Real Estate Development Planning for Eco-Cultural Tourism

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Abstract — In this paper, the author investigates eco-cultural tourism real estate development planning. The paper explores related theories referring to research achievements at home and abroad, which has great guiding meaning for developers and government. In addition, the paper summaries five development models of tourism real estate and compares them. Then specifically it analyses the interior and exterior factors that affected the choice of the tourism real estate development models, presents four strategic models applying SWOT analysis, quantitatively evaluates the factors by Expert scoring and builds the choice model in exploiting tourism real estate.

Keywords - eco cultural tourism; real estate; development Planning; analysis

I. INTRODUCTION

As the result of the development and combination of two highly related industries, tourism industry and real estate industry, tourism real estate industry has become a new growth point in national economy development. With the enhancement of people’s living standard, lifestyle of Recreation & Vocation has been gradually accepted and developed [1-2], it provides consumption premise for rapid development of tourism real estate. However, at present, the study on tourism real estate development is comparatively weak and has just been put into practice [3].

Therefore, it is significant to explore and discuss the development of tourism real estate. The development of tourism real estate projects show characteristics of large in scale and long cycle. Whether planning and machinating of the prophase is professional directly decides the success or failure of the project [4-5]. The paper combines qualitative and quantitative methods, theoretical and empirical analysis to study on development model of tourism real estate, to provide professional method for choosing right development model, to make up for the lack of quantitative analysis among tourism real estate researches.

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II. THE FRAMEWORK AND CONCEPT OF ECO CULTURAL TOURISM REAL ESTATE DEVELOPMENT

The concept of the tourism real estate from the European vacation ownership (also called timeshare) in the 60's of the 20th century. In order to let Euro-American middle class family, who went to the Alps area for taking ski vacations, could afford to purchase the real estate for vacation, Alexander Nette [7] sold vacation real estate (a hotel which he managed) according to the time interval (a week) separately to different tourists, and gave each buyer the right that he can enjoy lodgings and the entertainment facility of the vacation real estate in certain time, while this kind of right may be resolved or transferred to other people. That Nette [8] developed this land of timesharing vacation concept symbolizes the start of the tourism real estate.

At the beginning of 1990s, the first timesharing vacation hotel, the golf country club, and the mountainous region country club have pushed the tourist real estate to the high tide. The tourism real estate grows rapidly, especially in the U. S. mom the 70's of the 20th century to the end of the year 1999, more than 500 million of American families purchased the timesharing interval in more than 5,000 vacation sites. The rate of growth of the timesharing vacation industry reaches as high as 1000%.

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At the beginning of 1990s, the first timesharing vacation, hotel was born in Hainan, China, however it
didn't receive good market response. In the late 1990s, China's holiday traveling became popular and the tourism real estate facilities faced massive vacancy. The tourism real estate and vacation timesharing were the hot topic of discretion in real estate industry and the tourism industry. The concept of vacation time-sharing had quietly influenced the Chinese expense behavior, and hence the development of tourism real estate attracted the attention of scholars and experts.

At present, domestic scholars have different points of views in the explanation of tourism real estate. A popular viewpoint is as follows. The tourism real estate refers to the pattern of the development and marketing of the real estates for the purchase of vacation and tourism. The products of tourism real estate industry are real estate which realized the traveling function completely or partially. It includes, specifically, the real estate developed for the purpose of the leisure, vacation, and retirement such as the golf country club, the leisure ecology country club, ski country club etc.

Also some scholars pay great attention to the dependence of tourism real estate on the environments, and regard the tourism real estate as "the landscape real estate". Ignoring the differences between scholars, the authors believed that the core explanations given by different scholars basically are the same, and the tourism real estate can be summarized exhibiting three basic character:

(1) Environment characteristic. The tourism real estate has the requirements of special geographical location and the environment. Namely, the tourism real estate must be located in the traveling scenic spots such as seashores, forests, lakesides, ski athletic fields, golf courses or beautiful man-made scenery parks.

(2) Function characteristic. The tourism real estate has the special function that satisfies the special needs of people to be on a vacation. The tourism real estate and the ordinary housing are different, l. e. it is not constructed for the regular living, but is for satisfying the vacation needs. It is the temporary home of people. As the second housing, the tourism real estate must have the function of housing as the basic function, and at the same time, it must have the function for the leisure, convergence and vacation as the special function.

(3) Managing characteristic. The management pattern of tourism real estate is different from those of the general housing or the traditional traveling loadings facility (for example guesthouse, hotel). It has the special patterns of development and marketing. The tourism real estate has combined the development, marketing and the management together. It has created various consumption patterns, which can sate the different needs. It also has the features such as small capital investment, frequent usage, short time stay, investment appreciation, etc...

Tiller is a terminology in botany, specifically refers to the mechanism of the plant growth such as rice, wheat, sugar and cane. An industrial tiller refers originally to some lands of industrial activity; along with the social economy development and the people's demand expansion, following the development of parent industry, an independent new industry comes out gradually. The industrial tiller process is in fact a process in which the industrial tree grows, namely a parent industry Tillers certain branches and each branch also can be possibly divided into smaller branches, thus constitutes a lattice industrial tree. An example of this mechanism is that the real estate economic activity grows into the relatively independent real estate industry. It grows out of the construction industry. After being an independent industry, the real estate industry tillers is creating the independent housing Industry. The estate management also has the possibility to come out from a real estate industry tiller. The real estate industry tiller evolutionary process may use the tree of structure depicted below.

Economic growth causes the change of demand structures, and the changes of demand structures promote industry ramification. According to the Kuznet's viewpoint of the inner linking between the industrial evolution and the economic growth, the economic growth causes the demand structure change, the demand structure change directly promotes the changes of the production structure, and hence the industry tiller. The massive statistical analysis indicated that, the industrial structure change and the demand structure change correspond to each other. The advance of the national industrial structures changes the industries which play a dominant role in the following sequence: the agricultural industry, the light industry, the heavy foundation Industry, the heavy processing industry, the modern service Industry. This kind of transformation order corresponds to the change of people's demand structure, r. e. people enjoy the agricultural product food first, and then daily industrial products, durable consumable products, highly civilized products. Thus, along with the economic development and the unceasing enhancement of average income level per person, the demand then shift gradually to the higher level, the industry also correspondingly changes the Industry which takes the dominant position from the primary Industry to second, then to the tertiary industry. The economic growth stimulates the rapid development of the parent industry; the maturing of the parent industry promotes the sub- industry tiller to come out from the parent. Rostov believed that, the modern economy grows essentially looking like a department's process, namely the economic growth is the result of the changes of industry which in turn plays a dominant role. He said that, "Growth takes places in different patterns by different leading department". The maturing of the parent substance industry intensified the industrial interior competition, urged foundation for the sub-industry to come out.
III. CHARACTERISTICS AND THE RISE OF TOURISM REAL ESTATE

Compared with conventional land development, tourism real estate has the following sharp characteristics.

First, the high humanistic connotation. Advocating release of feelings and the return of natural properties is a great feature of tourism real estate, human-oriented thinking is the core value of tourism real estate. In functional property of tourism real estate, it more often uses buildings to relax, cultivate, respect human as the vivid specialty, grafts and applies ecological, leisure, entertaining and experiencing elements of tourism, as a result gives a full play to humanism in real estate.

Third, high return on investment. Operators of tourism real estate attract investors with superb house property resources, standardized service models, then obtain opulent profits. That is mainly because the same tourism estate can be rented to different consumers in different time periods, thus elevating the capital recovery rate. While for householders, they can regard tourism estate as an investment choice to seek relatively stable return on investment and realize the goal of inflation-proofing and appreciation.

Fourth, high consumption level. Tourism real estate boasts aristocratic features, belongs to middle-class consumer goods, draws high-income consumer groups in cities, which have good pay, strong consuming capacity, and higher consumption taste and hope to own excellent living conditions and vacation environments. What is more, tourism estate can be consumed for several times, with the characteristics of storability and option consumption.

Fifth, the seasonal characteristic of consumption. The seasonal characteristic of consumption is almost the general feature of all tourism development projects and tourism real estate projects backed by tourism is no exception, and few such tourism houses are occupied around the year. Influenced by the economic globalization and integration, the world tourism industry has ushered in the golden age of fast growth, and has become the world's first largest industry. China has already transformed from a big power of tourism resources to big tourism country in the world, and is now working to the aim of building a great world tourism country. In 2010 alone, the national tourism economic income reached 1.5 trillion yuan, with 2.1 billion person-times in domestic tours, and over 1.29 trillion yuan revenue; more than 50 million person-times outbound travelers. According to the World Tourism Organization, China will turn into the world's 3rd largest tourism economy in 10 years, and rank the 2nd globally in terms of tourism demand increase.

As science and economy develops, tourism doesn't only belong to the privileged, but also turn into people have more leisure time, so a daily leisure style of the masses. Leisure vacation is now an essential life style in modern society, and on the tract of popularization, therefore leisure economy has been an important economic form in economic and social development. The change of main players in the tourism market fuels movement of population enables cultural exchange and communications between cities and between urban and rural areas, spurs every section of the industrial chain, and drives the entire economy. In the ever-growing tourism market, in-depth tourism vacation will be the mainstream development trend. As the world economy grows and
people's living standards improves, many travelers aim at relaxation, cultivating life taste and vacationing from conventionally expanding horizon and increasing knowledge, so vacation tourism is a key component of modern life for many people. As a greater proportion of travelers choose to vacation, vacation tourism is a significant market orientation, world's great tourism countries are mostly advanced countries in leisure vacation tourism.

As Chinese economy grows, urbanization process accelerates people's structure of consumption upgrades, people's need for higher life quality strengthens, the traditional travelling model has been transformed dramatically, and the public gradually change from sightseeing to leisure vacation tourism. Conditions are ripe for China to develop tourism leisure industry. The World Leisure Organization forecasts that when the GDP per capita in one region exceeds 1,000 US dollars, public sightseeing tourism demand will explode; When the GDP per capita reaches 2,000 US dollars, leisure demand will rise drastically, thus creating the diversified demand and multiple choices of leisure; When that attains 3,000 US dollars, a large scale of leisure demand will appear. In 2010, China's GDP per capita exceeded 4,000 US dollars, or precisely reached 4,382 US dollars, and set foot in the internationally recognized "middle-income" development stage. In terms of regular patterns of tourism development, China has entered the important stage launching scale operations of leisure vacation tourism.

IV. RESULTS AND DISCUSSION

As urbanization speeds up, the entire real estate industry has entered a fast development age. But as the housing development competition intensifies, the profit room of mainstream real estate narrows, opportunities of traditional real estate development reduces, large amounts of capital must been used to open new areas. Real estate development has gradually got out of the previous single development model, and looked for the combination with related industries; therefore developers turn their eyes on the tourism industry which grows simultaneously with real estate industry. China is now on the way to becoming a strong tourism country, its consumer groups is gaining strength and the tourism industry is blossoming, thus providing a powerful prop and enormous development room, moreover, the fresh, attractive and popular tourism real estate appear at the right time.

Tourism real estate is the emerging market under the theme of "health, sports and leisure" after the mainstream market gradually saturated.

The grafting and combination of tourism and real estate applies the established concepts and technologies in tourism into the real estate development, thus raising the real estate industrial design level and added value. For instance landscape allocation, itinerary arrangement, comprehensive balance of factors, exploration of cultural connotations, image building and other concepts; Landscape design, project design, scene design, experience design, entertainment design and other professional techniques; Creating attractions, increasing the number of tourists, expanding the detention time, and promoting consumption level and other methods can provide references to the real estate industry, and have huge implications for estate developers to elevate their operational skills and enter tourism real estate industry.
Thanks to economic growth, people have more appeals to healthy and green life; need to increase life quality through travel, leisure and private space. Hence, real estate projects integrating culture, tourism and leisure will become new development goals of the real estate industry, what is more the tourism estate market is facing a golden age of development. Tourism real estate touches upon far-ranging industries, spurs many industries, create economic and social benefits, far better than simply tourism and real estate industries. Tourism real estate’s popularity is not hard to understand, since at present natural resources are scarce, yet the greatest advantage of tourism real estate is the possession of favorable natural conditions. As housing development faces more fierce competition, profits shrink, risks turn bigger amid macro-control policies, and more and more developers will turn to investment in tourism real estate.

Tourism real estate has two functions of consumption and investment; therefore investors can not only resist inflation and appreciate value but also consume the tourism real estate. First of all, tourism real estate is an investment good. From the investment process perspective, investment in tourism real estate is an investment in the fixed assets, which however are regarded one of the troika that fuel the economy. From the angle of consumption segment, consumers can buy tourism real estate for the convenience of self-tourism consumption, and for increasing wealth via investment.

In order to illustrate the effect on typical economy index growth after eco cultural tourism real estate development, we choose ten sets of typical economy index which is shown in table I.

<table>
<thead>
<tr>
<th>No.</th>
<th>Index</th>
<th>Weight</th>
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<tr>
<td>1</td>
<td>CPI</td>
<td>25</td>
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<tr>
<td>2</td>
<td>NRV</td>
<td>10</td>
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<tr>
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<td>NOV</td>
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<td>4</td>
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<tr>
<td>6</td>
<td>E2</td>
<td>5</td>
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<tr>
<td>7</td>
<td>PPI</td>
<td>15</td>
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<tr>
<td>8</td>
<td>KPI</td>
<td>10</td>
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<tr>
<td>9</td>
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<td>10</td>
<td>KPR</td>
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The comparison of the effect on typical economy index growth after eco cultural tourism real estate development can be seen from figure 3. The result shows that in the same experimental time, after eco cultural tourism real estate development it can achieve better performance in typical economy index growth. The dual functions attract some high-income, high-taste consumer groups to consume and invest. Considering domestic and foreign successful tourism real estate development cases, they are all realized through large-scale investment and super large-scale industrial clusters, mostly combine theme park, commercial service zone and top quality houses; demonstrate comprehensive, large-scale development, form an integrated leisure tourism community with leisure, vacationing, entertainment and shopping facilities. Compared with housing real estate, leisure vacationing communities with certain themes showcase the professionalism and humanism. The entire community, basically centred on leisure and vacation, creates a comprehensive tourism services system. And that pattern will be the development trend of tourism real estate in China.

In this paper, the author studies on the eco cultural tourism real estate development planning. The paper explores related theories referring to research achievements at home and abroad, which has great guiding meaning for developers and government. An industrial tiller refers originally to some lands of industrial activity; along with the social economy development and the people’s demand expansion, following the development of parent industry, an independent new industry comes out gradually. The industrial tiller process is in fact a process in which the industrial tree grows, namely a parent industry tillers certain branches and each branch also can be possibly divided into smaller branches, thus constitutes a lattice industrial tree. An example of this mechanism is that the real estate economic activity grows into the relatively independent real estate industry. It grows out of the construction industry. After being an independent industry, the real estate industry tillers is creating the independent housing Industry.

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Figure 3. The comparison of the effect on typical economy index growth after eco cultural tourism real estate development
real estate development models, presents four strategic models applying SWOT analysis, quantitatively evaluates the factors by Expert scoring and builds the choice model in exploiting tourism real estate.

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