Research Progress on the Development of Domestic and Foreign Tourism Road

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Abstract. This paper compares and analyzes the development process of tourism road in the United States, Germany, Japan and China, and summarizes the relevant research results of tourism road with great significance so far. From the development of other countries, we put forward suggestions for our country's tourism roads. The goal is to explore the scientific and reasonable development path of our country's tourism roads, and build our country's tourism road design and evaluation system.

Keywords: United States; Germany; Japan; China; Tourism Road.

1. Preface

1.1 Research Background

China's tourism road construction has developed rapidly in the past two decades, but there are many problems in the coordination with the surrounding environment. In 2003, the reconstruction project of Chuanzhusi to Jiuzhaigou tourism road was listed as one of the four national demonstration projects. In 2004, the new tourism road design concept of "six insistence, six establishment" was put forward. In recent years, the coordination of tourism road environment has been paid more and more attention.

In recent years, China has promulgated a series of tourism road related policies: the general office of the State Council issued "Some opinions on further promoting tourism investment and consumption" in August 2015. Guidance on the implementation of green tourism road construction in July 2016. Several opinions on promoting the development of self driving RV tourism in November 2016. Several opinions on promoting the integrated development of transportation and tourism (Draft for approval) in January 2017. Under the new policy background, the research on Road tourism is particularly important. It is imperative to explore the design concept and method of tourism tourism road which can better meet the needs of the public, and has more systematic guiding significance under the background of the new era and the guidance of new policies.

1.2 Research Purpose and Significance

(1) Protect the natural and cultural environment along the tourism road. Tourism road construction usually can not completely avoid the adverse impact on the surrounding natural environment and human environment. The research on the coordination between tourism road and environment has been one of the key issues in recent years.

(2) Improve the quality of landscape and visual environment along the line. A good visual environment of tourism road can relax the mood of drivers and passengers, and make tourists feel the beauty step by step before arriving at the scenic spot.

(3) To promote the development of tourism and promote social and economic growth. California Department of transportation pointed out that scenic spots can promote the development of other economic industries. In China, the construction of tourism road can promote the industrial development along the road, and then drive the regional economic development.

2. Research Situation of the Development of Domestic and Foreign Tourism Road

Tourism road is called scenic road, tourism road and Parkway in foreign countries. The following will make a comparative analysis of the development of domestic and foreign tourism road.

2.1 Research on the United States Tourism Road

The development of American tourism road can be divided into three stages: free development stage, policy formation stage and legislation promotion stage. In the 18th century, the greenbelt landscape tourism road with multiple values of recreation, ecology and aesthetics is the rudiment of American tourism road. After the end of World War II, the economy of the American people began to recover. With the steady improvement of living conditions, the transportation industry is also developing rapidly. These changes make self driving travel become a fashion, and the tourism road is gradually valued in this process. In the 1990s, the local government of the United States formulated the "national tourism road plan" bill under the "iced tea act", which formed the strategic thinking and comprehensive construction system of the tourism road system, which symbolized that the tourism road of the United States was formally legislated at the national level. Since the 1990s, the relevant departments of the United States have successively selected 150 Pan American tourism roads and national tourism roads. Combined with the follow-up "state tourism road plan", the Tourism Road Act has been continuously promoted.

2.2 Research on German Tourism Road

Germany is the first country in the world to build roads and put forward the concept of tourism road landscape design. As early as 1930, German tourism road designers had the consciousness of coordinating the tourism road with the surrounding environment. In 1980, Germany formulated a series of specifications related to road landscape and formed a unique and systematic research system. At the same time, the legislation also began to consider the surrounding ecological environment and industrial development along the line. In recent years, the Tourism Road in Germany began to develop towards highly intelligent.

2.3 Research Status of Japan Tourism Road

In the 1950s, Kuroda yierlang put forward the concept of "greening project". In the following decades, Japan has formulated a series of specifications related to tourism road landscape construction and design, including "tourism road greening technical standard" and "road landscape design guide". At the same time, there are a lot of researches on the contents and methods of tourism road landscape design. With the continuous improvement of Japan's tourism road design and management system, Japan's tourism road system is now one of the most intelligent and advanced countries in the world.

2.4 Research on China Tourism Road

The research of tourism road in China started relatively late, but it has basically formed its own theoretical system.

From the end of 1970s to the beginning of 1990s is the embryonic period of Tourism road Research in China. China's tourism road related departments began to pay attention to tourism road landscape design in 1978, and formally promulgated the standard of tourism road standardized beautification in 1983.

The end of 1990s is the development period of Tourism road Research in China. The improvement of people's living standards and the rise of self driving travel promote the development of tourism road research. The research content mainly includes three aspects: first, the planning and design methods of tourism road and landscape along the line. Second, the evaluation system of tourism road; The third is the coordination between tourism road and environment.

2.5 Comparative Analysis at Home and Abroad

Relying on its natural resources, American tourism roads are mainly green and sustainable. Germany uses human resources and highly intelligent services to enhance the attractiveness of tourism roads, while also taking account the industries along the route. Japanese tourism road developed late, but now they are one of the countries with the most developed comprehensive transportation system in the world, which is inseparable from their road management model and research on highway intelligent innovation; my country's road research started late, but you can also stand on the shoulders of giants and pick apples. Set up a tourism road design and evaluation system suitable for its own development.

2.6 Problems in Domestic Research

The research of tourism road in China started late, and there are still many problems and deficiencies in understanding and design, mainly in the following aspects:

(1) Lack of theoretical research and guidance of relevant norms

China's tourism road design and evaluation system has begun to take shape, but it is not perfect. Many theories only stay at the research level. For example, the application of 3S technology in the research of road coordination design is lack of a lot of practical experience. In terms of legislation, although the relevant road specifications are involved in tourism road, they are not enough to guide the design of tourism road.

(2) Neglecting the coordination between tourism road and surrounding environment

In our country, the design of tourism road only considers the design of road, bridge and tunnel, and mainly focuses on artificial structures, such as all kinds of aesthetic relief and other decorations. The protection of natural ecology is usually ignored, so a lot of damage to the natural environment occurs.

(3) Lack of research on industrial development along tourism road

At present, there is a lack of research on the tourism road environment in China, especially on the industrial development along the road.

2.7 Causes of Problems in Domestic Research

(1) Contradiction between supply and demand

China is in the stage of prominent contradiction between supply and demand. When the economic benefits conflict with the natural ecological environment, we often choose to sacrifice the natural environment to ensure the economic benefits.

(2) Tourism road construction is still dominated by a single discipline

Tourism road construction is an interdisciplinary field, but at present, most of the tourism road construction in China is only led by road engineers, lacking the participation of experts from other disciplines, which makes the design lack of creativity and coordination.

2.8 Enlightenment of Domestic and Foreign Research

2.8.1 Enlightenment of American Development Model to China

(1) To promote the planning process, methods and contents of different scales of tourism road, and create "road tourism products" with local characteristics.

(2) The evaluation system of tourism road is formed through comprehensive and detailed regulations on tourism road, overall design, safety protection facilities, tourism service facilities and ecological environment protection.

2.8.2 Enlightenment of German Development Model to China

(1) Tourism road should be considered in the planning and design stage to coordinate with the natural ecological environment.

(2) The development of tourism industry along the road has greatly improved the social and economic value of the road.

2.8.3 Enlightenment of Japan's Development Model to China

(1) Sound road laws and regulations, good policy and legal environment contribute to the development of tourism road construction.

(2) Today, the intelligent level of Japanese tourism road is in the forefront of the world. There is a big gap between China and other countries, and there is still a lot of room to improve the level of intelligent transportation.

3. Summary

After the introduction of the concept of foreign tourism road and the rise of domestic self driving tour, the tourism road design concept in China has also changed, and the tourism road is changing to road tourism. Compared with foreign countries, there is still a big gap. Because of the differences in national conditions, many foreign theories are not applicable to China, but there are also some worthy of reference. After summing up the experience of predecessors, this paper will study the content and methods of tourism road coordination design, and then put forward the relevant evaluation model of tourism road landscape coordination. The tourism road coordination evaluation model is applied to the actual project construction to improve the overall quality of the project.

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