

## Research on Systematic thinking of the construction of urban tourism public service system: a case of Urumqi

Bin Wen<sup>1, a</sup>, Zhaoping Yang<sup>2, b, \*</sup>

<sup>1</sup> a Xinjiang Institute of Ecology and Geography, Chinese Academy of Science, Urumqi, Xinjiang 830011, China

b College of Resource and Environment Sciences, Xinjiang University, Urumqi, 830046, China

c University of Chinese Academy of Science, Beijing, 100049, China

d Department of Economic Management, Huanghuai University, Zhumadian, 463000, China

e Tourism School, Xinjiang University of Finance & Economics, Urumqi, 830012, China

<sup>2</sup> Xinjiang Institute of Ecology and Geography, Chinese Academy of Science, Urumqi, Xinjiang 830011, China

<sup>a</sup>email: xjwenbin@163.com, <sup>b</sup>email: Yangzp@ms.xjb.ac.cn, \*Corresponding author

**Keywords:** Tourism Public Service; Urban Tourism Public Service System; Urumqi

**Abstract.** It is obvious that with the tourism activities more and more popular, individual, and normal, tourists' demand for tourism public service is more intense. How to provide the tourists with an efficient urban tourism industry. This article is about the analysis of the constructional situation in Chinese urban tourism public service system at present time, in the article the ideas of the construction of Urumqi urban tourism public service system were discussed, at the same time, the corresponding solutions was put forward.

### Introduction

With the important of economy and the steady development of tourism industry, the way to travel gradually changed from the team swan to individual travel to self-help travel. More and more personalized travel ways make people ask for a higher quality of tourism public service in the destination, so that the simple operation patterns failed to meet the demand of the personalized era[1].

On November 25, 2009, the standing committee of state council has passed 'the opinion on speeding up the development of tourism', which put forward to developing tourism industry into a strategic mainstay industry of nation economy, and a modern service industry which can better satisfy people's new requirements, meanwhile, point out that government should accelerate the process of constructing the main tourist infrastructure, such as transportation of tourism, service for tourists, safety of tourism, and so forth, and should better the tourism consumption environment. Therefore, we should improve the urban tourism public service, speed up the construction of urban tourism public service system in our country as soon as possible so that we can adapt to the change of tourism public demand[2].

Since we have known the major contradiction that is between the growing personalized travel demand and facilities supply and ways existing currently in the tourism industry, thus the researches on tourism public service system are in time and important. Without perfect tourism public service and do everything by them, do not mobilize the related departments and profitable tourism enterprise, as a result of the shortage of tourism public service supply and bringing pressure and some unnecessary waste to government. The research of tourism public service system can make the division of various departments clear, find the problem existing in the system and the specific demands of people, supervise and guide the government and related departments to improve the tourism public service system, especially the construction of tourist infrastructure. Creating a more convenient, comfortable and harmonious tourist environment for mass people, so that we can

enhance the awareness of the destination, increase the tourists' chance to travel again and be good to the local tourism industry and the development of economy.

### **Statement the Related Concept in this Paper**

#### **A. The Concept of Tourism Public Service**

About the category of tourism public service, Li Shuang(2008) thought that tourism public service should be supplied by government or other social organizations, and regard the satisfactory of tourist's common demand as the core, be non-profit-oriented, and be the total name of the products and service of obvious public features. Liu Xiaojun(2007) divided the tourism public service into three parts, that are basic, marketability and managerial. Zhang Men and Zhang Yu thought there are broad and narrow senses of tourism public service, the board sense of tourism public service is that it is a kind of service and public products that can't or have no ability to be supplied by market or single enterprise and provide by government and enjoyed by the tourists, runner of tourists, no matter his nationality, consumption level, status and how is the parts of tourism public service that only design and provide for tourists[3].

This paper shows that tourism public service is the combination of all the tourism products and service, which provided mainly by government and relevant departments, which take the demand of tourists and local residents as the direction and the goal and regard the public-benefit as its operating standards.

#### **B. Urban Tourism Public Service**

Urban tourism public service refers to the floorboard of the direct and indirect service that provided by the city's public domain. We can see that urban tourism public service is very broad concept, having the broad and narrow sense. In broad sense, urban tourism public service is the government, nongovernment, personal, and other subjects provide tourists, enterprises with the plans, education, information service, and some other things include physical form and material form of urban tourism public service; in narrow sense, urban tourism public service is only about tourism public product and service provided by city public department for the tourists who regard cities as the destinations, include urban tourist public transportation, urban tourism security services, tourism training, and the service about tourism public information, in order to create a powerful safeguard and conditions for tourists to do their tourism activities.

#### **C. The System of Urban Tourism Public Service**

General speaking, the system of tourism public service consists of five aspects: tourism public transportation services, tourism public information services, tourism public security services, tourism public environment services, tourism public assistance services.

### **The Foundation of the Development of Urumqi's Tourism Public Service System**

#### **A. Economic Bases**

Xinjiang, located in the hinterland of Eurasia, the largest area of our country, and having the longest crossing line, is adjacent to most provinces in our country. Urumqi, the capital city of Urumqi in Xinjiang is adjacent to the central Asian countries, and the important connection for the communication of business trade in the ancient time. If take Urumqi as the center, 1500 km as radius, among 700 square kilometers, Urumqi has largest scale, largest population and the most potential market, the best environment, and have a great effect on the central Asia. There are 8 countries surrounding it, Urumqi is not the only biggest commodity distributing place in the central Asia and it has been an important platform for the world investors to develop the Asian markets. At present, Urumqi depend on the eight surrounding countries, and has established nearly 200 business trading markets, among which 32 trading markets' annual turnover are more than one hundred million Yuan and 10 of theirs are more than 1 billion Yuan, and the business trading markets covered Xinjiang and affected many district in multi-level and multi-channel trading work in central Asia, Urumqi has been the forefront cities in western China that open to other area.

#### **B. Market Bases**

Xinjiang is a transportation hub which connected China and control Asia even the Europe and now it has become an important channel for Chinese cultural communication. Urumqi, as the provincial capital of Xinjiang, turns into a transfer station for people's communication and trade, and as a result, it promotes Urumqi's tourism development enormously. In recent years, millions of tourists at home and abroad visit Urumqi. In 2006, the population which went sightseeing in the city has meet 7.8 million. 11.75% increased and has got the total income of 7.6 thousand million in tourism and trade. 12.80% increased Urumqi has become a distributing and collecting center and destination in Xinjiang and its tourism developed from simple native residential tourists marketplace into five pattern include home inbound, outbound, outside Xinjiang and native residents. And people are becoming more and more interested in DIY tour. So we get more demands on that the government must cooperate with related section to perfect the public service system in tourism, then we could meet the visitors and native people's needs better[4].

#### C. Service Bases

Xinjiang is a transportation hub which connected China and control Asia even the Europe and now it has become an important channel for Chinese cultural communication. Urumqi, as the provincial capital of Xinjiang, turns into a transfer station for people's communication and trade, and as a result, it promotes Urumqi's tourism development enormously. In recent years, millions of tourists at home and abroad visit Urumqi. In 2006, the population which went sightseeing in the city has meet 7.8 million. 11.75% increased and has got the total income of 7.6 thousand million in tourism and trade. 12.80% increased Urumqi has become a distributing and collecting center and destination in Xinjiang and its tourism developed from simple native residential tourists marketplace into five pattern include home inbound, outbound, outside Xinjiang and native residents. And people are becoming more and more interested in DIY tour. So we get more demands on that the government must cooperate with related section to perfect the public service system in tourism, then we could meet the visitors and native people's needs better[5].

#### D. Policy Support

Recent years, with the firmly implement by west development strategy, esp the development and construction. The central authorities come up with a series of preferential policy. This policies support the quick development of Urumqi effectively. From 2002, the Urumqi government made full use of the advantages on tourism resource. Propel the development of Urumqi; accelerate the pace to the destination of famous tourism city. According to Autonomous regional committee, autonomous regional people's government's decision on quickening the development of tourism, combined with reality of Urumqi here are some planning. 1. Speed up the important and urgency of tourism development. 2. Expedite the guiding ideology, overall objective and basic principle of the tourist development. 3. Make the unique feature understanding, scientific scheme, and multi-leveled tourism production. 4. Enhance infrastructure construction, increase the investment and support. 5. Control the tourism according to law and advance the service standard of tourism. 6. Reinforce the broadcast of tourism, develop the tourism market. 7. Deepen the reform of tourism system; quicken the step of external use of tourism. 8. Strengthen the leadership and form a unit, make good atmosphere of tourist development. So we can final the government's attention and support on tourism, especially in the recent years, the investment in manpower. Material resources of tourism had been increased, especially the public service equipment on downtown. We can obviously find the difference of city centers, during the walk on the street. The transit route BRT, environmental toilet, many kind of communication facility, and better service system of bank[6].

### **Problems Existing in Urumqi Tourism Public Service System Through Questionnaire**

#### A. The Questionnaire Design and Extend

The title of the questionnaire is "a survey on the Urumqi citizens' opinion of tourism public service. The questionnaire adopts a kind of format of Richter scale; it includes choice question, sentence completion, and personal information. Choice question can see citizens' opinion on the importance and satisfaction of tourism public service with a method of assignment. Sentence completion after a platform for informants' own view, they can give advice on the government's

shortage according to his or her own feeling. The set of personal information is to get an idea of the different commands in tourism public service with a group of people different age, education, social, status, So that we would come up with corresponding measures to meet different requirements.

#### B. The Analysis and Summary of the Questionnaire

The first question is citizens overall satisfaction on Urumqi's tourism public service; the result of the survey is that: 3% of the respondents thought very satisfied, 36% of the respondents chose satisfaction, 56% of them chose general and 5% of them chose not satisfied, but no one chose very dissatisfied.

There are four groups research topics that should be analyses, these are: infrastructure class, electronic service class and other service class, ecological protection class (about 14 problems) the result shows, the local citizens are satisfied with the construction and the supply of the infrastructure, but the last group of data tells that our government should put more force on the foundation of the infrastructure, increase the number of the infrastructure and improve its quality and enhance the satisfaction of the residents.

We can see that the satisfaction is lower than the chart we mentioned before. It tells us that government done a bad job compared with infrastructure service, such as the information about tourism provided on the net is out of style, merely be updated and the attitude of the consultants in tourism is bad.

Other services include assistant service, insurance service, volunteer service and the service for some special people. According to the survey, the satisfaction that people feel about the other service of tourism public service in Urumqi is improved. Although it is closely related to the support of the government and other departments, but in the survey , we can find that some residents pay little attention on this kinds of service, what's more , the normal people is indifferent to the disable, so I think it is the main factor that affect the result of the survey.

There is only one question set for the ecological protection. From the process of survey and the result of the survey's analysis, we can get that citizens strongly support the construction of the ecological environment. Especial in recent years, the environment of Urumqi was destroyed, because of the demand of the development of economy, so more and more people know the importance of protecting environment, which is helpful to the development of Urumqi's development of tourism public service.

### Conclusion

#### A. Enlarge the Intensity of the Commitment of Government, and Try to Perfect the Basic Facilities

There are still many constructions of primary facilities to be satisfied, which will cost a lot of financial input. This asks for the foresight of sustainability of government and their positive coordination with other interrelated department to work in the constitution of the primary facilities. The constitution of the whole public welfare, like tourism, general, traffic, tourism public general information service, tourism general safety service and so on, should be considered into the financial budget of the government. For those facilities, working for profits, government can take the measurement of bid publicly and encourage the private enterprise to enlarge the source of investment.

During the construction, the focus should be put on tourism traffic, environmental public lavatory, resting spot, tourists collecting center, tourism guide board, touch inquiring system and so on which are intensively urged by citizens.

#### B. Improve the Manageable System and Clarify the Division of Work

Due to lack of good manageable rules and relating responsibility of each one, many departments of the government cannot even make their own responsibility clear. Sometimes they even shrink the responsibilities. When you have some troublesome problems to solve and have awe to a certain department, but they just give you an answer like we can't manage this kind of situations, you should go to another department. However, after you have go through several departments one after another, you will at last returned to the original place. Only to find that your trouble has not been

solved, your time is wasted and yet you fly into a rage. In order to avoid such a situation, the government should positively perfect the manageable rules, to clarify the obligation of every department and specific position, and try their best to do practical and good services for tourists and local citizens.

#### C. Change the Function of the Government and Perfect the Receiver

The efficient supply of the tourism general service is a tremendous project, which cannot be completed by the single commitment of the government. So the government should make their own status and responsibility and meanwhile try to coordinate with other related departments or even individuals to provide a perfect, convenient system of tourism general center. During the survey of questionnaire, some interviewees say that if everyone has the sense of environmental protection, our living environment will be much better than now. Indeed, the government shouldn't take all the responsibilities, and they should divide the responsibilities into several parts for the counterpart of the organization and people. So that we can save the costing and can improve the efficiency.

#### D. Enlarge the Team of Volunteers

According to the questionnaire, we can find that many university students waste their free time and kill time. So, the government can gather this kind of people like last time we have the China-Eurasia Expo did, gathering the unused human resource, and organize a large team of volunteers. Give them some related knowledgeable training, and arrange them to some places that people gathered together like resting stations, tourism gathering center, bus station and some scenic spots. On the one hand, it can wake for the function of advising for the city; on the other hand, it can help the people who are lost, the tourists and some other people; meanwhile, it can make students' life time colorful, increase social experience and enhance the whole spiritual visage of Urumqi..

### Acknowledgement

This paper was supported by Chinese Academy of Sciences Visiting Professorship for Senior International Scientists (project number: 2011T2Z42). The tourism administration of Xinjiang Uygur Autonomous Region provided great help during the surveys.

### References

- [1] Shuang Li. Tourism mechanism of supply for public service [D]. Xiamen University. 2008 (4).
- [2] Xiaojun Liu. To strengthen the public service thinking [J]. Tourism Research. 2009 (56):34-37.
- [3] Meng Zhang. Tourism public service: international experience and enlightenment [J]. Business Research. 2012(76) :120-124.
- [4] Yanyan GU. Urban tourism public service system construction and quality evaluation: a case of Shanghai [D]. Shanghai Normal University, 2011(4).
- [5] Xingzhang Wang. Tourism public service system and the construction of tourism destination [J]. Tourism Tribune, 2012(27): 6-7.
- [6] Yi Lian. Tourism public service system with the perfect degree of the tourist satisfaction research [J]. Market Modernization. 2009(566): 234-235.