

# **The Comparative Study on the Internationalization of Ancient Capital Tourism Industry in China, Japan and South Korea**

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## **Abstract**

**This paper carries out a comparative study of the differences of ancient capitals with the same attribute from a new perspective. By comparing the internationalization of the tourism industry of famous ancient capitals in China, Japan and South Korea, this paper concludes the deficiencies in the development process of the internationalization of the ancient capital tourism industry in Henan Province and the development project of the internationalization of the ancient capital tourism industry.**

## **Keywords**

**Ancient capital tourism; Internationalization; Tourism industry; Gyeongju; Kyoto.**

## **1. INTRODUCTION**

At present, the world tourism industry is booming and the trend of tourism globalization is becoming more and more obvious. If a tourist destination has high-quality tourism products, tourism brand awareness and complete tourism infrastructure and service facilities, it will have an enormous promoting effect on the local economic growth [1]. With the further expansion of China's opening up, China's tourism industry will play a better role in the international market and the world arena, and the internationalization of tourism industry will form a massive domestic tourism consumption market. All provinces are considering about how to attract foreign tourists to visit China's tourist destinations so as to improve local economic development [2].

## **2. DEVELOPMENT STATUS OF ANCIENT CAPITAL TOURISM INDUSTRY IN HENAN PROVINCE**

### **2.1. Introduction of Main Ancient Capitals in Henan Province**

Henan's GDP exceeded 5 trillion yuan for the first time in 2019, reaching up to 5.42592 trillion yuan, and ranked the fifth, with an increase of 8.1% over the same period last year [3]. With the rise of tourism craze, domestic and foreign tourism markets have a fierce competition. Henan is the core birthplace of the Chinese civilization and the Chinese nation. As the political, economic and cultural center of China for 5000 years, it is the province with the largest number of ancient capitals in China [4]. The Central Plain Culture and Wushu Culture have a long history. There are many cultural relics, historic sites and tourist attractions in Henan Province. Shaolin Temple, Longmen Grottoes, Yuntai Mountain and other scenic spots are famous throughout the world. It is a research topic with great significance to create Henan Province into a world famous tourist destination and improve its international popularity.

### **3. INTERNATIONALIZATION DEVELOPMENT CURRENT STATUS AND PROBLEM ANALYSIS OF ANCIENT CAPITAL TOURISM INDUSTRY IN ANYANG**

#### **3.1.Introduction of Ancient Capital Tourism Resources in China, Japan and South Korea**

With the daily increase of national income, the contribution of tourism industry to economy is becoming more and more obvious. Tourism industry has become an important driving force of local economic development. Henan Province has Kaifeng, Luoyang and Anyang as the world-famous ancient capitals. The solemn and magnificent historic buildings and profound cultural accumulation deeply attract tourists at home and abroad. However, in terms of the number of international tourists and tourism convenience, ancient capitals in Henan Province are much lower than Kyoto and Gyeongju.

##### **(1) Low Internationalization Level of Tourism Market**

If a city intends to develop internationalization, it should first have international popularity and international mark. Anyang ancient capital has lower international popularity compared with Zhengzhou, Luoyang and Kaifeng, with a small number of foreign tourists and fewer international marks. Overseas publicity is not active and the municipal government has little consideration when working out relevant plans. Anyang ancient capital lacks of abundant tourism resources and products. When viewing Yin Ruins and going to museum, there are less contents attracting tourists and tourists have no special memory. More interesting tourism projects and products need to be developed to increase economic income.

##### **(2) Poor Service of Humanistic Management**

When foreign and domestic tourists choose a tourism destination, they must hope that the tourist destination will have a friendly and civilized tourism environment and atmosphere as well as excellent tourism image. The local residents in Anyang have a weak foreign language ability. The manners are not polite and the streets are insanitary. The phenomenon of grabbing customers frequently occur and the ancient capital image is not profound and perfect.

##### **(3) Low Tourism Comprehensive Service Level**

Anyang is located in the inland, with insufficient tourism infrastructure, so the convenient transportation is required. Gyeongju and Kyoto have convenient transportation. If foreign tourists come to Henan, can they get out of the airport smoothly and have the ability to reach their destination by means of transportation? For tourists who do not know Chinese, they need foreign language signs, guides and other instructions for basic necessities. In order to make them have a convenient and comfortable tourism experience, these problems need to be solved urgently. Except for Zhengzhou, the provincial capital with high degree of internationalization, other regions have fewer scenic spots that have signs with multiple languages. We seldom hear the station name broadcast in English on the bus. In addition to scenic spots, other regions have fewer foreign language signs. The complete tourism infrastructure is a general standard of international tourism destination. The transportation facilities are not complete and convenient. Fewer convenient services can be provided for foreign tourists and convenient and fast entry and exit procedures are insufficient.

##### **(4) Low Level of Tourism Modernization**

The Internet era has come. With the rise of "Internet + tourism" model, the tourism official website of Anyang only has Chinese web page, while the tourism official website of Gyeongju has Chinese, Japanese and English web pages, and the tourism official website of Kyoto has web pages with Chinese, Korean, French and other complete foreign language versions. Anyang needs to strengthen and improve the information system of ancient capital tourism. Efficient and scientific tourism management system and professionals are insufficient.

## **4. INTERNATIONALIZATION DEVELOPMENT PLAN OF ANCIENT CAPITAL TOURISM INDUSTRY IN HENAN PROVINCE**

### **4.1. Strengthen International Popularity**

The internationalization level of tourism industry is a significant factor that determines whether foreign tourists can be attracted to our province. Publicity should be strengthened, and brand promotion and building should be enhanced. Large international activities can be held to attract overseas tourists, and tourism resources and products should be enriched. Contents that attract tourists should be increased in historical landscapes, so as to improve the tourist experience. More interesting tourism projects and products should be designed. It is necessary to continuously develop tourism internationalization mark and convenient basic necessities, which is convenient for "food, housing, transportation, travel, entertainment and shopping" of foreign tourists.

### **4.2. Enhance Humanistic Management Service**

Based on the development experience of ancient capital tourism in ancient capitals such as South Korea and Japan, the municipal government needs to strengthen policy guidance on tourism internationalization when making relevant plans, improve the sanitary environment and cultural environment of Henan province to leave a beautiful and civilized image for overseas tourists, enhance the good image building of tourism destination, improve the foreign language ability of local residents of ancient capital, actively improve the tourism image of ancient capital, build a friendly and civilized tourist environment, and become a place where overseas tourists want to visit again.

### **4.3. Improve the Tourism Comprehensive Service Level**

The complete tourism infrastructure is a general standard of international tourism destination. The infrastructure of railways, highways and other transportation facilities as well as the construction of tourism service facilities should be enhanced. Foreign language signs should be increased on the bus stop board and shop sign to facilitate the recognition of foreign tourists. The bus propagation language should increase the foreign language broadcast and publicity, so as to make the travel of tourists become more convenient and satisfactory and provide a convenient and comfortable tourism experience. A rapid and convenient entry and exit procedures will be provided for overseas tourists.

### **4.4. Promote the Convenience and Efficiency of Tourism Services**

The tourist city should give full play to the role of modern technology, and use the Internet and other technical means to provide free tourists with the required tourism reception service system. The model of "Internet + tourism" in the Internet era is used to promote the international image of the ancient capitals in Henan Province. English, Japanese, Korean and other foreign language versions should be added on the tourism official website, so that foreign tourists can know relevant tourism information in Henan Province. The information system of ancient capital tourism in Henan Province should be enhanced and improved, and the efficient and scientific tourism management system and professionals should be added. It is crucial to promote the development and transformation of ancient capital tourism industry and guide it to step on a standardized and characteristic road for cities with tourism as the pillar industry [12].

## **5. CONCLUSION**

Ancient capital tourism is a tourism industry with great tourism value, and the globalization trend of tourism cities has become irresistible. Only by constantly improving its own

internationalization level, perfecting tourism infrastructure and attracting more foreign tourists, can it continuously promote the sustainable, healthy and rapid development of local economy.

By studying the development experience of Japan and South Korea and comparing the tourism internationalization industry of Anyang ancient capital, this paper provides the development experience for the tourism development of Henan Province. By actively promoting the unique image of Henan Province and strengthening the construction of supporting facilities, the tourism economy of Henan Province will drive the living standard of people in Henan Province.

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