

STRATEGIC THINKING OF PUBLIC SERVICE FACILITIES OF URBAN TOURISM SYSTEM

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Abstract: The construction of the system of public service facilities of the urban tourism has become a symbol to measure the maturity of the urban tourism and the necessary requirement for the city to seek the better and faster development. This article analyzes the concepts and classifies of urban tourism public service facilities. With the view of the integrity of urban development and tourism public service facilities, this article uses the AHP to establish the system of public service facilities of urban tourism, determines the weight of its constituent elements After studying the construction and the improvement of public service facilities of urban tourism, it proposes the establishment and the importance of the construction of public service facilities of the urban tourism.

1 INTRODUCTION

Urban tourism is travel activity which takes the city as a tourist destination, owing to it has a strong positive role in many aspects as follows: Adjusting the industrial structure, Promotion of urban employment, Meet the recreation needs of residents, etc. Urban tourism has been arousing attention by the government and academia, and has gradually become a hot research topic by scholars. With the substantial increase in individual travel market and the individual needs of tourism, establishing a sound and mature system of public service facilities in urban tourism becomes a practical necessity, and also, which has already be a effective mean to guide and control the city tourism used by the government.

2 THE CONCEPT AND CLASSIFICATION OF CITY TOURISM PUBLIC SERVICES SYSTEM

2.1 Concept Definition

In limited studies at home and abroad, definition and content of public service facilities on urban tourism system is still unclear so far. According to different

service targets, many experts and scholars have different definitions on system of tourist facilities. Key concepts and definitions of the current system of city tourism facilities involved are: Tourism infrastructure, Tourism reception facilities and Supporting tourist facilities.

In my opinion, "City tourism public services system" should define as functional facilities including accommodation, entertainment, shopping which can meet the general needs of tourists in the city. And also, it is a service facilities collection including tourist information; tourist safety and security facilities which can meet all tourists' unique functional requirements in the tourism process.

2.2 Basic Content

The target groups of the Public service facilities of urban tourism are tourists who come to urban destinations and local residents. And the contents of it concerns to the basic needs named "Food, housing, transportation, travel, shopping and entertainment" of visitors to the destination city. While the Public service facilities of urban tourism Characterized by its nature of public use, non-profit management and relative monopoly, and its construction funds from the public finance. For these facilities, management and operation, the state has a corresponding laws and regulations to be guaranteed.

2.3 Main Categories

Due to its goal is to meet the basic needs of the unique features for travel demand of visitors, the City tourism public services system is in the intersection of several major systems. According to the function, it can be roughly divided into five parts, that's the parts to meet the basic needs and functional requirements of tourists. This will be based on classification of City tourism public services system was studied.

2.3.1 Tourist Transportation Facilities

Sightseeing car: public services provided in most tourism developed cities, which plays a significant role for the individual in a short time to maximize the understanding of the whole city.

Tourist Centre: It has multiple functions, which serves as a comprehensive training platform to meet individual travel needs and promote self-important travel market.

2.3.2 Tourist Public Information Services

Tourist Information Centre: Multi-functional public service facilities, which embodies the spirit of people-oriented and be measured from its layout, features and specifications.

Tourism public electronic information kiosks: As an exchange platform of tourists and tourism enterprises, it helps visitors with comprehensive, timely information on various types of tourism.

Travel Network Information Platform: Build and perfect Channels of tourism public information services to promote the online travel information publishing.

Tourism Call Centre (inquiries, complaints): Convenient for visitors to check travel information and complaints.

Travel Information Publications: Tourist-oriented publications, an important way to understand the city image for tourists.

2.3.3 Travel Financial Services

Currency exchange facilities: Facilitate the exchange transaction for Chinese and foreign tourists, it can be measured from its number, location and hours of operation.

Credit Card: To provide a variety of services to domestic and foreign tourist.

ATM: Bring great convenience to tourists, measured from the number and distribution.

Travel insurance: Protect the safety and interests of tourists and tourism enterprises.

2.3.4 Tourist Security Facilities

Travel Safety Equipment: The crucial factor of Tourist Security facilities, directly related to the safety of tourists.

Travel Emergency Assistance Centre: It has a great guarantee and plays an important role for tourism accidents due to its sensitivity, speed, coverage, etc.

2.3.5 Tourist City Services

City leisure and cultural facilities: the important aspect of leisure and culture for the tourists

Travel identification system: It has an important influence for the tourists about the impression of the city, measured mainly from the identification card distribution and mark-up language.

Tourism toilets: It Is an important factors to assess urban development, evaluated by its quantity, distribution, health status, etc.

3 EVALUATION OF CITY TOURISM PUBLIC SERVICES SYSTEM

3.1 Evaluation Index System

Taking the main components and their importance Into account, the City tourism public services system's target layer is the key construction facilities (A) and rule layer concludes Tourist Transportation Facilities (C1), tourist public information facilities (C2), tourism financial services facilities (C3), tourist safety and security facilities (C4) and the tourist city services (C5). And its object layer is the sightseeing car (P1), tourism Distribution centre (P2), Tourist Information Centre (P3), the electronic information kiosk public tourism (P4), tourism information network platform (P5), Tourism Call Centre (P6), tourist information publications (P7), foreign exchange facilities (P8), credit card (P9), ATM (P10), travel insurance (P11), travel safety equipment (P12), travel emergency rescue system (P13), urban leisure and cultural facilities (P14), travel identification system (P15) and tourism toilets (P16). Therefore, a fairly complete evaluation criteria constituted based on the above and the evaluation system was established, while, the first layer is the key construction program facilities

(Figure 1, Table 1)

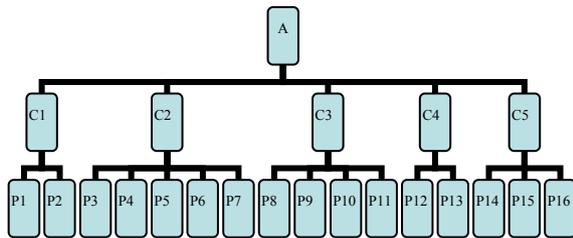


Figure 1: Evaluation system of Public service facilities of urban tourism.

Table 1: Factors of Evaluation System of Public service facilities of urban tourism.

Number	Contents
A	the key construction facilities
C1	Tourist Transportation Facilities
C2	tourist public information facilities
C3	tourism financial services facilities
C4	tourist safety and security facilities
C5	the tourist city services
P1	the sightseeing car
P2	tourism Distribution centre
P3	Tourist Information Centre
P4	the electronic information kiosk public tourism
P5	tourism information network platform
P6	Tourism Call Centre
P7	tourist information publications
P8	foreign exchange facilities
P9	credit card
P10	ATM
P11	travel insurance
P12	travel safety equipment
P13	travel identification system
P14	urban leisure and cultural facilities
P15	travel identification system
P16	tourism toilets

3.2 Weight Analysis of Evaluation Index System

As the five factors in Evaluation index system of the City tourism public services system play a different role in urban construction, we should give proper weight based on their role and impact. This paper adopts Analytic Hierarchy (AHP) calculate the weight, with number 1, 3,5,7,9 mark two indicators before and after, after comparing to the former than the latter ,then to reach different conclusions with equally important, slightly important, obviously important, strongly important, absolutely important. While, number 2, 4, 6, 8 indicates that the transition between them, and the weigh of the latter compared

with the former indicated by reciprocal number of the former compared with the latter.

Through consultation with relevant experts and aborting the views of the instructor, I've established 6 analysis matrixes: A-P matrix as shown in Table 2, Table 3 is showing the weight index of each factor in evaluation system of public service facilities.

Table 2: A-C evaluation matrixes.

P	C1	C2	C3	C4	C5
C1	1	3	5	2	2
C2	1/3	1	3	2	4
C3	1/5	1/3	1	1/3	1/2
C4	1/2	1/2	3	1	1
C5	1/2	1/4	2	1/3	1

Table 3: Weight of each factor of Evaluation System of Public service facilities of urban tourism.

Evaluation factors	Weights	Evaluation factor	Weights
(C1)	0.376	(P1)	0.333
		(P2)	0.667
(C2)	0.254	(P3)	0.418
		(P4)	0.104
		(P5)	0.168
		(P6)	0.240
		(P7)	0.070
(C3)	0.064	(P8)	0.192
		(P9)	0.418
		(P10)	0.123
		(P11)	0.267
(C4)	0.195	(P12)	0.333
		(P13)	0.667
(C5)	0.110	(P14)	0.171
		(P15)	0.388
		(P16)	0.441

3.3 Conclusion

From the table of each Weight factor in evaluation system of public service facilities, we can reach following conclusions:

In all factors related to city tourism public services system, The experts judged the order of their importance were: Tourist transport services (0.38), tourism public information services (0.25), tourism safety and security facilities (0.20), financial services, tourism facilities (0.06) and the tourist city services (0.11); which shows that Tourist Transportation facilities and tourist information facilities, Or call the main considerations in the construction of tourist facilities are more important relative to other factors.

In the most important factors of transport facilities, the weight index of Sightseeing car, travel distribution centres were 0.333, 0.667, which reflects the importance of Transportation Centre and matches a growing proportion of the individual also highlights the individual's needs.

The five means of Information transfer share different proportions in tourist public information services facilities, among which, tourist Information Centre and tourism call centres account for relatively large proportion, which not only highlights the ways visitors the diversity of information needs, but also show that public information services in tourism should focus on considering the construction of tourist information centres and travel call centre building.

Tourist Security facilities also occupy a larger proportion, which shows that, for its own security and emergency relief, visitors have great attention. With multiple tourism security incidents, tourists get more and more concerned about the operational efficiency of the emergency relief centre. Therefore, in considering the safety and security aspects of tourism, we need to focus on considering the establishment of emergency relief centre. Among the city tourist service facilities, the travel identification system and tourism toilets have a great influence on satisfaction of tourists, so we should constantly improve the city's image and tourist satisfaction.

In my opinion, the construction and weight analysis of the city tourism Public services system, provides a good idea and direction for the Government's decision-making and the development. Although there may be many problems, but it has unusual significance for it can provides a new way and basis on further research. It also can be used to provide a reference and new ideas to build outstanding tourist city by analyzing the construction of facilities and identifying gaps and directions in cities have excellent travel conditions.

4 THE COUNTERMEASURES OF URBAN TOURISM PUBLIC SERVICE FACILITIES OF SYSTEM

As important public facilities, urban tourism public service facilities system is an Indispensable part of elements of the development of modern tourism. Whether urban tourism public service facilities system is perfect or not is an important indicator of

maturity in a city's tourism. Popularization, Personalization and normalization are the increasingly trend in today's tourist activities, so, perfect individual travel related services and facilities is an important part of the market system in order that tourists can be successfully completed tours. Due to the lack of local government policy, inefficient management and a mere formality, China's urban tourism public service facilities construction, therefore, should enhance government-led operation system as the core of the tourism industry through the government-run co-ordinate way, which is to promote public service facilities in urban tourism system construction, but also speed up the only way to the construction.

4.1 Urban Tourism Public Service Facilities System Construction is an Important Part of the "China Excellent Tourism City"

Launched by the China National Tourism Administration, the national-wide "China Excellent Tourism City" activity is government-led and under the guidance of tourism strategy. The assessment requirements include outstanding tourist attractions, infrastructure, services, environment and perfect tourism function, which are equal to the basic requirements of the construction for urban tourism public service facilities.

Overall, the construction of urban tourism public service facilities system for tourist cities in China can refer to the selection of Excellent Tourism City in China, so that it will not only help shape and enhance the city's image, but also achieve development for the city in itself in order to make social and economic progress continuously.

4.2 Urban Tourism Public Service Facilities System Construction is Overall Arrangement of City Planning

As a part of basic services in the city, Public Service Facilities of Urban Tourism are used for both tourists and local residents. In addition to provide tourists for " Food, accommodation, transportation, travel, shopping, entertainment", the city also provide tourists with information services, financial services, security services and other facilities, which not only bring great convenience for tourists, but also do good to local residents and promote local economic development.

4.3 The Construction of Urban Tourism Public Service Facilities System Requires the Unified Management of the Government

As a city's public resources, tourism public service facilities must be managed by different apartment. The six elements of tourism, "Food, accommodation, transportation, travel, shopping, entertainment," belong to different departments, this management model restricts the coordinated development of tourism to a large extent. The operation of Government co-ordinated mode can collect all forces to speed up the construction of public service facilities of urban tourism system.

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Therefore, only to ensure the unified management of urban tourism sustainable and make public services efficiently to run can the government reduce external non economy and guarantee the city's sustainable development.

5 CONCLUSIONS AND OUTLOOK

As an important part of modern service industry, tourism industry faces an inevitable trend to upgrade with changes in consumer demand. Competition mode has changed from the development of tourism products to the competitive tourist destination, whose essence is the overall function and image of the city.

Developed tourist cities in the world regard the construction of a complete system of urban tourism as a basic, overall and strategic policy in city construction. Urban Tourism Public Service Facilities System, as still an emerging field of study related to many departments, many problems of which still at exploring stage need for further improvement and perfection.

This paper aims to initiate and lead to the resonance of other scholars, which arouse concern about Urban Tourism Public Service Facilities System, Strengthening in-depth research in this area continuously.

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