts forward the strategic direction and challenges of the future development of Chengdu tourism industry cluster [3]. From the four aspects of tourism enterprise cluster, space cluster and tourism industry park, the development strategy and government strength of tourism complex for the future development of Chengdu tourism industry cluster.



Figure 1 Tourism

### **3. The Specific Measures and Rectification Opinions of Chengdu Tourism Industry**

#### **3.1. The Government should Pay Enough Attention to the Cluster Tourism Industry and Introduce Some Favorable Policy Approaches**

Countries and governments need to fundamentally adopt and implement appropriate preferential policies for these new and renewable sources of energy to promote the development of renewable energy. increase economic consumption in this area. Through legislation to promote tourism industry clusters, establish and improve tourism industry clusters laws and regulations and related policies. For example, in the construction of new energy combined with the corresponding measures and protection measures to promote the application and development of new tourism industries [3]. For the time being, many regions provide subsidies to clusters independently, which is a good promotion policy for tourism industry clusters. And many tourism industries should respond positively. In addition, we must establish cluster product certification to encourage the participation of the construction and application of cluster tourism industry.



Figure 2 Over scenic spots

#### **3.2. The Tourism Industry Sector should Actively Study and Apply Advanced Technologies**

According to the relevant scientific investigation, it can be found that the greenhouse gas emissions from the energy consumption of the tourism industry account for more than 25% of the energy consumption emissions of the tourism industry. Therefore, the problem of environmental energy consumption is also becoming more and more serious, and it must be solved as soon as

possible. To promote the technological progress of tourism industry clusters, suitable new energy sources can be selected according to the characteristics of different regions, such as the promotion of solar energy clusters in some Chengdu areas. For example, solar cluster projects are typical demonstration areas for tourism industry applications [4]. Tourism industry designers should fully grasp the new energy application technology, such as solar energy cluster system, geothermal cluster system, ground source heat pump cluster system and other knowledge related to tourism industry cluster system, and use it in practice, in order to effectively achieve the purpose of efficient cluster.

### **3.3. Make Clear the Relevant Cluster Development Plan and Make Good Cluster Design Plan**

We should make clear the concept of tourism industry cluster, formulate scientific, accurate and detailed planning arrangement of tourism industry cluster, make full use of the abandoned land in urban space to carry out cluster design experiments, such as cluster transformation of abandoned factories, so as to "turn waste into treasure ".The cluster construction of tourism industry should choose the new tourism industry with strong plasticity in order to improve the efficiency of the cluster, and the tourism industry should ensure the cluster cluster and green ecology. To improve the sustainable development efficiency of the environment, it is necessary to give the planning and design personnel the conditions to meet the requirements of the tourism industry. Using environmental factors to adapt to local conditions of clusters is the most effective design method.



Figure 3 Tourism industry

### **3.4. Respect for Principles Relating to Coordinated Development**

First of all, we should respect the coordinated development, the planning process should be combined with the actual development, and follow the principle of seeking truth and pragmatism. It is determined that urban construction should be based on the actual population of the city and the needs of economic development and construction. It is necessary to protect the agricultural cultivated land in our country, while the urbanization construction, also can not sacrifice the agricultural cultivated land as the exchange condition. Planning and designers must carefully consider the problem between urban construction and cultivated land protection, which not only needs to be in line with urban construction, but also to ensure that the source of farmers' income is in a stable state, so as to ensure the balanced and coordinated development of the national economy [5]. In addition, the development of urban construction should be adapted to local conditions. Each region has its advantages and disadvantages, so urban and rural development should make full use of its advantages to develop economic benefits. For example, cities on both sides of the Yangtze River are mainly zonal distribution based on water, which can lead to local economic development and tourism, which is the advantage of topographic advantages in urbanization construction. Therefore, in coordinating the contents, phases and programmes of the plan, the planning and design staff must be given the conditions to meet the principle of local conditions.

### **3.5. Development of Specific Plans for Integrated Development**

We will strengthen cooperation between land administration departments and urban construction

planning departments and do a good job in linking up the "two plans ". The two departments should unify and coordinate the management work, strictly implement the planning system, and earnestly achieve the "unified planning, unified land requisition, unified development, unified construction, unified management" four "unified ". Land use planning in urban areas should be based on land adjustment plans under the overall land use plan. The scope and control of land development formed in urban planning can not exceed the control standard of urban development master plan. The land use standard of urban planning and construction needs to be designed strictly according to the requirement of maintaining balance of total area, and the overall quality of cultivated land should be improved. Carry out the road development concept of "tapping the potential of connotation ". At present, in urban planning and land use, we should make great efforts to adjust our ideas, and turn the "extensive" construction mode, which is based on expansion, into the "connotation tapping potential" road development concept, which can give full play to the spatial benefits. Urban planning should clarify the concept of land transportation protection and formulate scientific, accurate and detailed land use planning arrangements. The construction of new tourism industry is best to choose the high-level tourism industry in order to reduce the occupation of national land, and the tourism industry should ensure sufficient height and area. Improve the utilization rate of wasteland, not blindly expand the surrounding areas of the city, and take the urban center as the transformation area. Using environmental factors to adapt to local conditions is the most effective way of design.

#### **4. Conclusion**

Tourism covers "food, housing, travel, entertainment, buy" six elements, because of the inclusiveness of tourism, involving a wide range, involving a wide range, involving a wide range. The definition of tourism industry scope has been in a vague stage, many scholars have defined tourism enterprises, and the tourism sector is not completely tourism enterprises. with tourists as a source, such as entertainment, catering and shopping businesses, most of the local residents as the object of service. All of these are included in the scope of tourism. The scope of tourism should be to serve tourism activities directly, tourists to provide services for tourists, not for tourists. to industry organizations or industry departments as the standard, indirectly provide tourism services, excluding industry organizations or industry departments. Since entering the 21st century, the sustainable development of our country has become the only way of modern development. For the tourism industry cluster to always carry out the idea of people-oriented sustainable development, the current progress of urbanization in China is gradually improving, so the demand for tourism industry is also gradually rising, gradually appeared the tourism industry and energy supply and demand contradiction is increasing, this problem is the first task to be solved by the relevant departments. In the process of coordinated development, we should respect the relevant concepts of sustainable development, and then carry out scientific and effective planning according to the specific actual situation, and ensure that the cluster is not only scientific but also sustainable, so as to conform to the natural law of urban construction.

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2. Sichuan e-commerce and modern logistics research center project: "Research on the interaction between regional logistics and regional economy" (No.: dswl19-9).

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