

2014

# BioTechnology

*An Indian Journal*

FULL PAPER

BTAIJ, 10(22), 2014 [13967-13974]

## The implementation strategy of qinhuangdao tourism commodity industry as a whole integrated upgrade

Xin Zhang\*, Lingling Hao

Hebei Vocational and Technical College of Building Materials, Qinhuangdao 066000, Hebei, (CHINA)

### ABSTRACT

Qinhuangdao has unique natural scenery and geographical advantages. the development of the city is stable and relatively mature, but it is also faced with the decline in the quality of tourism products. The subject of this research project is to study the program of tourism products and to design a set of detailed consolidation programs and procedures in Qinhuangdao tourist shopping industry through a large number of survey data analysis and evaluation, which can gradually build up the strategy of tourism in Qin Huangdao from short to long term and establish a good image and promote the development of the city, Qin Huangdao.

### KEYWORDS

Tourism products; Optimization; Integration of ascension.



## INTRODUCTION

Tourism commodity industry is the continuation of the tourism in one city or senenary place. And tourism productis are also the carrier of the culture in the tourism area. Tourism commodity is one one the most effective ways to spread culture and to promote the tourist image. The integration of tourism commodity industry will contribute to increase the foreign exchange revenue, driving the related industries and expand employment opportunities and dissemination of cities and urban tourism image. The topic of this project research is the study of tourism product industry, which can contribute to qinhuangdao tourism industry, from short to long term, gradually build up the strategy of the tourism development in Qin Huangdao, and to establish a good image of the city and to promote the development of the city and so on.

The City of Qinhuangdao is situated in the northeastern part of Hebei Province, lying against the Yanshan Mountains in its north and facing over the Bohai Sea to its south, Liaoning Province on the east, Beijing and Tianjin to the west. It is the only city in China that is named after the name of an emperor. It is an important bridgehead of the new Europe-Asia Continental Bridge, it is located both at the junction of North China and Northeast China Economic Circles, that it is to say, Qin Huangdao is the transition area between North China economic zone and Northeast China economic zone and it is at the linking region of the North-east Economic Region and the North-China Economic Region, therefore is of high strategic importance.. Qin Huangdao enjoys pleasant climate, splendid landscape and beautiful scenery with the Great Wall running throught to make a world-known tourist resort. The coastline stretches 126.4 kilometers. Qin Huangdao is famous for it tourism. As one of the Class A tourist cities in Chin, Qin Huangdao is rich in tourist resources and has mad tourism one of its pillar industries. In the near future, the unique geographical position which is the Pacific Economic Zone and the Northeast Asian economic zone and the Bohai Economic Zone will have a significant impact on the development of the tourism in the city of Qin Huangdao. Qinhuangdao has distinct four seasons, featuring a Continental Monsoon climate. The friendly climate has made it a most popular place for summer holiday, and its long history and rich culture is also very attractive.

Qin Huangdao is a well-known historical and cultural cith. It has a large number of world-famous scenic spots and it is the first batch of "China Excellent Tourism City" in China, which has a profound history and culture. The city is rich in tourism resouces.

The Bohai Sea has nourished such a beautiful pearl as Qinhuangdao. The long and winding coastline, the fascinating beach makes it a perfect place for tourism, therapy, bathing and swimming. There are also two major rivers in Qinhuangdao, the Luanhe River and the East-Hebei Coastal River. Qinhuangdao is one of the a few places in North China that is rich in water resources.

Qinhuangdao is also rich in biological resources. There are 1328 kinds of plant that belong to 138 families, among which over 1000 kinds are of resource importance. All these kinds of plant can be divided into 12 major categories. Qinhuangdao is also a region of Variable-zone Grassland & Farm region for animals. This region is the necessary corridor and stay spot for migrant birds; therefore it also has the reputation as "the Mecca for bird-viewing".

After all, Qinhuangdao is most famous for its beauty and tourism. The friendly climate, fascinating scenery spots and the depth and width of its culture and history altogether contribute to the reputation of Qinhuangdao as a perfect tourism destination. There are over 40 famous scenery spots in Qinhuangdao, and 10 of them have been labeled AAAA Tourism Zone, such as Shanhaiguan the National Historic and Cultural City, Beidaihe the National Major Scenery Zone, and the Great Wall. You can go to visit Zushan Mountain, which is considered "the Mount Huang in North China". You can also go to view the sunrise at the Dove Nest Park in Beidaihe. You can go to enjoy the sunshine, the beach, the sea, the fresh air and the green plants in Beidaihe. The Great Wall has been identified as a World Cultural Heritage. The Old Dragon's Head is the very Eastern end of the Great Wall. Since the Qing Government announced Beidaihe as the Special Tourism Zone for Summer Holiday in 1898, many missionaries, business people and politicians have filed here and built many villas. Thus Beidaihe has become one of the four most famous Villa Zones.

In recent years, Qinhuangdao has been striving to develop its modern tourism areas such as the Xin'ao Aquaria, the Happy Ocean Park in Shanhaiguan, and the Nandaihe International Recreation Center; meanwhile, it also works hard to develop sightseeing agriculture and industries, such as the Jifa Agricultural Park in Beidaihe, and the Great Wall Industry Park. After many years of hard work, Qinhuangdao has now formed a mature tourism system based on the Great Wall, the Ocean and its ecology.

It is the unique scenic spots and the geographical position that makes Qin Huangdao stable-speed development in tourism. But in recent years, it has to be faced the backdrop of high-speed development of China's tourism. Tourism commodity and their quality are declining step by step. However, tourist commodity industry is the driving force of creating tourist consumption, completing tourist function and promoting interegrated development of culture and touris industry. The development of the tourism goods will have a great effect on the image of the city and also affect the income of the tourism.

The tourist commodities are an important source of tourism revenue. Qinhuangdao is a famous tourist city, but their travel commodity production, sales, instead of as the country's tourism re-point the status of the city very imcompatible.

There are a variety of problems in the structure of the tourism commodity industry in the city of Qin Huangdao. Such as the structure of Tourist Commodities is three more and three less, which is an irrational pattern, that is there are more fair average qulity goods but less local cultural characteristics exquisite crafts. there are more foreign products but less local products, there is higher sales volume but less economic return. The tourism commodity circle generate serious problems, which attracted a great number of people who focus on this problem. At the same time, the tourism commodities are lack of culture connotation, design innovation, brand construction and there are other aspects of the existing problems.

With the rapid development of the international tourism, traveling has already become the most powerful industry of the growth momentum in the world. With WTO makes tourist industry of China more competitive in the world, it makes the world come into China progressively too. The challenge and opportunity came into the tourist industry of our country together. With the constant development and change of the international situation, the social economic development of our country will be adjusted constantly too, and the change of international, domestic macroscopically environment, will influence the adjustment of policy of traveling to country, influence the developing direction, way and characteristic of the travel industry. No matter domestic tourist enterprise, tourist enterprise of the joint-venture or tourist enterprise of the foreign captials, look for the one's own one seat in so highly cometicitive a market environment unavoidably. Must take marketing as the direction and carry on every economic activity and practice activity then, could improve managerial skill rapidly, effectively in this way, strengthen the competitive power, train one's own key competitiveness, increase economic efficiency.

In current years, Qinhuangdao tourism commodity industry is a lack of the brand construction and industrialization. Along with the development of social progress and the improvement of people's living standard, people's consumption concept are moving to the era of brand consumption. But in Qin huangdao, the tourism commodity industry is a lack of brand support, the commodities are mostly without the local characteristics and there is a lack of local cuture in the tourism commodity in dustry. In this case, lacking of brand support has become an important factor of restricting the development of tourism commodities markets in Qin Huangdao. In the meanwhile, lacking of large industrialized management ideas will lead to the lack of higher level of planning in the field of tourism commodity industry. In this circumstance, the overall level of the tourism commodity industry in the city of Qin Huangdao is getting lower and lower.

### **QINHUANGDAO TOURISM COMMODITY INDUSTRY AS A WHOLE INTEGRATED UPGRADE TITLE IMPLEMENTATION STRATEGY**

In the face of the current situation of Qin Huangdao tourism commodity, the author construct a preliminary investigation by the commodity sector as a whole integrated upgrade headline implementation strategies. And the author have a long-term research to integrate the upgrade title implementation strategies and designe a set of high-level boutique tourism commodities, builded each theme-based Qin Huangdao tourism commodity categories. These commodities are rich of abundant species of Qin Huangdao and they have abundant cultural connotation, the design is innovated, in this way the author try to create qinhuangdao iconicity fist souvenirs which can make a solid foundation for the development of qinhuangdao tourism industry.

#### **The basic theory**

Differentiation strategy, also known as a unique strategic or difference strategy, provided the service to differentiate the product or service provided by the company to have a unique style in the scope of the whole industry. Differentiation strategy can be a number of ways: First, the design image or brand image (Mercedes Benz is prestigious in the auto industry), technical features (Coleman in camping equipment industry), exterior characteristics (Jenn - Air in the field of electric equipment), customer service (Crown lawsuits and Seal in the industry of metal cans), distribution network (Caterpillar Tractor in the construction equipment industry) and other aspects of uniqueness. Its basic content is: (1)the pursuit of excellent product quality, to create an exclusive possession, to ensure that the small market share and high return on investment; (2)The pursuit of product reliability is excellent, the stable and reliable standardization; (3)The pursuit of patent products, in the patented technology innovation, to separate the market; (4)The pursuit of innovative products, technology to be the top concern, It is the most advanced products; (5)The pursuit of products around the service excellent, creating features and accessory sexual; (6)The pursuit of excellent pre-sale and after-sale service; (7)The pursuit of brand of excellent, with emphasis on product brand appealing.

This theory is also interpreted that the innovation and competition is a fundamental building blocks in the survival in this tourism industry. it is also the vitality and core in the certain industries. For the tourist industry, it means each place should make an effort to create their own special commodities according to the local conditions and they should make full use of their unique local natural resources and human resources to develop new commodities. And they should try to put the local social culture into the tourism product innovation so that the tourists from all over the country can get unique experience when they take a trip in this place and they can spend much more on the local tourism products, meanwhile, they can attract more tourists from all over the country, even all over the world and maintain their loyalty.

Product attributes refer to the various characteristics of a product that influence of customer's decision to purchase or not to purchase the product. Thus, custormes make purchase decisions based on the composite value they attach to various attibutes of individual items.

### **THE EMBODIMENT OF QINHUANGDAO TOURISM COMMODITY INDUSTRY AS A WHOLE CONSOLIDATIONUPGRADING**

#### **Three different theme shopping streets centre and one typical feature market**

As a center node of the coastal recreational belt and gold coastline, the city of Qin Huangdao is a city which is a severe lack of high quality tourism resources. And by far there has not been any unique and high quality tourism commodities. So it can not form a good and complete system of the tourism, and the pattern of the tourism is a fault.

For example, Chang Li Grape Vally scenery area, it has several places of interest, such as "Grape Lobby", "Feng Yu Xiang Luan", "Jing Yu Song Feng", and "Tian Zhu Ling Yun". "Feng Yu Xiang Luan" refers to the Mount Phoenix scenery area from the Eighteen Mile Stele to the Grape Valley. At the east foot of the Mount Phoenix there was an ancient temple named "Yun Feng Temple", which was well known as "the largest Buddha Temple in the east of Beijing". "Jing Yu Song Feng" refers to the valley scenery of the highest peak called "Lao Jue Ding" in the mountain range from the east of the Xi Shan Chang Village northwards to the central section of the Jie Shi Mountain. Barrancas stand in great numbers, streams flow gurglingly, and ridges and peaks at both sides are high and steep, all of which make an extraordinary splendid picture.

There are various kinds of grapes here and they have different growth seasons and cycles from the middle of August to the middle of October. Whenever you come, there are always some ripe grapes waiting for you.

As the number of the tourists increases so fast that the locale people have developed food and room services. these are the typical pattern in Qinhuangdao Tourism.

Another example is Huaxia Great Wall Wine-making Industry Manor of Zhongliang Corporation. Huaxia Wine Manor is seated in Changli, Qinhuangdao. With Yanshan Mountain to the north and Bohai Sea to the east, it is said to be blessed by the holy Jieshi Mountain to the east and you can always enjoy the favorable sea breeze of the vast Bohai Sea.

Changli is called "home of grape-making" and "city of dry red wine in China". For many years, Huaxia Grape Manor conveys to people such a precept that good quality of wine only results from good producing areas, improved varieties, and pleasant harvest years. These are extremely simple words, but they make this grape Manor seem mysterious. Good producing area is based on favorable geographic position; good breed comes from artificial research and cultivating; good harvest year is granted by God. Moreover, this idea is similar to Chinese classic Confucian emphasis on "weather, position, and man". Good producing area, improved varieties, and pleasant harvest years result in Hoxie's outstanding quality, which endows Huaxia with long-lasting enchanting charm and makes it competent. As national representative of grape wine, it attracts many domestic and international wine fans to come here to appreciate the wonder of wine, and listen to its quiet speech.

We can make full use of these resources and develop the typical tourism commodities in Qinhuangdao. We should invest much more money in these places and construct these areas as the typical market for the typical commodities of Qinhuangdao.

But as a regional commercial center, the city of Qin Huangdao has its own advantages. It has a well-developed business foundation and good business environment. On the basis of these advantages, we should build three different shopping streets with different themes, and we should set up a market with its own characteristic and form an integrated shopping and travelling pattern will greatly increase tourism image of Qin Huangdao. Qinhuangdao tourism sustainable development and the comprehensive upgrading is important to strategic planning and strategic layout.

Travel marketers, including tourism retailers, need to gain a deeper understanding of the shopping or consumption behavior of tourists. Tourists place importance on different aspects of consumption, some are obvious, which they know what they should buy during the journey. While others are currently unknown or only hypothesized. In addition, travel marketers should understand the travel motivations of tourists, which is the basis of the consumer analyses.

The government of Hebei Province made a plan to invest more than one trillion yuan to transform the cities in Hebei Province. Under the background of this good policy of urban construction level, Qin Huangdao should take actions to choose a suitable site and build an integrated market consist of three different streets with different themes and one souvenir market with its different feature. On the basis of the principles of business integration environment atmosphere and convenience principle, strategic planning before construction principle, the principle of combining inheritance and innovation, the government of Qin huangdao should make a good choice on the shopping site construction. Building three different streets with different themes and one souvenir market with its different feature, which can make Qin Huangdao a big tourist shopping center with wholesale shopping tourism, amorous feelings of border trade type shopping tourism and beach shopping tourism. We can build a world-class tourism commodity distribution center of Qin Huangdao.

Building successful the landscape pedestrian, "three streets and one market", will improve the regional economy in qinhuangdao status and it also can enhance the taste of qinhuangdao city level and landscape. Building successful "three streets and one market" will rich the culture connotation of Qinhuangdao tourism. And it is also a big cultural creative industry of qinhuangdao project. Building successful "three streets and one market" is an important the night travel scenic spot and it is also the window of the qinhuangdao tourism and one of the important marks. Building successful "three streets and one market" is one of the important engineering buildings in qinhuangdao recreational business district.

### **Building three different theme shopping centres**

With the internationalization of the industrial economics of the world, following the Western model of economic development, countries are developing modern industries rapidly, and pursuing creature comfort and economic benefits excessively as well as the great-industry production ideas such as mass production, mass consumption, and disposable. Under this substance, Qinhuangdao is faced with the crisis of the regional cultural decline, the environmental destruction and resource and energy shortages. And the imbalance of natural ecology, cultural ecology and design ecology be increasingly serious.

According to the standard of being able to build a landscape type of tourist shopping district, in order to fully excavate potential of qinhuangdao resources, it possesses the following traits: It can give prominence to the local business culture history of traditional commercial blocks such as hangzhou qing fang street; It can recreate history business scenarios

according to the history of literature, such as kaifeng qingming shanghe garden; Location and environment suitable for the newly built modern landscape type, such as Beijing wangfujing shopping district, the construction of landscape type leisure tourism shopping pedestrian street. So Qinhuangdao has a huge potential market for tourism commodities.

However, the tourism industry in Qinhuangdao has made significant achievement, and Qinhuangdao has become a more developed tourism region, but on the other hand, compared with surrounding cities that have similar resource, the tourism development of Qinhuangdao is at a distinct disadvantage. In order to make the market in a promising development, building three different streets with different themes is necessary.

### **The first street, luxury International goods avenue on the beach**

Luxury International goods avenue which mainly focuses on some commodities related to the seashore outdoor products, such as sun umbrellas, sunglasses, sunscreen to protect skin to taste, perfume, casual wear, swimsuit, beach swimming cap, diving equipment, fishing tackle, top sports car, a yacht and other international top tourist commodities or other luxury flagship store.

Product advertising art is the most beautiful and fashionable avenue window scenery. Architectural styles is put into the international forefront of fashionable element. At the forefront of fashion, making it the qinhuangdao qinhuangdao fashion culture landscape avenue, and qinhuangdao tourism will go to the famous landscape, become a top new product launch place for enterprises, and it will be a city which is crowded by the people who are searching for the ideal of fashion information

### **The second street, international classic tourist commodities landscape pedestrian street**

Famous for the beautiful coast and attractions relevant to the Great Wall, Qinhuangdao is a hot tourist city laden with history and endowed with refreshing air, which attracts tourists from all over the world in the great number, especially Russians. The first-class summer resort Beidaihe is also one of the four finest bird watching resorts in the world. This passionate city is well equipped with sports and cultural facilities. Today there are so many international games held in Qinhuangdao. An increasing number of tourists from other countries take a trip to Qinhuangdao. Under these circumstances, international classic tourist commodities landscape pedestrian street should be founded in Qinhuangdao. A suitable site should be chosen to build a shopping centre which can attract international businessmen gathering here, and international tourism commodities roundup. such as Russian tin products, Russian dolls or telescope African wood carving, stone carving and other travel products.

With its exquisite building view, rhythmical garden design, and integrated layout, the building should be the traditional European building style where one can enjoy refined comfortable surrounding.

### **The third street, Chinese classic tourist commodities landscape pedestrian street**

Qinhuangdao should vigorously develop the tourism industry and actively attract all ethnic groups of businessmen all over the country and various national tour merchandise gathered here. For example: dongba cultural tourism commodities, etc

In the aspect of architecture, the architectural style should be integrated into ancient Architectural elements and highlight the Chinese traditional characteristics. Give continuous publicity to Chinese culture in the course of traveling to attract global tourists to come to Qinhuangdao tourism. At the same time, in the course of traveling, Chinese cultural identity is helpful to improve the tourism product sales and promote of sustainable economic development.

The building should be an ingenious and unique design garden with a strong Southern China garden style, which has become another highlight of Chinese culture because of its distinctive and charming style.

### **Building a market with special theme in the city**

"Sea city tourism". When Qinhuangdao develop the tourism industry, we should focus on the typical feature in Qinhuangdao, that is to say, we should focus on the "sea" on a big fuss, visitors can experience the sea folk customs, the purchase of seafood products, buy Marine Crafts and taste the flavor of seafood, etc.

Located adjacent to Bohai Bay, Qinhuangdao offers many local products and specialties that come straight from the sea. In addition to abundant sea products such as crabs, scallops, whelks, pikes and sea cucumbers, the city offers many handicrafts and ornaments that are made from sea products.

**What to buy:** Shell carvings are the most popular handicraft and tourist souvenir in Qinhuangdao. Craftsmen make vivid and exquisite things and figures that tell different poetic stories. The city teems with pearls as well. In craft shops, portieres, necklaces, pendants and other kinds of ornaments made of pearls are beautiful and attractive. There is another kind of unique local decoration that is made of snails' luminescence under the sea.

Qinhuangdao gathers together quality products from many other places, such as the Jingdong chestnut, Shimen walnut, Changli honey pear and Meiguixiang grape. The native pears, called Xiao Yang Li in Chinese, are a unique species of wild fruit found there. The pear is small and seedless and tastes crisp and sweet.

**Where to buy:** As a rising tourist city, Qinhuangdao has worked valiantly to keep up with the latest trends. To promote the development of tourism, relevant industries are growing vigorously there. Busy fairs and prosperous bazaars as well as large supermarkets and shopping malls can meet different needs.

Marine nightlife: Tourism is an important part of contemporary tourism nightlife. Tourism nightlife quality is also dependent on tourism region economic benefit. It is one of the key factors in this regional economic benefit. Qinhuangdao develop high quality Marine nightlife, not only build and perfect a modern dance halls, karaoke bars, upscale clubs, but also carry out the nightlife culture with the characteristic of Marine tourism products from their own characteristics and create a nightlife atmosphere contains rich Marine culture connotation. Such as outdoor barbecue, open fire party, the national song and dance performances, etc.

To enjoy life to the full in Qinhuangdao, one can not get away from the charming sea, soft beach and brilliant sunshine. One can revel outside in the sunshine, walking and exploring, or can go to recreational centers to participate in entertainments and games.

The city has built multitudes of recreational facilities. Nandaihe International Recreation Center, Nandaihe Water Park, Xin'ao Submarine World, International Sand-skating Sports Center, the recreation center in Xianluo Island and the aquarium in Shanhaiguan, as well as the children's playground, are all fascinating all-around entertainment centers, providing facilities for surfing, diving, sand skating, batting, drifting on the sea and bungee. Various sports can be found there, however agreeable and exciting. Most of these recreation centers are located in Beidaihe and Nandaihe. Other places for leisure include Haigang District, the downtown area of Qinhuangdao City where most of the sports centers, fitness clubs, bars and cafes can be found.

Marine culture tourism products: The local food in Qinhuangdao has its roots in Hebei Cuisine (also known as Ji Cuisine). Dishes are cooked using local meat and vegetable produce, and are usually accompanied by a starchy sauce. Foods are generally salty, with great attention paid to the cuts of the meat. Due to its location on the coast of the Bohai Sea, seafood features heavily in Qinhuangdao cuisine.

Taste the flavor food is an indispensable travel content. Qinhuangdao's cuisine is characterized by seafood, with various dishes served in almost every hotel, restaurant and eatery in the area. Qinhuangdao sea area is rich in shrimp, sea cucumber, crab and other seafood, with these seafood produced seafood delicacies with qinhuangdao local flavor, will have a strong appealing. These characteristic of seafood culture should be attracting tourists. At the same time they should increase the intensity of the deep processing.

In addition to the seafood, some other local famous food should be introduced to the tourists and these are another type of tourism commodity in Qinhuangdao.

Some Local Speciality Snacks: Roasted Prawn - Served in both Chinese and Western restaurants, this main dish is made from local Beidaihe prawns, served in a scrumptious dressing and usually accompanied by a soup.

Changcheng Bolo Bing - A type of cake made from flour, starch, the leaves of the Bolo tree and a variety of other fillings. It was first cooked in war time by Ming Dynasty (1368-1644) soldiers garrisoned on the Shanhaiguan Pass.

Sitiao Baozi - This stuffed bun is named after a famous baozi stall which has stood for 50 years on a street named Sitiao in the old town of Shanhaiguan. Buns in the shop have won great acclaim from both visitors and locals alike for their appearance and distinctive taste.

Huiji Lv dougao - Otherwise known as mung bean cake, was introduced to the area by Muslim groups. The shop where the cakes were originally sold was first established in 1945, and can still be found in the old town of Shanhaiguan.

Laoerwei Majiang Shaobing - This cake's principal ingredient is sesame seeds, and it can be picked up from the Laoerwei Hotel. It is recommended that it be eaten with hot pot and the local mutton broth.

Other popular local snacks include: Mengheshang Sausage, Jinfa Donkey Meat with Soy Sauce and Xiaoxiao Fried Pork Chop.

The underwater sightseeing project: As increasingly familiar with the sea scenery, the underwater world will be more attractive to tourists. To satisfy the demand of tourists, Qinhuangdao should be timely development of submarine tour project to let more and more people get a good view of the underwater wonders. Qinhuangdao should seize opportunities to carry out the underwater submarines, glass bottom boat for sightseeing, it will also become a hot tourist project in Northern area.

Sea health tourism products: This city is situated in the hilly eastern end of Yanshan Mountains and plains that lie before the mountain range. From the north to south, the city covers an array of terrain, with mountainous areas, hilly areas, valleys, plains and a coastal region. Three city districts join with Funing and Changli counties to comprise the main tourist zones in coastal area of Qinhuangdao. The area's unique natural landscape boasts a blue sea, golden beach, and thickly forested areas, which create a splendid backdrop for the grand Great Wall and the many beautiful villas on the coast.

The city has a warm, temperate, semi-humid monsoon climate. Strongly affected by the sea, Qinhuangdao's weather is moderate throughout the year.

Spring is a dry season that seldom sees rain. Summers are warm but not sweltering. Autumns bring clear skies and cool, refreshing days. Winter days are long, but the proximity to the sea removes much of the harsh chill felt in other areas of the country. The annual average temperature is above 10°C (50°F).

Summers there are much cooler than most other cities in China, making it a first class summer resort. May to October is the golden season to visit Beidaihe. Other scenic areas are best visited from June to August, when the natural scenery is at its best.

Moderate and moist climate in Qinhuangdao, sunny, fresh air and high iodine and negative oxygen ion content is a good place for people to cultivate one's morality and raise a gender, edify sentiment. At present modern Marine therapy which is well accepted in other countries, is a kind of therapy with seawater, seaweed and sea mud, treating fitness method.

Qinhuangdao has excellent beach, clean water, abundant seaweed, which can be the warm bath, massage fitness, with the sand wrapped in seaweed in the sun, in order to achieve the goal of treatment of fitness.

### **BUILDING QINHUANGDAO TOURISM COMMODITY MARKET NETWORK SYSTEM**

Recently, one document "opinion on the implementation of the strategy of prospering the city tourism" is formulated in Qinhuangdao. In this document, The city is created a comprehensive upgrade version of Qinhuangdao tourism, tourism development optimization layout, and vigorously promote the tourism, improve the tourism public service system, transfer the "tourist city" to "City Tourism". All these goals should be achieved by 2017.

Basing on the market data of Tourism market, which tracked and collected in long-term, and applying the international scientific analysis model and according the research on the development status of Tourism industry in Qinhuangdao, we can know the most significant problem of the tourism commodity market is the development of tourism market is unhealthy.

Market and shopping centers is a place of tourism shopping. shopping and the size of the shopping center and knock-on effects are inseparable. The integration of business resources and tourist resources, make an ideal landscape scenic spots, boiling point, the investment, hot spots, the tourism business prosperous and local economic growth. Tourism shopping platform system should be constructed throughout the entire traveling system. In urban tourism business district (CBD), regional recreational business district (RBD), tourism, business outlets (airport, station, hotel, restaurant, entertainment) build a complete network system in qinhuangdao tourism commodity market.

### **CREATING A CULTURAL TOURISM BRAND, RENDERING QINHUANGDAO CULTURAL HERITAGE**

Culture is the soul of tourism and it is also a tourist attribution. An appropriate increase in the humanistic spirit and the historical culture in the tourism commodity is also a kind of wisdom. Qinhuangdao can build a large-scale real drama "mountain, sea, Pass, Qinhuangdao movement" based on the ancient city of Shanhaiguan and the history to "Mountain" of the text. It is another kind of tourism products, which can attract tourists in a great number. The episode of "Mountain" can make use of Funing County suona band (currently 8 species, including war, fighting, celebrate the theme). Funing Taiping drum dance interpretation of history to resist the invaders. And it also interpreted the inspired, brave, heroic people of Qinhuangdao.

The part of "sea" can be used in various stage performance forms to describe the famous historical figures including Qin Shihuang, Han Wu Di, Cao Cao and President Mao Zedong and their poems related with the sea and historical events (such as Qin Huang Qiuxian Ru Hai Chu), the point from which First Emperor of Qin dynasty (Qinshihuang or Yingzheng) sailed for Gods' blessing. With the historical background of Spring & Autumn Period and Warring States Period' civilization, the point demonstrates the fact that Qinshihuang looked for Gods' blessing and longed for a eternal life as well as the prosperity of Qin culture.

"The Pass" is a story about Meng Jiangnu who cried down the Great Wall when she looked for her husband because of her tears and her love to her husband. And the loyalty to love is worshiped. This beautiful story not only move generations of Chinese people, it also leave many cultural relics. In history many people appreciated Mengjiangnu's story and literates sang higher praise of it.

The "Pass" also refers to Shanhaiguan Pass. Shanhaiguan Pass was one of the complete military defense systems throughout Chinese history. And that's why there is such poem going like "The unique defense spot that safeguarding the two capitals, and the first Pass of the Great Wall". There is a saying as to "taking ventures beyond the Pass". By "Pass", we mean the Shanhaiguan Pass. It is quite reasonable that Shanhaiguan Pass is credited as the First Pass of the Great Wall. It was the most important section of the Ming Dynasty's defense system, as well as the key spot linking North China and North East China.

Another one is the Old Dragon's Head. Every Chinese person is familiar to the Great Wall, which is considered as the back of Chinese nation. It is like a long dragon to wind around in mountains, cross rivers and deserts, and plunge into Bohai Sea under the Yanshan Mountain. the Old Dragon's Head. Laolongtou is the eastern starting point of the existing Great Wall of the Ming Dynasty. There is a unique part of the Great Wall in the world, which was set up in early Ming Dynasty as tight military defense system. When it came to the Qing dynasty it became the entertainment place for emperors and generals. In 1900 the eight country-ally troops used their war ships easily broke this defense which had ever been extremely solid in the Ming Dynasty, and the troops blast Laolongtou seriously. Such tragedy has hurt the hearts of many patriots.

Mountain - sea - Pass covers many high-quality tourism resources in Qinhuangdao mountain - sea - Pass can be said to be highly concentrated in Qinhuangdao tourism. these three words representative the extraordinary meaning.

Through the perfect performance "mountain - Sea - Pass, dance and music were used to illustrate the regional culture and a long history of Qinhuangdao culture. It is like a picture scroll slowly unfolding in Qinhuangdao area to introduce the long history of Qinhuangdao culture and rich modern seaside city. It will be a great visual feast to the tourists from other places and give them a picture about the colorful life in Qinhuangdao.

The tourism industry is in the rapid development and the new tourist places are rising quickly. With the growing demand of tourists need, the problem will be presented. How to get a place in the fierce competition in the tourism market and how to keep the lasting appealing to tourists is a fierce problem. We should make a great effort to survive and to develop.

**REFERENCES**

- [1] Zhang Xuemei; The SWOT analysis of the development of mice tourism in qinhuangdao [J], Modernization of Shopping Malls, **(11)**, **(2007)**.
- [2] Tong Yuquan; The Theoretical study on the structure optimization of regional tourism system [J], The Liaoning Institute of Education, **(3)**, **(1998)**.
- [3] Chen Zhaokun; The city tourism competitiveness and development strategy choice in our country [J], Economist, **(2001)**.
- [4] B.Zhang, S.Zhang, G.Lu G; Journal of Chemical and Pharmaceutical Research, **5(9)**, 256-262 **(2013)**.
- [5] B.Zhang; International Journal of Applied Mathematics and Statistics, **44(14)**, 422-430 **(2013)**.
- [6] B.Zhang, H.Yue; International Journal of Applied Mathematics and Statistics, **40(10)**, 469-476 **(2013)**.
- [7] B.Zhang, Y.Feng; International Journal of Applied Mathematics and Statistics, **40(10)**, 136-143 **(2013)**.
- [8] Bing Zhang; Journal of Chemical and Pharmaceutical Research, **5(2)**, 649-659 **(2014)**.