

REVIEW ARTICLE

A summary of the research on tourism public service system in ancient cities and towns in China

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ABSTRACT

This paper collates and analyzes the ancient town tourism, tourism public service, ancient town tourism public service system and relevant research literature. It is found that Chinese scholars have begun to try to systematically study the ancient town tourism public service system, but the research on China's ancient town tourism public service system has some problems, such as narrow research scope, theoretical research lagging behind practice, and then puts forward the direction that needs to be discussed in depth in the future.

Keywords: ancient town tourism; public services; journals reviewed

1. Introduction

With the proposal of the 12th Five Year Plan for China's tourism public service, "tourism public service" as an important term began to be mentioned many times in the government tourism work report. With the rapid development of China's tourism industry, the number of tourists in ancient cities and towns is increasing day by day, and the scale of the number is gradually expanding. The increase of the number of tourists and the number of trips poses a challenge to the public service system of ancient cities and towns, and puts forward higher requirements for public services such as transportation, communication and rescue in ancient cities and towns. However, most aspects of China's ancient urban tourism public service system are not very perfect, which is far from meeting the needs of tourists for public services, and the development is seriously lagging. By combing the research on tourism public service in ancient cities and towns,

we can not only grasp the progress and dynamics of this kind of research, but also find the deficiencies in the current research. Especially in the big data, smart tourism and other environments, the construction of ancient urban tourism public service system faces many opportunities and challenges, and the discussion of ancient urban tourism public service system will be more necessary and urgent.

2. Research on ancient town tourism

2.1. Stakeholder research

Domestic scholars mainly study the participants of ancient urban tourism. Liu et al. studied Yangmei ancient town in Guangxi and found that the cognition of ancient town residents on the impact of tourism development on them is not related to gender; however, in the perception of the positive impact of tourism development, it is found that people related to tourism are significantly stronger than those not related^[1]. Xiao took ethnic tourism cities

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and towns as the research object, analyzed the relationship between tourism related participants and discussed the relevant behaviors of related participants^[2]. Xu analyzed the interest relationship between community residents and tourism developers on the differences of tourism resource property rights, operation authority and operation behavior in the tourism development of ancient towns, and put forward suggestions on the construction of interest coordination mechanism between local residents and developers^[3].

2.2. Research on the development of ancient town tourism

The development of ancient town tourism should finally be implemented in the development of ancient town tourism products. In recent years, the tourism activities of tourists in ancient towns have gradually developed to diversity and experience. Taking Sichuan Province as an example, Wang^[4] analyzed the different types of tourism needs of ancient town tourists, and advocated that the development of ancient town tourism should be based on its own conditions, resources and corresponding location, and be developed for different tourists. Yu took Xitang ancient town as an example, put forward the basic principles of developing experiential ancient town tourism products, and put forward relevant suggestions on the development of ancient town tourism products^[5]. Meng et al.^[6] took Zhuge Bagua village in Lanxi City, Zhejiang Province as an example to develop experiential products of ancient village tourism, and put forward design methods and principles; at the same time, Tan and Gu discussed and analyzed the tourism products of Zhuge Bagua village, guided by the theory of experience economy, and designed the relevant tourism products of ancient villages^[7]. Li and Sun put forward corresponding measures for the development and design of ancient village tourism products from the perspective of experience economy^[8]. Yan takes ancient villages in southern Anhui as an example, deeply analyzes the methods of tourism planning, the principles of tourism product development and the marketing concept of tourism products, and puts forward the project set-

ting and development of tourism related products in ancient villages^[9].

2.3. Study on tourism protection of ancient towns

Ancient town tourism is more an experience of historical value, and the protection of ancient town tourism is also the focus of scholars. Xu explored the protection of ancient towns and proposed to deal with several relations of ancient town protection from the perspective of cultural relics protection: the relationship between protecting ancient buildings, ancient towns and protecting the ecological environment of ancient towns, the relationship between developing ancient towns and protecting ancient towns, the relationship between tourism development and protecting ancient towns, and the relationship between protecting ancient towns and strengthening management^[10]. In the paper “protection and tourism development of ancient water towns in the south of the Yangtze River”, Ma proposed to strengthen the comprehensive protection of ancient buildings and “ruins culture” environment in ancient water towns in the south of the Yangtze River^[11]. Liu advocated that the protection of ancient towns should first prepare conceptual plans and constantly improve the management system. At the same time, it is necessary to protect the originality, authenticity, integrity and diversity of ancient towns, and pay attention to the protection of the spatial layout of ancient towns^[12].

2.4. Research on tourism organization and management of ancient towns

The research on the organization and management of ancient town tourism is mainly reflected in the aspects of government leadership, enterprise management, community participation and so on. On the research of enterprise management mode, Yu believed that the tourism development of ancient towns should be carried out under the condition of market economy. We should not only rely on the self-regulation role of the market, but also adhere to the leading role of the government and establish a

tourism development department to be specially responsible for the development of tourism resources in ancient towns. At the same time, the department leaders must be concurrently held by the relevant leaders of the government^[13]. Taking Ciqikou Ancient Town as an example, Liu proposed a series of measures to strengthen community participation on the basis of evaluating the current situation of community residents' participation in ancient town tourism, mainly including establishing a scientific interest distribution mechanism, improving the ability of tourism participation and the cultural quality of community residents^[14]. In terms of strengthening community participation in scenic spots, Qin compared the tourism development models of Wuzhen, ZhouZhuang and Lijiang, found that the participation of residents in the tourism development community of ancient towns plays an important role, and advocated improving the conscious protection awareness of community residents in the tourism reception area of ancient towns and improving the enthusiasm of residents in ancient towns to participate in tourism development and management^[15]. Chen conducted a comparative study on the modes of ancient town community participation in tourism development. Based on the corresponding research results of domestic experts and scholars, the modes of ancient town community participation in tourism development are divided into five community participation modes: ancient village community participation, government led, stakeholder participation, principal-agent-based and community led^[16].

2.5. Study on the development model of ancient town tourism

Many scholars put forward their own views on the research on the tourism development model of ancient towns. Deng and Zhen analyzed the development mode of ecotourism in ancient villages and put forward the development mode of landscape heritage protection and leisure tourism in ancient villages, the development mode of ecological museum construction, folk experience and theme culture excavation^[17]. Tian takes the tourism of ancient

towns in the West as the research object, and puts forward four modes: Tourism complementary development, tourism reservation development, tourism theme development and tourism comprehensive development^[18]. Li analyzed the current situation of tourism development in ancient cities in northern China, took Pingyao ancient city as an example, discussed the tourism development model of ancient cities in northern China, and put forward corresponding model suggestions^[19]. Cai and Xiong respectively made relevant research on the protection of the ancient city of Phoenix, the protection, development and sustainable utilization of the ancient city of Phoenix^[20,21]. Zhang proposed the investment operation mode with local government as the main body, the enterprise leasing operation mode with foreign enterprises as the main body and the villagers' collective operation mode with local residents as the main body^[22]. Zhang and Wang T studied and compared the development modes of ancient town tourism at home and abroad, and put forward corresponding solutions to the problems in China's current ancient town tourism development^[23].

2.6. Study on the sustainable development of ancient town tourism

The sustainable development of ancient town tourism has always been the focus of academic research, especially in the process of developing tourism, some ancient town cultural heritage resources in China have been destroyed, which has attracted a lot of attention and discussion. Jiang studied Jiangnan ancient town tourism from the perspective of tourism destination image, tourism destination cultural change, cultural resource location and region, and believed that the sustainable development of ancient town tourism must be guided by the scientific concept of development^[24]. Chen pointed out that we must pay attention to the motivation of tourists to participate in rural tourism, pay attention to the display and excavation of the traditional culture of the ancient town, and at the same time, we cannot ignore the creation and protection of the tourism environment of the scenic

spot to make it meet the ecological requirements and leisure, so as to realize the sustainable development of tourism in the ancient water towns in the south of the Yangtze River^[25]. Jin et al. systematically analyzed the adjustment ability and self-recovery ability of the tourism environment, and established a revised scheme to evaluate the sustainable development of tourism in the tourism area based on the sustainable development of Longgang ancient town in Anhui Province^[26]. Wang studied the sustainable development of scenic spots, analyzed the tourism resource development model of six ancient towns in Jiangnan Water Township, and studied the mechanism and model of sustainable utilization of ancient town tourism landscape^[27]. Zhang et al. put forward the principle of tourism development in ancient towns and believed that in order to ensure the sustainable development of tourism in ancient towns, we must protect the tourism resources in ancient towns in the form of legislation and adhere to the road of scientific development. Li put forward some countermeasures for the sustainable development of Lijiang tourism by analyzing the existing problems in the tourism development of Lijiang ancient city^[29].

3. Research on tourism public service

3.1. Concept definition

Domestic research on tourism public services started relatively late, and systematic research did not gradually increase until after 2008. Li believes that tourism public service refers to the general name of public goods and services that are provided by the government or other organizations (enterprises, non-profit organizations, etc.) To tourists (real and potential) before, during and after travel and meet the common needs of tourists within and around the tourism destination^[30]; Guo proposed that tourism public service is the general name of non-exclusive services with direct and indirect external effects provided by the government or other social organizations to meet the needs of tourists^[31];

Zhang et al. believe that tourism public services can be divided into broad and narrow senses. In a broad sense, tourism public services refer to services and public products provided or dominated by the government, which can be widely enjoyed by real or potential tourists, tourism operators and employees regardless of their country, consumption level and status and tourism form, and which the market or individual enterprises are unable or unwilling to provide; Tourism public service in a narrow sense refers to the tourism public service designed and provided only for tourists in the above categories^[32]. this paper adopts the concept of tourism public service proposed by Liu et al. and holds that tourism public service is the general name of public products and services provided by the government or other social organizations to meet the needs of tourists and not for profit^[33].

3.2. Research on the supply of tourism public services

Because tourism public service is not for profit, there are many disputes in service supply, and scholars have put forward their own views. Li proposed that the reform direction of tourism public services in the future should establish diversified institutional arrangements of tourism public services jointly supplied by the government, market and society, multi center system and complementary mechanism of public services, and establish a composite supply mechanism of tourism public services jointly participated by the government, market and society^[30]; Cheng proposed that the government should not be the only direct provider of tourism public services, and the supply subject should involve other sectors of society and enter the field of tourism public services^[34]; Zhang proposed that in terms of supply subjects, diversified supply methods combining government, market and social organizations are the main ones, while in terms of supply objects, there are broad and narrow senses. The supply objects in the narrow sense are tourists, and the supply objects of tourism public services in the broad sense include tourists, tourism enterprises, etc.^[35]; Hou and Hu pointed out that the supply of

tourism public services should pay attention to meeting social demand and ensuring the sustainability of supply. At the same time, they proposed to realize the effective supply of tourism public services under the low-carbon background by establishing a composite evaluation system, intervening between the supplier and the demander, cultivating low-carbon concept, adopting flexible supply mode and clarifying cooperation mechanism^[36].

3.3. Research on the content composition of tourism public service system

Tourism public service is a comprehensive service system, involving a wide range of contents. In recent years, domestic scholars have conducted a lot of discussions on this issue. Li and Mei put forward the basic idea of building a tourism public service system, that is, enriching tourism public information, establishing tourism identification system, improving tourism infrastructure, improving tourism transportation mode, cultivating safety rescue mechanism, advocating volunteer service and strengthening industry supervision and management^[37]; Zhang proposed that the content of urban tourism public service system includes five subsystems: tourism information service, tourism transportation service, tourism safety service, tourism management service and tourism environment service^[35]; Li and Huang proposed that the urban tourism public service system can be understood as an organic whole composed of four subsystems: support system, demand system, supply system and media system^[38].

3.4. Research on tourism public information service

The research on tourism public information service in China is mainly reflected in the way of smart tourism. Smart tourism is the best embodiment of tourism public information service. Many scholars have done a lot of research on it. On the construction of Changzhou smart tourism public service platform, Liu highlighted the characteristics of

Changzhou, adopted advanced technologies such as cloud computing and Internet of things, fully shared tourism video, GIS and other information resources, and innovated the system and mechanism in management, construction, operation and maintenance on the basis of learning from the advanced experience of the surrounding built systems^[39]; Li and Li proposed to build and improve the theoretical framework of urban tourism public information service system from two aspects of service process and service content, and put forward countermeasures and suggestions for the construction of Xiamen tourism public information service system^[40]; Jin believes that providing public services through smart tourism channels can enable tourists to obtain high standard and intelligent service experience before, during and after tourism^[41].

3.5. Research on perception and evaluation of tourism public services

The research on tourism public service perception evaluation system is different from most public service research. It mainly focuses on quantitative research and uses various mathematical statistical tools for empirical analysis. Xiao and Huang used structural equation to construct the hypothetical model of tourism public service quality evaluation, and discussed the key driving factors of tourism public service quality evaluation, such as the perception of tourism public service under the guidance of government and the perception of tourism public service under the guidance of market^[42]; Ye et al. used analytic hierarchy process to deeply analyze the connotation of tourism public service layer by layer, and used perceived value and perceived cost to measure tourism public service^[43]; Li et al. established the evaluation system framework through factor analysis and IPA, and found out the actual differences between tourists' expectations and performance perception of tourism public service evaluation factors^[44].

4. Research on tourism public service system in ancient cities and

towns

Comprehensiveness is a major feature of tourism. To vigorously develop tourism, we need to improve public service facilities. Tourism public service has the dual service characteristics of tourism and public goods. Public goods theory undoubtedly provides an objective theoretical basis for the construction of tourism public services in ancient cities and towns.

Domestic research on the construction of tourism public service system in ancient towns is relatively few, mainly empirical research. Although the research content is wide and the countermeasures and suggestions are more targeted, the theoretical research is still relatively backward. Xu defined the connotation of tourism public service in the ancient town on the basis of learning from the achievements of tourism public service construction at home and abroad, and combined with the current situation of tourism public service construction in Zhenze ancient town, Jiangsu Province, pointed out the deficiencies in the construction of tourism public service in Zhenze ancient town, analyzed the influencing factors affecting the construction of tourism public service in Zhenze ancient town, and analyzed the problems in the construction of tourism public service in Zhenze ancient town. This paper analyzes the reasons, and puts forward some suggestions on strengthening the construction of Zhenze tourism public service^[45]. Dou et al. analyzed the existing problems and development trend of the tourism public service system of the ancient city of Phoenix, and put forward six suggestions on constructing and optimizing the tourism public service system of Phoenix from the perspective of low-carbon tourism, so as to provide a decision-making basis with theoretical basis for the administrative department of Phoenix and promote the construction of the tourism public service system of the ancient city of Phoenix^[46]; Dou et al. based on the field survey of tourism public service in Nanyue Town, analyzed the spatial distribution characteristics and optimization strategies of the constituent elements of tourism public service system in Nanyue town by using GIS spatial

analysis and data statistics methods, and proposed to build a tourism service complex with Zhurong South Road as the axis and realize the zoning of tourism service functions in combination with the reconstruction of the old town; Implement the tourism informatization project and improve the optimization strategy of tourism reception service system^[47].

5. Review and prospect

5.1. Commentary

The theoretical construction of ancient urban tourism public service research is insufficient, and the theoretical research lags behind the practice

Foreign public service theories are relatively mature, and there are relatively many researches on the special contents of tourism public services in ancient towns, such as tourism service perception, service quality and public transportation in ancient towns. However, the construction of China's ancient town tourism public service theoretical system is insufficient, and there are serious research gaps. It failed to combine the development status of China's ancient town tourism public service and the needs of tourists, and did not study the special content of ancient town tourism public service, so as to form a complete theoretical framework and cognitive system of ancient town tourism public service. Due to the short rise of ancient town tourism in China, the domestic research on ancient town tourism is still in its infancy. The existing research results cannot fully guide the development of ancient town tourism. While protecting the scenic spot landscape, ancient towns are facing the pressure of current public service. The theoretical system of ancient town tourism public service needs to be improved and improved. In recent years, tourism public service has become an important work of governments at all levels, and the construction of tourism public service has made rapid progress. In comparison, there is too little theoretical research on tourism public service in ancient cities and towns, and there is a lack of sys-

tematic research on tourism public service system. The lag of theoretical research restricts the practical pace of tourism public service construction in ancient cities and towns in China.

Research on the failure to combine ancient town tourism with public services

From the relevant literature of ancient town tourism, it is concluded that scholars at home and abroad generally ignore the construction of public service system in the research of ancient town tourism. There are historical reasons abroad. Because the development of foreign tourism public service is very perfect, they pay little attention, but it is China's tourism.

Tourism public services are still immature, and there is a relative lack of research on public services of ancient town tourism. There is less systematic research in the four categories of tourism public services: tourism infrastructure services, tourism public information services, tourism industry guidance services and tourism safety detection services, but they are urgently needed in the development of ancient town tourism. For example, there are major fire hazards in the ancient city of Lijiang because of imperfect public services, there have been many fires, so public services should be combined with ancient town tourism to guide the practical development of ancient town tourism.

Tourism public services need to be further studied

At present, the research on tourism public service in ancient towns is in the primary stage and needs to be further explored. At present, the research on ancient town tourism is mainly in the protection and development. The research on the whole ancient town tourism public service system is slightly involved. More is the low-level and relatively superficial research on one aspect of the ancient town tourism public service system, which has not yet formed a scientific and systematic theoretical research system. Therefore, it is necessary to conduct in-depth exploration and Research on the relevant concepts, supply mechanism, operation mode, con-

struction framework and other issues of the ancient town tourism public service system. We cannot just learn from the experience of public service construction of other types of scenic spots, but conduct in-depth research from the reality of ancient Town Tourism and combined with the actual situation.

The research perspective of tourism public service in ancient cities and towns is single and fails to rely on regional research

Because the development of tourism in ancient cities and towns in China implements the government led model, and the transformation from management-oriented government to service-oriented government has not been completed, the government is still the main provider of tourism public services in ancient cities and towns. Therefore, when studying the supply of tourism public services in ancient cities and towns, scholars often take the government as the leader and believe that the tourism public services in ancient cities and towns should be provided by the government, mainly from the perspective of how the government provides tourism public services. Therefore, there is a lack of research on tourism public services in ancient cities and towns from the perspective of market and the third sector of society, and there is no research on specific areas and destinations, only a few are combined, which is difficult to sublimate.

5.2. Prospect

Research on the construction of tourism smart public service platform in ancient towns in combination with big data

The concept of "big data" provides new ideas and channels for the development of tourism public service research in ancient towns. The public services of ancient town tourism in China are relatively backward, but under the background of big data, it is easier to obtain the tourist information of ancient town tourism and analyze the choice of tourists for public services, which not only provides new development ideas for strengthening the construction of public service system, but also establishes a new channel for the upgrading of ancient town tourism

public services. For example, the development of smart tourism, online ticket buying, hotel reservation, etc. These are the direct impact of big data. At the same time, the construction of public service system of ancient town tourism also needs to rely on the development of big data

Too big data provides convenience for tourists, such as scenic spot navigation, data query, and tourists can query the tourist flow in advance in order to consider whether to travel to ancient towns. This is a tourism public service that can only be provided under big data, and big data provides a new channel for the construction of Tourism public services.

Therefore, ancient town tourism should be combined with the development trend of smart tourism in recent years to carry out the intelligent construction of ancient town tourism public services, so as to meet the intelligent tourism needs of tourists. By analyzing the needs of ancient town tourists, tourism enterprises and industry supervision departments for tourists, this paper studies the construction of ancient town smart tourism public service platform, puts forward key construction contents, and forms the development model of ancient town smart tourism public service platform construction, so as to provide theoretical basis for the construction of ancient town smart tourism public service platform and promote the construction of ancient town tourism public service platform in China.

Based on the needs of tourists, carry out the research on the tourism public service of ancient towns through service contact

Tourists' recognition of ancient town tourism public services is an important basis for the future development of ancient town tourism. They should meet the public service needs of tourists' ancient town tourism as much as possible, improve tourists' satisfaction with ancient town tourism public services, and service contact provides convenience for scholars to study ancient town tourism public services. Scholars obtain first-hand data of tourists and

analyze the data through service contact between scenic spots and tourists, Get the consumption habits, tourism preferences, public service choices and consumption prices of tourists. For scholars studying tourism, they can study ancient town tourism, explore the construction of ancient town tourism public service system, and construct the public service system according to the preferences of tourists.

Cross border cooperation to promote the research and development of tourism public services in ancient towns

The government can cooperate with other tourism industries to build a new tourism industry system. Therefore, the government can only participate in the rapid development of the tourism industry in the ancient times, or cannot cooperate with other tourism industries in the new era, Big data makes all sectors of society more closely linked, and can greatly promote cross-border cooperation in tourism public services in ancient towns. In the era of big data, it can also greatly promote the research of tourism public services in ancient towns. Scholars in other fields can cooperate, analyze and cooperate with big data, bring new ideas and promote the research process of tourism public services in ancient towns.

Systematically and theoretically study the tourism public service of ancient towns

In order to construct the tourism public service system of ancient cities and towns, it is necessary to conduct in-depth research on the tourism public service of ancient cities and towns, based on the actual problems of the tourism development of ancient cities and towns, study the deficiencies of the tourism public service of ancient cities and towns, and carry out systematic special research in view of the deficiencies of the tourism public service of ancient cities and towns, so as to improve the research level of the tourism public service of ancient cities and towns. The construction of the theoretical system of tourism public service in ancient towns in China is insufficient, and there is a serious research gap. In the future, it should be combined with the

development of tourism public service in ancient towns in China.

Strengthen the research on the special content of tourism public service in ancient towns in order to form a complete theoretical framework and cognitive system of tourism public service in ancient towns.

Conflict of interest

The authors declare no conflict of interest.

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