

## STUDY ON THE DEVELOPMENT STRATEGY OF HUZHOU TOURISM

Yao Chen<sup>1</sup>, Chenchun Wu<sup>2</sup>, Bofan He<sup>3</sup>, Yu Zhou<sup>4</sup>, Gang Chen<sup>\*5</sup>

*School of International business, Zhejiang Yuexiu University, Shaoxing, 312000, Zhejiang Province, China. Corresponding author: Gang Chen*

**ABSTRACT:** Huzhou has rich tourism resources, as early as a considerable development since the reform and opening up, especially in recent years, Huzhou tourism has ushered in a new period of development opportunities. At present, Huzhou tourism has become one of the most characteristic tourist cities on the East China tourism line. With the development of Huzhou City, the tourism industry has been further improved, and the tourism degree of the whole city has further increased the transformation and upgrading of the tourism industry. However, the development of tourism in Huzhou City still lags far behind the tourism development of major cities in East China. This round of research mainly analyzes the current development of tourism in Huzhou City, on the basis of analyzing the specific situation, pointed out that the current development of Huzhou tourism problems, and then analyzes these problems one by one, and put forward some specific solutions, so as to promote the further rapid development of tourism in Huzhou City.

**KEYWORDS:** *Huzhou; Travel; Development*

### I. INTRODUCTION

The development of tourism is a positive energy for the development of the whole society, which brings huge economic and social effects to the whole society to a certain extent. Tourism, as a sunrise industry in China, provides more opportunities for economic development for the whole economic development of China, especially the tourism directly and indirectly provides more jobs and has successfully solved the employment problem of a large number of people. The development of tourism provides more opportunities for young people's employment, and can reduce a series of unstable factors caused by employment problems in the whole society and country by reducing the unemployment rate of young people. China's tourism industry has entered a new stage since the reform and opening up. According to official data, in 1978, the number of international tourists in China was only 716,000, while the foreign exchange income of tourism was only 263 million US dollars. After 40 years of development, the total number of inbound tourists in China reached 145.31 million in 2019, which was 203 times that of 1978. The income from tourism also increased significantly. In 2019, the international tourism income reached 131.3 billion US dollars, which was 499 times that of 1978. Moreover, the total tourism revenue of China has reached 6.63 trillion Yuan, accounting for 12.41% of the total added value of the tertiary industry. These amazing advances all show that China's tourism industry has certain advantages in international competition. On the other hand, the number of domestic tourists in China is also growing rapidly, and tourism consumption has also increased significantly. At present, China is in the process of moving from a big tourism country to a powerful tourism country, in which the competitiveness and international influence of the tourism industry are increasing day by day, and the social and economic benefits brought by tourism are also increasing, which strongly promotes the rapid development of China's national economy. According to the World Tourism Organization, China's tourism industry, the second largest in the world and second only to the United States, will expand by 7% every year in the next 10 years, exceeding the global growth rate of 4% and surpassing the United States by 2024.

The development of urban tourism is the development product of the new era with the end of the industrialization era. Especially under the global development background, the promotion of the comprehensive strength of cities and the improvement of supporting facilities and services make the development of tourism have a better development opportunity. More and more cities conform to the current development trend, in order to make continuous efforts for the development of tourism with urban characteristics, urban tourism has also brought new development opportunities and continuous vitality to the development of cities. The tourism industry in most cities in China has a relatively large market demand, and more and more governments have begun to effectively deepen the reform of the supply side of tourism. Taking tourism as an important leading industry to support the national economy and an important industrial development task under the background of

urban development in the new era, the concept of striving to develop tourism has penetrated into many cities and received wide attention. Many cities in China have formed the concept of tourist city. Through the vigorous development of urbanized tourism, let urban tourism form the characteristics of the city itself, and through the further development of urban characteristics, gradually improve the popularity of the whole city and the total value of the city, and form a good development.

Zhejiang Province is not a province with large economy and population, but also a province with large tourism resources. Under the current development background, Zhejiang Province has always firmly adhered to the scientific judgment put forward by General Secretary Jin Ping that green mountains and green mountains are Jinshan Yinshan, that is, on the premise of maintaining good ecology, vigorously develop the tourism industry of each city and realize sustainable development. Huzhou City, located in the north of Zhejiang Province, is rich in tourism resources, and has formed a certain tourism scale through years of development. However, under the development background of Huzhou's tourism industry, many problems still exist. This paper analyzes these problems one by one, and then puts forward corresponding solutions, promote the healthy and rapid development of Huzhou tourism industry.

## II. RESEARCH SIGNIFICANCE AND METHODS

### 2.1 Significance of Theoretical Research

The research in this paper has certain theoretical significance. This paper mainly analyzes the development of urban tourism at home and abroad, finds that there is a certain correlation between the development of tourism industry and various elements of tourism, and many domestic and foreign literatures have studied the related elements of tourism industry development to varying degrees. The innovation of this paper lies in the combination of tourism industry and urban development, and the mutual connotation between tourism industry development and urban development is deeply explored, and the related theory of promoting urban image promotion through tourism is further put forward, thus achieving certain theoretical research objectives and embodying theoretical research significance.

### 2.2 Practical Application Value

The research in this paper has certain practical application value. Huzhou is a city with rich tourism resources. With the continuous advancement of urbanization, the city's tourism industry has been further developed. With the development of tourism in Huzhou in the new era, there are still many opportunities and challenges from all directions. Especially, the outbreak of the Covid-19 epidemic in 2020 and the upcoming Hangzhou Asian Games in 2022 have ushered in a new opportunity for the development of tourism in Huzhou. This paper will study how Huzhou's tourism industry can further seize the development opportunities under the current development background. Reface many problems in the process of tourism development and attach great importance to it, to promote the rapid development of tourism in the whole city with development opportunities, thus promoting the rapid and stable growth of tourism in Huzhou, which fully reflects the practical application value.

### 2.3 Literature Theory Research

Literature research methods are widely used in various disciplines. By consulting a number of relevant documents, this paper pays special attention to the background analysis of domestic tourism brand image design industry and relevant documents, mainly including magazines, books, newspapers, internet materials and academic papers, etc. pay attention to absorbing the latest research results of marketing, consumer psychology, economics, design and other related sciences.

### 2.4 Case Study and Analysis

The case study method is to achieve the enlightening purpose of "seeing the big from the small" by studying the target monomer. The case study method mainly uses individual typical cases to inspire and guide the actual research situation of the subject and make the final conclusion. This paper takes Huzhou City as an individual case for research and analysis. Access to a number of literature and data analysis to support this point of view. Strive to unify the reality, typicality and depth of the theoretical viewpoints.

## III. HUZHOU TOURISM MARKET ANALYSIS

Huzhou has a long cultural history, and Huzhou is named Huzhou because it is near Taihu Lake. Huzhou City was known as the axe of Stone and the land of fish and rice in China as early as the Song Dynasty, and it also has a very profound cultural foundation, and has also been known as a country of culture since ancient times. Huzhou also has a very superior geographical position, although its location is located in the north of Zhejiang Province, However, it is adjacent to Shanghai and Nanjing, and has the shore of Taihu Lake. It is an important city in the whole Yangtze River region. Huzhou has two urban areas, including Wuxing District and

Nanxun District, and three counties, including Deqing County, Changxing County and Anji County. Huzhou also occupies a very important position in the whole transportation, The expressway running through the north and south of Huzhou City and the Beijing-Hangzhou Grand Canal have enabled Huzhou City to be included in the transportation network of the whole country.

Huzhou has a profound cultural background, and has formed the unique tea culture and Huzhou culture which have existed for a long time in China. Huzhou has very strong factors of tea culture development, and has a long history of tea culture development. Especially Anji County, Huzhou City, has won the International Nomination Award of China Tea Culture and Tea Fair for three consecutive years. At the same time, the oldest silk fabric in China has also been unearthed in Huzhou City, which has been used as the silk activity of the oldest folk custom unearthed in China. The whole city of Huzhou has a certain cultural accomplishment, and has a certain historical background. At the same time, there are a large number of calligraphers in Huzhou.

Huzhou's scenery is also very distinctive. In the east, there are small bridges and water houses with Jiangnan characteristics. In the west, the inside information of bamboo township and the momentum of Linhai Waterfall and Gaoshandian show the characteristics of Huzhou to the fullest. Feiying Tower, located in Taxia Street in the city, attracts tourists with its unique tower-in-tower, and is listed as a key cultural relics protection unit by the state; Dragon Dream Park has built a large-scale theme park integrating nine functions of "eating, living, traveling, traveling, buying, entertaining, raising, educating and exhibiting" with the concept of "taking accommodation as the main factor, staying and traveling"; Anji, a beautiful bamboo town, has the largest China Bamboo Expo Park in China. Jiangnan Tianchi and Zhongnanbai Grassland pass on the tourism positioning of "Green Water and Green Mountain is Jinshan Yinshan" to all tourists who come to watch it with great momentum and excellent governance; Nanxun town, located at the junction of Jiangsu, Zhejiang and Shanghai provinces and one city, has become a typical representative of the ancient town of water town with the reputation of "Jiangnan Mansion Gate" and has great connotation; Mogan Mountain, a cool world near Hangzhou, as a national scenic spot, is known as the four summer resorts in China together with Lushan Mountain, Beidaihe Mountain and Jigong Mountain, and is relished; Changxing, located at the junction of Jiangsu, Zhejiang and Anhui provinces, has become a witness of paleoecology. It is famous for its magnificent Shili Ancient Ginkgo Promenade, Chinese alligator with "living fossil" in animal kingdom, ancient world scenic spot of Golden Nail and exquisite tribute tea and purple bamboo shoot tea in Tang Dynasty. There are also the hometown town of 4a-level scenic spot in Miaoxi, Liang Xi Forest Park established in memory of Liang Xi, the first tourism minister of New China, and so on, all of which are tickets for Huzhou tourism. Great development potential. During the "Thirteenth Five-Year Plan" period, after comprehensive consideration, in order to give full play to the advantages of regional geographical environment, Huzhou aims to build an internationally renowned high-quality ecological leisure and holiday city, and vigorously develop new tourism businesses such as ecological sightseeing, cultural leisure, country and lakeside holiday. Strive to build an important international leisure and holiday center in the "Yangtze River Delta" region and a favorite tourist destination for tourists, strive to build a 100 billion-level leisure tourism industry cluster, and vigorously build an international-level rural holiday tourism area. While vigorously developing tourism, Huzhou government always keeps in mind the idea put forward by Secretary Xi Jinping that "green mountains and green hills are Jinshan Yinshan. We attach great importance to protecting the ecological environment, especially places with special historical and cultural values such as tourist attractions, Do not forget your initiative mind, and insist on sustainable development.

On the whole, Huzhou is rich in tourism resources, and its types are relatively diverse, which can be said to have unique advantages, and the whole tourism resources are generally integrated with human and natural resources and form Huzhou characteristics. The quality of tourism resources in Huzhou is relatively excellent. Moreover, the development in the whole region has shown a more obvious development trend. The tourism area of Huzhou is optimized in the whole space, but on the whole, the development degree of tourism resources in Huzhou is relatively low, and the tourism resources in Huzhou have great development potential.

#### IV. SWOT ANALYSIS

##### 4.1 Strengths

First, it has certain location advantages. Huzhou is one of the important cities in the Yangtze River Delta region of China, and it belongs to the tourism circle of the Yangtze River Delta urban agglomeration. Huzhou happens to be located in the border of Zhejiang, Anhui and Jiangsu provinces, and it is basically within 200 kilometers from the major cities of the three provinces. The whole geographical location of Huzhou basically coincides with many golden streamlines in China, and basically forms an important intersection of many tourist routes, which has a certain passenger flow and great potential for tourism development.

Second, it has certain traffic advantages. The transportation environment construction in Huzhou city is relatively perfect, and it is located at the intersection of many high-speed highways, national highways and high-speed railways. With the rapid development of high-speed rail in China, especially in East China where Huzhou is located, a relatively dense high-speed rail network has been formed. Huzhou and many other

important cities have formed a one-hour traffic circle, which is very convenient. It can be said that the whole traffic location is very advantageous. The advantage of Huzhou's transportation location makes the tourism industry in Huzhou have a certain transportation foundation, which is conducive to the effective distribution of passengers within a certain period of time.

Third, it has certain ecological advantages. Huzhou has rich ecological advantages. Huzhou is a major city around Taihu Lake, with beautiful Taihu Lake lakeside. At the same time, Huzhou is also a charming city with the most development potential in the ecological environment of the Yangtze River Delta region of China. Huzhou has a good ecological environment, and its ecological environment can further promote the long-term development of tourism in Huzhou.

Fourth, it has certain humanistic advantages. Huzhou has a humanistic history of more than 2,000 years, with a certain humanistic and cultural charm and profound cultural heritage and has inherited the cultural aesthetic education as a cultural country. Huzhou also has tea culture, calligraphy and painting culture which has lasted for more than 2000 years in China, and also has certain religious culture. On the whole, Huzhou has formed certain advantages in cultural development under the background of development, and cultural development is diverse. Taking cultural development as an important link of ecological tourism in Huzhou is the development characteristic of tourism in Huzhou.

Fifth, it has a certain advantage of backwardness. Especially in recent years, the economy of Huzhou has developed rapidly, especially the comprehensive strength of the city has been improved to a certain extent. It has been successfully selected as one of the top 100 cities in China in 2018, and the upcoming Asian Games in 2022, as a co-host city, is bound to cause a wave of tourism boom. There will be a large flow of domestic and foreign tourists coming to the lake, and the investment and construction of Dragon Dream is also to cope with this wave of tourism. It can be said that Huzhou's tourism industry has great development potential, and its future is infinite. Huzhou has formed a certain industrial development foundation in the process of urban construction, but in the construction of industrial development foundation, Huzhou government pays special attention to the ecological environment protection of cities, which not only forms the most dynamic city in the whole regional economy, but also provides a broader development space for the development of the whole tourism industry.

#### 4.2 Weaknesses

First, the imperfect management system of tourism development and insufficient integration of various tourism resources. During the development of tourism in Huzhou, there are still many problems in its tourism management system, and the level of tourism employees is uneven. However, in the development of tourism, the overall development of tourism has not been paid attention to. There is a certain degree of deficiency in the integration of various tourism resources, which to a certain extent has caused the relative restraint of tourism development in Huzhou.

Second, the central city of Huzhou itself is relatively weak, and its driving interests are relatively weak. On the economic basis, Huzhou's economic foundation is weak, and tourism started late. Because Huzhou's local area and population rank lower in Zhejiang, and its GDP is always behind the whole province, the government has not invested enough in tourism and absorbed less foreign capital. Tourism-related industries such as accommodation industry, service industry and tourism products are not as developed as other neighboring big cities. Huzhou is under competitive pressure from neighboring cities, so the level of tourism services needs to be improved and the infrastructure needs to be improved. And because of the lack of core competitiveness, tourism products are also under the pressure of substitution and need to be developed. Huzhou has attached great importance to the development of tourism for many years, and hopes to promote the further development of Huzhou's industry through tourism. However, in the process of tourism development, the influence of Huzhou's central city is weak to a certain extent, which can not further radiate the surrounding cities. In addition, in the Yangtze River Delta urban agglomeration where Huzhou is located. There are many cities with higher popularity and richer tourism assets, which also affect the development of tourism in Huzhou to a certain extent.

Third, the policy formulation is relatively lagging behind, and the operating environment of the whole tourism industry is not good. There is a certain degree of lag in the policy-making of tourism development in Huzhou City, and it belongs to the type of lag behind. Especially when many cities have put forward the basic idea of making full use of tourism industry to drive the development of the whole city, Huzhou has only started to further build its tourism industry. Although it also hopes to promote the development of the whole city through the further development of tourism, the overall policy implementation is relatively lagging behind and many opportunities are missed.

#### 4.3 Opportunities

First, Huzhou is facing the opportunity of policy dividend for the development of the Yangtze River Delta region. At present, Huzhou City is facing a good opportunity to build a well-off society in an all-round

way and realize modernization. Under this background, Huzhou City needs to vigorously develop modern industries, strive to improve the development level of service industry, and attach importance to its significant proportion in the whole economic development. In addition, the integration of the whole Yangtze River Delta economic circle, the integration of tourism in the Yangtze River Delta and the integrated construction of fitness and holiday circle around Taihu Lake have brought more abundant and unique opportunities for the further development of tourism in Huzhou, and are also the best development opportunities for Huzhou to better expand tourism under the current development background. It needs to be firmly grasped.

Secondly, Huzhou has unique tourism resources and excellent location advantages. Huzhou is an important city around Taihu Lake. In the whole process of development and construction of tourism resources, Taihu Lake should be regarded as its very important tourism advantage, and the development advantage of tourism around Taihu Lake should be further developed. In the current process of tourism development, Huzhou needs to pay more attention to the whole resource sharing and optimize the development trend of cooperation, and strive to promote the whole regional cooperation and realize the excellent development of the whole tourism resources with a more positive trend.

Third, the holding of the 2022 Asian Games in Hangzhou has brought better opportunities for the development of tourism in Huzhou. The holding of the Asian Games in Hangzhou has brought untold opportunities for the development of tourism in Huzhou. There will be a large number of overseas tourists coming to the lake. The opportunity for Huzhou to hold the Asian Games in Hangzhou needs to further establish the advantages of holding the Asian Games. Efforts will be made to turn Huzhou into the back garden of Hangzhou, providing more infrastructure and tourism resources for the Asian Games in Hangzhou, attracting more domestic and foreign tourists and enhancing international popularity.

#### 4.4 Threats

First, the development of tourism in Huzhou is threatened by competition from many city circles in the Yangtze River Delta. Huzhou is located in the central area of Yangtze River Delta. Although its geographical location has brought many favorable conditions for Huzhou to develop urban tourism, it also makes Huzhou face greater competition threats. Suzhou, which is close at hand, has a large scale of tourism, which is similar to Huzhou in geography and culture. Sharing Taihu Lake and Wu culture, urban tourism products have strong competitiveness to Huzhou. As an international metropolis, Shanghai's tourism development has entered a mature stage, showing the strongest competitiveness in terms of the reception capacity of urban tourism organizations, the strength of urban tourism industry and the economic and social support of urban tourism, not only in the Yangtze River Delta region. It also belongs to the first level of tourism competition in China. As the capital city of Jiangsu Province, Nanjing has attracted a large number of domestic and foreign tourists with its historical background of "seven dynasties", the advantages of mountains and rivers, unique snacks and so on, and has the strong advantages of the capital city. Hangzhou, as one of the first "best tourist cities" in China, since ancient times, Hangzhou has been famous both at home and abroad for its paradise above and Suzhou and Hangzhou below. In recent years, Hangzhou has made great efforts to develop urban tourism, and the convening of the first leisure Expo has further enhanced its international influence. The Asian Games, which will be held next year, is bound to cause another wave of tourism boom. Similarly, after years of development, Ningbo has formed a certain scale of economic development. The popularity of urban development is relatively high, and the city has gathered a lot of wealth, which has gradually tilted towards tourism. The completion of Hangzhou Bay Bridge in Ningbo has a very important role in promoting the development of tourism in Ningbo, and it is also a major advantage for Ningbo to develop tourism. To sum up, Huzhou is under many competitive pressures from neighboring cities.

Secondly, the establishment of tourism brand in Huzhou still faces market competition from various parties. The establishment of a city's tourism brand needs to be realized through the effective development of the city's long-term tourism resources, and also depends on the stable development of tourism. The development of tourism in Huzhou is relatively lagging behind. Moreover, in the process of development, it is still facing the dilemma of infrastructure shortage. If we want to further promote the development of tourism and establish the urban tourism brand of Huzhou under the current development background, we need to pay more attention to the construction of tourism infrastructure in Huzhou and the effective development of tourism resources in various places to establish a good brand image.

#### 4.5 SWOT Analysis Suggestions

According to the above analysis of the advantages and disadvantages, opportunities and threats of developing urban tourism in Huzhou; It can be seen that, in terms of external environment, there are many challenges, but there are many opportunities. For the analysis of internal environment, the advantages outweigh the disadvantages, and it belongs to the growth strategy of strength and opportunity. Facing the current situation of urban tourism development in which S and O are dominant, Huzhou should consider its own strength and advantages, rely on its internal strengths, seize favorable opportunities, and take advantage of external

opportunities to improve the quality of urban tourism products and enhance the visibility of the city image, so as to distinguish itself from the surrounding excellent tourist cities and maximize its advantages.

## V. HUZHOU TOURISM DEVELOPMENT PROBLEMS

### a. Infrastructure Is Not Perfect

Huzhou's economic foundation is relatively weak, and the whole tourism industry started relatively late. Although it has received great attention from the government and received financial support in recent years, its efforts are not strong, and the overall development of tourism industry is still relatively slow. Tourism, as a comprehensive development industry, it is necessary not only to provide targeted special funds for vigorous development and construction, but also to establish relatively perfect tourist reception services. Unfortunately, the development of tourism in Huzhou has not established a complete set of tourism reception services, and has not formed a relatively complete tourism industry. With the development of tourism in Huzhou, compared with other cities in the Yangtze River Delta, its development maturity is still relatively low.

Huzhou belongs to the whole Yangtze River Delta economy, which is relatively backward in development level. Under the current development background, the tourism development in Huzhou is still in a development situation with relatively poor advantages and insignificant characteristics. Although Huzhou strives to build Taihu Lake development brand and spends a lot of money to build Dragon Dream Tourist Resort, however, there is a certain degree of difference between the tourism management mode of Huzhou City and the natural scenery of Taihu Lake, which destroys the harmony of eco-tourism and cannot form a certain degree of popularity.

### b. The Level of Service Talents Needs To Be Improved

In terms of tourism management talents, Huzhou is also relatively scarce, which is mainly manifested in the lack of high-quality talents and management teams. By analyzing and studying the overall quality of tourism employees in Huzhou, it can be concluded that many employees have some problems, such as improper professional structure, low educational background, hard professional skills and insufficient practical operation. It is very unfavorable to further improve the service level of tourism. In addition, there are also quite a few problems of poor quality and insufficient ability of tourism department directors, which is also very necessary for the management. In addition, most of the tourist attractions in Huzhou are not aware of service innovation, and there are still many shortcomings in the overall development potential. To a certain extent, it also causes the backwardness of tourism service level in Huzhou.

### c. The Inquiry Channel Is Too Narrow

Under the background of the rapid development of Internet economy, the Internet development model based on Internet platform has affected all aspects of people's lives. At home, people can inquire about the tourism industry through a certain Internet platform, so as to obtain the relevant information of the tourism industry and master the tourism trends. Most cities with developed tourism use certain online publicity and online sales to further market the whole city's tourism industry to brand, reflect the corresponding brand effect and expand the city's tourism popularity. To a certain extent, tourism in Huzhou still follows the relatively traditional propaganda and marketing mode. Under the background of the rapid development of modern information technology, the development of tourism is still relatively lagging behind. The information push of Internet-related tourism platform in Huzhou is relatively lagging behind, and the introduction of information push of Internet platform is not paid attention to, which limits the development of tourism in Huzhou to a certain extent.

## VI. HUZHOU TOURISM DEVELOPMENT SOLUTIONS

### a. Improve Infrastructure

Tourism is a comprehensive supporting industry. Huzhou needs to further promote Huzhou cuisine to the international market, and strive to make Huzhou cuisine an important attraction factor in tourism. Huzhou City needs to vigorously develop the local characteristic resource advantages of Huzhou City, especially to improve the level of farmhouse catering in Huzhou City and integrate catering into cultural broadcasting. Further promote the development of Huzhou cuisine in the whole tourism industry. For example, make full use of Huzhou's bamboo culture advantages to introduce bamboo rice, bamboo shoots and other special bamboo foods to satisfy tourists' taste buds.

In terms of accommodation, Huzhou needs to further optimize the overall structure of tourist accommodation, establish a multi-level and multi-price accommodation system, and strive to cultivate some famous hotels and restaurants to attract international tourists. Huzhou can focus on the local development of the brand to focus on building, and strive to attach importance to branding. The construction of shopping malls and hotels can also reflect the characteristics of Huzhou, and make great efforts in decoration design to build famous brands. For example, Naked Heart Valley Resort in Deqing is very characteristic of Deqing.

Although Huzhou is located in the Yangtze River Delta economic belt, its tourism transportation resources are still very scarce. Huzhou needs to establish a special transportation node featuring tourism and strive to create the image of a node city in the tourism economic circle around Taihu Lake. The tourism economic circle of Huzhou can be formed by the provincial highway and the Beijing-Hangzhou Grand Canal. Tourism economic circle can take tourism traffic as an important support, and extend tourism traffic films to various scenic spots, so as to realize seamless connection between various scenic spots.

In the process of tourism traffic construction in Huzhou, we should ensure that the whole traffic construction is superior to the regional economic development, and the formation of efforts will drive the development of the whole city with traffic construction, and then drive the good situation of tourism development.

Tourism shopping is still favored by tourists, and it is one of the important development factors in the process of tourism development. As an important derivative of developing tourism, tourism products are an important source of tourism revenue. At present, the quality of life of people all over the world has obviously improved, and the demand for eco-tourism market has become stronger and stronger. Huzhou must grasp the changes of domestic and foreign tourists' tourism demand, constantly adjust the investment in tourism development and optimize the structure of tourism products. However, the development of new tourism products to meet the needs of domestic and foreign tourists can not only rely on the subjective decision-making of the government, which is easy to break away from reality, resulting in waste of resources. And the related capital investment, it can't be entirely borne by the government, and it must rely on the strength of private enterprises, banks, international organizations and other institutions, so that most of the tourism infrastructure is controlled by the government, and private enterprises invest and hold the development. Huzhou government can introduce a series of supporting policies to absorb private capital reasonably and attract more tourists to Huzhou.

Under the background of tourism development, Huzhou should focus on developing tourist crafts and souvenirs with Huzhou traditional culture connotation. Actively promote the construction of the central commercial street in tourist areas, vigorously develop tourist shopping areas based on characteristic tourism, and establish the brand effect of tourism products. Huzhou also needs to further establish specialized tourist shopping malls, so as to improve the chaotic shopping situation in most tourist attractions and form an effective and unified management of the overall market. In the process of tourism shopping development in Huzhou, it is necessary to strengthen the effective supervision of tourism shopping and severely crack down on all kinds of illegal activities in the tourism market. Ensure that tourism shopping can run smoothly under effective monitoring.

Tourism and entertainment are also important concerns in the development of tourism culture. Under the background of tourism development, Huzhou should make clear the numerous missions of tourism culture, further increase the recreational items and features in the process of tourism, strengthen the management of tourism and entertainment, and publicize the connotation of tourism brand in Huzhou through active entertainment.

#### **b. Strengthen the Training of Service Personnel**

Tourism professionals is an important capital in the tourism industry, and its differentiation is mainly reflected by tourism professionals' comprehensive quality, including tourism professionals' cultural education level, courtesy, manners, service quality, communication skills, spirit and so on. Through careful training of tourism professionals, it can improve the service ability of employees and make their service skills and qualities different from those of other tourist cities, thus reflecting service differentiation and promoting product differentiation, and then helping to shape brand differentiation. And improving the quality of tourism professionals mainly depends on tourism education. Tourism related departments in Huzhou should fully realize the importance of training high-quality tourism professionals, and can directly train suitable tourism talents among college students through cooperation and exchange with universities in Huzhou. It is necessary to strengthen the training of Huzhou tourism professionals and develop its tourism knowledge literacy and practical ability. In order to further improve the quality of tourism services, we can make a better plan for the sustainable development of ecological leisure tourism in Huzhou in the future by continuously introducing foreign science, technology and professionals. And to optimize the reward and punishment system of tourism professionals, timely feedback and update, and encourage relevant personnel to put forward feelings and suggestions to higher-level departments. Through various measures, comprehensively improve the quality of Huzhou tourism professionals.

#### **c. Promote the Construction of Public Service Internet System**

Huzhou can rely on the existing Internet platform and strive to build a local online travel platform in Huzhou based on the Internet platform. In the process of platform construction, Huzhou needs to ensure the tourist attractions and tourist resorts in the whole area of the city. It can be presented to the public through relatively perfect basic information such as introduction and contact information of tourist attractions, and make use of the popular cloud technology, so that everyone can travel online without leaving home and give the public a better intuitive experience. Huzhou also needs to encourage tourist attractions and businesses to market

self-related products through tourism platforms. Strive to sell them to the whole country and even the whole world. Actively use the tourism platform to strengthen tourism management, effectively serve the tourism industry in the whole region, and further enhance the tourism marketing level and effective supervision of tourism.

Huzhou should promote the construction of "smart tourism" project and strengthen the construction of intelligent supervision and dispatching platform for tourist attractions. Promote the construction of tourist traffic information and key tourist parking space signs, use cloud technology to realize the intelligent sharing of information. We took the lead in carrying out tourist flow monitoring pilot projects in high-grade scenic spots in South Taihu Lake, Deqing and Anji to promote the construction of travel team management service system, tourism safety supervision command system and tour guide service management system. Build a smart tourism big data platform and monitor the operation of Huzhou tourism industry based on big data.

In the development of tourism in Huzhou, it is necessary to use traditional media for effective publicity, and actively carry out effective publicity, cooperation and exchange with some national media such as TV stations. Under the background of new media propaganda, it is necessary to give full play to the marketing capabilities on relevant platforms based on the Internet, strive to build a variety of platform systems such as Huzhou smart tourism, form the key information push of Huzhou tourism. Huzhou needs to further design the latest tourism electronic map of Huzhou, to enhance the overall tourism awareness of Huzhou and pay close attention to the construction of Huzhou Pavilion.

#### **d. Leverage the Hangzhou Asian Games to Develop Tourism Industry**

At present, the Hangzhou-Jiaxing-Huzhou metropolitan area has basically formed an integrated tourism development pattern. In the future, Huzhou needs to take advantage of the important opportunity of hosting the Asian Games in Hangzhou to promote the development of tourism industry in Huzhou by excavating tourism connotation, innovating tourism products, excavating tourism connotation, expanding tourism extension and optimizing the allocation of tourism resources. Huzhou municipal government should give full play to its leading advantages, plan first, ensure the coordination between tourism development and the development of Hangzhou Asian Games, and maximize the requirements of the integration of tourism resources in the Asian Games. On the basis of good planning, the government should sort out the tourism resources in the whole city, find out the base, register them in the book, manage them at different levels, and establish the archives of tourism resources in the Asian Games. Determine the time series of development to prepare for the development of tourism resources in the Asian Games. In addition, when developing the tourism resources of the Asian Games, we should strictly follow the planning guidelines, and we should not blindly develop them, let alone develop them for the sake of development. We should develop them rationally, orderly and gradually, and especially respect Xinghua's own cultural and geographical environment.

## **VII. CONCLUSION**

Urban tourism, as an indispensable part of tourism, has attracted more and more attention. Facing the increasingly fierce market competition, how to ensure the healthy and sustainable development of urban tourism is an urgent problem for all localities and departments. However, due to the influence of human and geographical factors, with the acceleration of global integration and the continuous improvement of information technology, the differences between urban tourism products are getting smaller and smaller, the identifiability is reduced, and they are facing severe "homogenization" competition. How to build their own city characteristics and make the city positioning recognized by tourists must rely on differentiated competition strategy.

Taking Huzhou as an example, this paper studies and explores the differentiated competition strategy of urban tourism. However, due to the short time and limited level, there are still many shortcomings. When analyzing the problem, it is not enough due to the limitation of experience; The research is not deep enough, and the practical operation of some suggestions and measures needs to be further demonstrated.

## **REFERENCES**

- [1] Lu Yan-Ling, He Dan, QI Zhen-Yu. Evaluation and spatial optimization of tourism regional competitiveness in Beijing [J]. Journal of Beijing Union University (Natural Science Edition), 2020(3).
- [2] [Zhang Miao. A study on urban competitiveness under the background of resource-based city transformation -- A case study of Linfen City, Shanxi Province.] Business Times, 2018, (14).
- [3] Wang Qing-Rong, Qin Sheng-zhong. Smart tourism and the improvement of core competitiveness of Guilin International Tourism resort [J]. Social Scientist, 2014, (5). doi:10.3969/j.issn.1002-3240.2014.05.020.
- [4] ZHU R P. Research on evaluation of geopark tourism brand competitiveness [J]. Journal of Hechi University, 2020, (2). doi:10.3969/j.issn.1672-9021.2020.02.017.
- [5] ZHUANG Zhaoxia. Exploring the essence of urban management [J]. Shopping Mall Modernization, 2019, (6).



- [6] Wang Yonggui, Shen Jinying, Shi Guicheng, et al. How brand equity drives Customer Relationship Management Performance: An empirical study based on decomposition method [J]. *Journal of Management*,2020,(6).
- [7] CAI S Z. On tourism brand development [J]. *Journal of Anhui Normal University (Natural Science Edition)*,2004,(3).doi:10.3969/j.issn.1001-2443.2004.03.027.
- [8] Analysis of influencing factors of brand competitiveness [J]. *China Engineering Science*,2020,(5).
- [9] Wei Xiaolan. Tourism City and Urban Tourism: Another perspective on cities [J]. *Tourism Tribune*,2001,(6).doi:10.3969/j.issn.1002-5006.2001.06.002.
- [10] Zhuang Guodong, Zhang Hui. Research on factors of tourism city brand credit based on selection cost [J]. *Statistics and Decision*,2020,(16).
- [11] Zhuang Guodong, Zhang Hui. Research on Influencing factors of tourism city brand competitiveness [J]. *Jiangxi Social Sciences*,2015,(8).
- [12] Lian Yi, Fan Zhiwen. Thinking on building the core competitiveness of Guilin International Tourism Resort [J]. *Industry and Science and Technology Forum*,2014,(22).doi:10.3969/j.issn.1673-5641.2014.22.009.
- [13] Zhu Mei, Wei Xiangdong. Construction and application of evaluation index system of international tourism cities [J]. *Economic Geography*,2011,(1).
- [14] Zou Tongqian, Qin Yaya, Wang Xiaofang. Research on competitiveness evaluation model of tourist destination cities: Comparison of competitiveness between Beijing and Shanghai [J]. *Tourism Research*,2011,(2).doi:10.3969/j.issn.1674-5841.2011.02.001.
- [15] Xie Yanjun, Yu Zhiyuan, Zhou Guangpeng. Analysis of problems in the theory and practice of Chinese tourism city competitiveness evaluation [J]. *Tourism Science*,2020,(1).doi:10.3969/j.issn.1006-575X.2010.01.001.
- [16] Ma Congling, Ni Pengfei. Urban tourism brand: Concept definition and evaluation system [J]. *Finance and Trade Economics*,2018,(9).
- [17] Myriam Jansen-Verbeke. Urban tourism and city trips[J].*Annals of Tourism Research*,1995,22(3).
- [18] Liping A. Cai.Cooperative branding for rural destinations[J].*Annals of Tourism Research*,2020,29(3).doi:10.1016/S0160-7383(01)00080-9.