Distribution Characteristics and Influencing Factors Analysis of China's 5A-Level Scenic Spots

Liying Mo, Shanshan Hu, Wenqi Cai, Yu Zhong
Union College of Angers University, Ningbo University, Ningbo 315000, China.

Abstract: Based on the research on 31 provincial-level administrative regions at the end of 2022, we used the geographic concentration index, geographic imbalance index, SPSS and ARCGIS spatial analysis techniques to study the spatial distribution, distribution factor correlation, and accessibility of national 5A-level scenic spots. The research results show that the overall distribution of my country's 5A-level scenic spots is unbalanced, with a low degree of concentration, showing a pattern of denseness in the east and sparseness in the west, with large inter-provincial differences. The density of traffic highways is positively correlated with the distribution density of 5A-level scenic spots. The traffic lines in the central and eastern regions are dense, and there are a large number of 5A-level scenic spots, especially the Beijing-Tianjin-Hebei region, the Yangtze River Delta region, and the middle and lower reaches of the Yangtze River and Yellow River. Therefore, the spatial distribution of China's 5A-level tourist attractions is mainly affected by the interaction of economic, transportation and social factors, among which GDP, transportation network and attraction of scenic spots are the most critical factors. These research results can provide a reference for optimizing the spatial layout of China's scenic resources and promoting regional socio-economic development.

Keywords: 5A-Level Scenic Spots; Distribution Characteristics; Multi-Scale; Influencing Factors

1. Research Background and Research Objectives

As a new growth point of the regional economy under the new normal, the tourism industry has strong compatibility, great driving force, and extremely wide coverage. Its vitality and good development trend are expected to further optimize the industrial structure of various regions, stimulate the endogenous driving force of economic development, and promote An important engine for improving people's livelihood. [1] The impact of 5A-level scenic spots is unmatched by general tourist attractions. [2]At present, although compared with the rapid development of high-level scenic spots, the research and analysis of 5A-level scenic spots is still relatively backward, but there are still some scholars who have conducted appropriate research in this area. For example, in terms of spatial analysis, Li Chunlei studied the spatial distribution characteristics of 3A-level and above scenic spots under the influence of population, terrain and transportation methods. In terms of accessibility analysis, Yang Zhiwei and others studied the spatial distribution characteristics and accessibility measures of A-level tourist spots in Guangdong Province in 2010, and Ji Renke analyzed the 3A-level tourism spots based on the traffic accessibility research model and regional spatial structure theory. The traffic accessibility of the tourist attractions above and above has been studied and suggestions have been put forward.

Therefore, this article will analyze the distribution characteristics of national 5A-level scenic spots and study related influencing factors by obtaining existing data and referring to the theoretical basis of many scholars. Through such research, we can understand the spatial layout of the current 5A-level scenic spots, and put forward suggestions to optimize the spatial layout of my country's high-level scenic spots, so as to promote the development of all-for-one tourism across the country, and realize the coordination and adaptive transformation of land resources and economic development. .

2. Data Sources

This study takes 31 provincial-level administrative regions at the end of 2022 as the research object, excluding Hong Kong, Macao and Taiwan. According to the list of 5A-level scenic spots published in the "China Tourism Statistical Yearbook" and "China Tourism Scenic Spot Development Report", use the Baidu coordinate picker to obtain the geographical coordinates of each scenic spot, and use ArcGIS to establish a national 5A-level tourist attraction resource point database and spatial distribution map . The study will consider the proportion of the tertiary industry in GDP, the density of the traffic network around the scenic spot, and the kernel density value of 5A-level scenic spots, and comprehensively analyze the scenic spot rating data of Ctrip to reveal its distribution characteristics and influencing factors.

3. Spatial distribution of national 5A level scenic spots

3.1 Macro distribution

As far as the overall national pattern is concerned, the overall distribution of my country's 5A-level scenic spots is relatively unbalanced, with a low degree of concentration, showing an unbalanced state, large inter-provincial differences, and a pattern of denseness in the east and sparseness in the west. The number of scenic spots in the eastern coastal areas is significantly more than that in the central and western inland areas, reflecting the influence of factors such as economic development level, transportation convenience, and market demand. The middle and lower reaches of the Yangtze River are the main clusters of national 5A-level tourist attractions, accounting for nearly one-third of all scenic spots, reflecting the richness and diversity of tourism resources in the region. North China and Southeast China are also important distribution areas of national 5A-level tourist attractions. The number of scenic spots in Southwest China and Northeast China is relatively small, mainly distributed in Sichuan, Yunnan, Heilongjiang, Jilin and other provinces and cities. "Reduced to 300 words.

3.2 Geographic Concentration Index Analysis

The calculated G value is 4.56, a difference of 13.4 from 17.96, indicating that the uneven geographical distribution at the provincial level is more significant. This difference may be related to various factors such as the size of the region, differences in the distribution of natural resources, traffic conditions, and policy support. Therefore, we will further investigate and study these related factors in order to better understand and explain the formation mechanism of this regional difference. Through in-depth analysis and exploration, we can reveal the role of different factors in the uneven geographical distribution, and provide strong support for formulating more effective regional development policies and measures.

3.3 Geographic Imbalance Index

The calculation result of the S value is 0.34, indicating that the provincial distribution is relatively balanced across the country, but compared with the imbalance index in previous years, it has increased, indicating that the current distribution imbalance is more serious than before, and more attention should be paid to it. Among them, there is also an obvious imbalance in the eastern and western parts of the central part, with an S value of 0.21, and the number in the eastern part is 137, far exceeding the 89 in the central part and 74 in the western part.

4. Analysis of Influencing Factors of Spatial Distribution

4.1 GDP Correlation Analysis

Economic scale is the threshold for the operation of 5A-level scenic spots. Using SPSS software, conduct a Pearson correlation analysis on my country's 5A-level scenic spots and the GDP value of each province in 2022, and generate a scatter plot to study the impact between them. The results show that the number of scenic spots is positively correlated with the GDP value, and provinces with high GDP usually have more scenic spots. The correlation coefficient between the number of scenic spots in each province and GDP is 0.746, which has a strong correlation after a correlation test of 0.001.

Further analysis finds that provinces with high GDP tend to have more economic resources and tourism infrastructure, which may be one of the main reasons for having a large number of scenic spots. These provinces usually have rich natural scenery, historical and cultural heritage and tourism resources, attracting more tourists and investment. Therefore, building more scenic spots in these areas is

a feasible business strategy. Among the top 10 provinces in terms of GDP, 7 provinces have top 10 5A-level scenic spots, such as Zhejiang, Jiangsu, Sichuan and Hubei. The development of regional economy will affect the travel level of local residents, which in turn will affect the tourist reception of scenic spots.

The discovery of this correlation provides an important reference for relevant government departments and tourism practitioners. When developing the tourism industry and planning scenic spots, the economic strength and population base of the region should be considered in order to use resources more effectively and improve the attractiveness and competitiveness of scenic spots. At the same time, for areas with low GDP, the construction and development of scenic spots can be promoted by promoting economic development and improving tourism infrastructure, so as to achieve economic growth and sustainable development of the region.

4.2 Spatial location analysis of scenic spots and main traffic lines

In order to further analyze the relationship between the transportation network and the distribution of 5A-level scenic spots, this study uses ArcGIS to analyze the buffer zone of expressways and main railways in my country, and establishes buffer zones with a radius of 10 km around the expressways and main railways.

The data results show that the density of traffic highways is positively correlated with the distribution density of 5A-level scenic spots. The central and eastern regions have dense traffic lines and a large number of 5A-level scenic spots, especially the Beijing-Tianjin-Hebei region, the Yangtze River Delta region, and the middle and lower reaches of the Yangtze River and Yellow River. The 5A-level scenic spots in these areas show a trend of agglomeration and distribution in the traffic line buffer zone. The distribution of 5A-level scenic spots in the central and western regions is also obviously distributed along the traffic roads. It can be concluded that the accessibility of national 5A-level scenic spots is significantly different, showing obvious traffic directionality.

The areas with the worst traffic accessibility are mainly concentrated in Tibet, Xinjiang, Qinghai and other alpine deserts or remote border areas. There are very few 5A-level scenic spots in these areas. The provinces and cities with strong accessibility are mainly distributed in the coastal areas and the central and eastern regions, and the number of scenic spots in these areas accounts for more than 80% of the national total. Other areas such as Heilongjiang, Inner Mongolia, Gansu and Sichuan are generally accessible, and the number of 5A-level scenic spots is relatively small.

In the Beijing-Tianjin-Hebei region and the Yangtze River Delta region, the distribution density of railways is high, and the transportation is convenient. The distribution of railways has spatial differences. To sum up, there is an important connection between the distribution of 5A-level scenic spots and traffic lines, and most 5A-level scenic spots are distributed along traffic lines. The denser the traffic arteries, the more 5A-level scenic spots, which shows that the transportation network plays an important role in the spatial distribution of 5A-level scenic spots. Scenic spot clusters are mostly located in areas where transportation hubs are located, because convenient transportation allows tourists to reach their destinations quickly. The transportation network near the scenic spot has been gradually improved, forming a backbone traffic framework embellished with scenic spots.

5. Conclusion and Outlook

The distribution of the number of 5A-level scenic spots in China is related to factors such as location, number of traffic roads, GDP differences among provinces, and tourist evaluation. It is dense in the east and sparse in the west. Beijing-Tianjin-Hebei, the Yangtze River Delta, and the Pearl River Delta are dense areas. There are also many 5A-level scenic spots in developed areas such as along the river and coast, and there are fewer in the west. Regions with developed economy and profound history and culture usually have more scenic spots. However, the overall is not enough to meet the huge domestic tourist base and demand. Future research can explore more influencing factors in depth, such as the increase in regional consumption power may increase the number of scenic spots and affect the national distribution. The cultural tourism industry is shifting towards high-quality development, and experiences with IP attributes are attracting attention. Scenic spots should integrate marketing and adapt to changes in demand. Driven by market demand, political performance demand, investment choices and industrial transformation, it is expected that more scenic spots will emerge in the Midwest. Government support, border development and tourism resources attract investors and provide opportunities for 5A-level scenic spots. In short, China's 5A-level scenic spots have broad prospects and need further research and promotion to meet tourism needs and promote industrial prosperity.

References

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