

Analysis of Tourism Development Level and Research on Improvement Strategies- Take Chongqing as an Example

Authors : Jiajun Lu, Yun Ma

Abstract : As a member of the tertiary industry, tourism is an important driving factor for urban economic development. As a well-known tourist city in China, according to statistics, the added value of tourism and related industries in 2022 will reach 106.326 billion yuan, a year-on-year increase of 1.2%, accounting for 3.7% of the city's GDP. However, the overall tourism development level of Chongqing is seriously unbalanced, and the tourism strength of the main urban area is much higher than that of the southeast Chongqing, northeast Chongqing and the surrounding city tourism area, and the overall tourism strength of the other three regions is relatively balanced. Based on the estimation of tourism development level and the geographic detector method, this paper finds that the important factors affecting the tourism development level of non-main urban areas in Chongqing are A-level tourist attractions. Through GIS geospatial analysis technology and SPSS data correlation research method, the spatial distribution characteristics and influencing factors of A-level tourist attractions in Chongqing were quantitatively analyzed by using data such as geospatial data cloud, relevant documents of Chongqing Municipal Commission of Culture and Tourism Development, planning cloud, and relevant statistical yearbooks. The results show that: (1) The spatial distribution of tourist attractions in non-main urban areas of Chongqing is agglomeration and uneven. (2) The spatial distribution of A-level tourist attractions in non-main urban areas of Chongqing is affected by ecological factors, and the degree of influence is in the order of water factors > topographic factors > green space factors.

Keywords : tourist attractions, geographic detectors, quantitative research, ecological factors, GIS technology, SPSS analysis

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