

## Discussion on the development and operation mode of tourism real estate in Henan against the backdrop of beautiful countryside

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**Key words:** tourism real estate, development and operation, pattern, regional promotion.

**Abstract:** In recent years, as an innovative mode of sustainable development of resources, economy and ecology, tourism real estate has developed rapidly in China, and tourism real estate has gradually become a new hot spot of investment. The healthy development of the tourism real estate plays a positive role in the tourism industry to change the development mode from scale economy into the system of economy, also has an important significance for further integration, promote the real estate industry and tourism interactive development of the two industries.

Tourism real estate is the effective integration of tourism and real estate industry. It is an important breakthrough to perfect city management and meets the market demand. It is the product of the rapid development of the national economy and the continuous improvement of people's quality of life. With the development of economy, people's life has been generally improved in China, tourism real estate has been consumer recognition, with a strong role in boosting the rapid development of tourism real estate for the healthy development of tourism industry integration, help to further strengthen the tourism industry and real estate between the two industries to establish benign interactive significance. The article focuses on the tourism real estate and analyse related issues, redefines the concept of tourism real estate on the basis of consulting a lot of documents, preliminary exploration of the tourism real estate development related theory, it is necessary to vigorously rise of tourism real estate industry can not only promote the strong development of tourism in our country, but also conform to the background of city development in China. Taking Henan Province as an example, the empirical research is carried out. Through the model calculation results, the development situation, problems and countermeasures of Henan province are explained, and the reference significance for other tourist cities is put forward.

### Research status

#### 1) The development and present situation of foreign tourist real estate

The tourism real estate concept began in the early twentieth Century in The French Mediterranean coast, at that time in the development of a large number of Mediterranean Residence Riviera, and attracts European and North American tourists to relax here, the Mediterranean region has become famous holiday resort in the whole of Europe and even in the world. Until the last century in 60s, the Alps area of France began with a completely different business model of tourism real estate, the new model is the fraction of sales, marking the official formation of the tourism real estate market. Foreign tourism real estate market with the development of timesharing way of tourism and the development of timeshare development rapidly spread to the United States after 1970s, and gradually extended to all parts of the world, become the world's respected leisure way. Time-sharing sales in this way digested the large amount of stock left over by the great depression, and greatly promoted the demand of the tourism real estate market. In twentieth Century 90s, because of the timeshare exchange system support, the sales model of this tourism and real

estate is more popular in America and Europe, Oceania and some Asian countries have joined the timeshare Market. Timeshare makes tourism real estate into a new stage of development. Today, timeshare hotels, golf resorts, mountain resorts and leisure villas have spread all over the world.

## 2) The development and present situation of domestic tourism real estate

In 1996 Zhongshan University Chen Weidong (1996) use the concept of tourism real estate earlier, he said that "because the rise of tourism development around the drive can be used in a wide range of other industries, so the real estate industry is no exception. In order to meet the needs of people's tourism and leisure, real estate projects can be described as colorful in the development of tourism industry, and many functional and multi-level real estate projects have emerged. Such as star hotels, chain hotels, resorts, farmhouse and rural villas, there are many service facilities indirectly promote the development of tourism, such as sports facilities, conference centers, supermarkets and other states. He saw earlier this new combination of tourism and real estate, and summed up some of the characteristics of tourism real estate. Later, the domestic scholar Wang Zanqiang, Shenyang preliminary analysis of horizontal integration of tourism industry and the real estate industry, the basic theory of ZhongDongna, Yin Shizhen from two industries combined with each other and with the level of research and discussion.

At present, the tourism real estate comprehensive summary refers to the regional tourism, ecological landscape, context and popular resource for development opportunity, leisure for the purpose of direct sales of residential facilities for tourism services and indirect real estate facilities. In the current situation, tourism real estate presents several characteristics.

Characteristic one: Domestic tourism consumption continues to increase, and the tourism industry has great room for development. With the improvement of people's living standard and the improvement of the quality of life, the idea of leisure vacation has gradually been accepted by the society, which provides a powerful consumption premise for the rapid development of tourism real estate. At present, the national statutory holidays are close to 115 days, and with the paid vacation time, the leisure time of our residents has already accounted for 1/3 of the whole year, which brings opportunities for the development of tourism.

Characteristic two: Tourism has changed from sightseeing, business travel to leisure tourism. At present, China's tourism has changed from sightseeing and urban tourism to leisure tourism. This new mode of tourism has put forward the new functional requirements for the existing tourist facilities and scenic spots management mode, and this is also the direction of the future tourism real estate development and service.

Characteristic three: Both investment and consumption of tourism real estate, "double high" class has great appeal. Tourism real estate has "investment plus self occupied" dual functions, investors can not only gain investment in the value of value-added benefits, but also by investing in long-term property, enjoy its space enjoyment and consumption function. This kind of tourism property usually attracts some "high-income" and "high-quality" people who come to spend and invest.

Characteristic four: Tourism real estate development and supporting the growing demand for rental act tough and talk soft. The construction of soft and hard facilities in tourism real estate is essential. If there is no software construction, it is difficult to convert ordinary property into tourism real estate. And tourism real estate projects rental demand, especially the demand of hotel management and property management is more and more big, only with the best hotel management companies or property management conditions of the area, it may gradually formed tourism real estate.

Characteristic five: increasingly competitive, more housing prices in transition into tourism real

estate. With the orientation of the state's strategic pillar industry and other aspects, tourism real estate has gradually become a hot spot in the field of real estate investment.

### 3) The present situation of tourism real estate industry in Henan Province

The development of Henan Province in accordance with the domestic development situation, also has its particularity, the development of tourism real estate in Henan province is complex, there are a variety of pattern fusion phenomenon, but the fusion effect is not obvious, the tourism real estate development in the complicated background. Its complexity is embodied in several aspects:

First, the regional distribution of tourism areas is more scattered;

Second, because the diversification of the Central Plains culture, the tourism real estate has deep-rooted cultural shadow, far-reaching impact;

Third, The pace of economic development in Henan has increased rapidly, and the development of tourism real estate is especially fast. However, it is still in a period of exploration, and there is no more universal model that can be applied, and its development has entered a critical period.

## The meaning of research

### 1) Improve the development value of land in Henan Province

At present, the high value of land in Henan makes land development in high density and intensive development. In such an environment, the development of a large area of recreational activities and public activities will lead to the diseconomy of urban land use. If the influence of urban and suburban development and suburban real estate activity of residents, not only can promote the multi field development and the development of real estate, but also can reduce the pressure of urban land use in Henan Province, let the value of the land has been developed and utilized more.

### 2) To promote the level of planning and design of real estate

The development of real estate tourism projects requires more strict real estate planning than traditional real estate projects, so as to improve the quality of real estate projects.

### 3) Provide a new way to understand the architectural styles of Henan

The development of various types of tourism real estate provides a place for visitors to learn about the style of architecture and the style of landscaping in other areas and can be developed as a base for scientific education. We can focus on the different architectural styles and designs of the whole world to a real estate, which is like a museum of architecture, so that people can understand the world without going abroad. Accordingly, a series of real estate theme parks with different themes are developed.

### 4) Provide new ideas for employment

The development of tourism real estate will increase the size of the real estate developers. In addition to the construction of the front-line workers and technical staff, but also provides a large number of Follow-Up Services jobs, including real estate commentator, reception staff, drivers, guide Miss Lou and so on, can solve a part of the society's employment pressure to a certain extent.

## The purpose of research

Tourism real estate is still a new thing in our country, and its planning, construction, development mode and operation mode are in the stage of exploration, and the laws and regulations need to be improved. Henan, tourism and real estate have been paired up to promote the national economy more and more important role as a kind of industry, real estate and tourism, tourism real estate development momentum, and many problems, the construction of tourism real estate has

caused some negative impact on the tourism industry. Therefore, research on the development of tourism real estate in Henan Province, a correct understanding of its important role in the tourism industry in Henan Province, the real estate industry as well as the province's economic development, in-depth analysis of the problems, and then puts forward the Henan Province real estate scientific development strategy, has certain theoretical and practical significance.

Specifically, the main purpose of this topic lies in:

First, deepen the research on some basic problems of the tourism real estate, the connotation, characteristics analysis, combining the tourism real estate development practice, theoretical analysis of the formation of the tourism real estate, to provide guidance for the development of tourism real estate in Henan province.

Second, a comprehensive analysis and evaluation of the development of tourism real estate in Henan province. Analysis and Study on the development status of Henan Province, the tourism real estate development problems, conditions, opportunities and constraints, to provide theoretical guidance and reference for the healthy development of the tourism real estate in Henan province. Third, under the guidance of theoretical research, strategy, development strategy, marketing research and put forward the development practice in accordance with the Henan province tourism real estate, construction of support system, in order to be able to have certain reference value to the relevant industry and management department.

## **Overview of project innovation features**

### **1) Pay attention to the creation of diversified formats**

We should pay attention to the public leisure space and leisure life of the city, and create a concentrated area of leisure formats. Such as city commerce, city commerce, city exhibition, city entertainment, city food and beverage, urban culture and so on; In the industrial agglomeration and integration should pay attention to and lead the industry and public service space, such as pedestrian street, the city's pedestrian area and quiet square, green garden, development planning and operation of unity; to strengthen the protection of traditional style and features of city and city style, provide good human characteristics to the City Leisure the development of leisure; should pay attention to the construction of key carrier.

### **2) Strengthen environmental ecological restoration**

Environmental landscape and ecological garden are often the unique attractions and core attraction of tourism real estate development, and they are the basis and prerequisite for the successful development of tourism real estate projects. Classified mainly: 1, easy access to the ecological sightseeing Road, across regional tourism real estate open up a good ecological environment, and road vision high grade tourism and experience; 2, the establishment of green belt, in order to achieve the tourism real estate ecological isolation region and the surrounding some of the traditional reconstruction project; 3 the water landscape and ecological environment, and the construction of waterfront landscape and leisure facilities, to create a beautiful environment around the whole mountains of water; 4, on the barren bare land for afforestation and landscape management, enhance a variety of economic forest planting area and suitable species. The existing forest forest industry and expand the planting area, through the strategic positioning of scientific guidance and experience of the industry, the formation of a typical demonstration significance and high value-added features of eco industrial zone; 5, the farmland landscape landscape design, form a unique rural landscape ecology, shape and color of the facilities are considered harmonic the effect of the overall environment, while the landscape with ecological resources to make the most appropriate construction.

### 3) Guiding comprehensive policy support

The current policy integration can be used: 1, tourist resort policy, the seat of the government can grant loans or reward by substituting, support, within 3 years, half of the municipal utilities supporting fees. At the same time, in the arrangements for treasury bonds, financial subsidies or grants, enjoy other economic entities of the same policy, to give moderate tax incentives; 2, new rural construction demonstration project. The national and provincial government have more encouragement and preferential measures on the construction of new countryside, have fixed funds for the corresponding reward and promotion of "new rural construction demonstration" national Ministry of agriculture annually; 3, rural highway construction (state subsidies and government bonds, tourist highway engineering) (non trunk) construction (the national Tourism Bureau Jilin Provincial Tourism Bureau, engineering). National Tourism Bureau and the Provincial Tourism Bureau focused on infrastructure, especially the tourism highway construction has great support; 4, 2010 is National People's livelihood projects and subsidies granted to all parts of the national development and Reform Commission to encourage the development of livelihood support funds; promotion policy, 5 agricultural facilities; 6, rivers and lakes and water protection conservation forest afforestation policy and ecological embankment construction funds; 7, the State encourages rural digesters and firewood Kang (using Treasury subsidies, subsidies and provincial natural villages) tap water renovation project (National), according to the actual situation of the annual tap water renovation subsidies.

## Conclusion

Tourism real estate is an emerging market in the real estate industry, which is the result of market segmentation and deepening. Currently, the development in the country and is the development of tourism real estate projects nearly 1000, it can be said that the China tourism real estate has already started, and the development trend of rapid growth, it also gives the objective requirements of in-depth study and the urgent need of tourism real estate in academic circles, the development of practice cannot do without scientific theory support. In recent years, many attentions have been paid to the tourism real estate both at home and abroad, and many financial and material resources have been put into use. During this period, there have been many successes and failures. For Henan, located in the Central Plains of a large population, it naturally has its particularity. Tourism real estate is different from commercial real estate, not only the developers need pure development profits, but also the latter is the development of operation and management, involving more industries. This paper through the research of domestic and foreign tourism real estate development and operation mode, learn from the successful experience, combined with the characteristics of Henan Central Plains, the tourism real estate development and operation mode should not only be the development and operation of simple patchwork. The green ecological restoration, creative, multi format policy support of the three joint efforts to achieve the tourism real estate in Henan to demand for tourism development direction, government support for the protection of the multi-level mode of development, transformation and upgrading of tourism real estate, promote the sustainable development of tourism real estate.

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