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## A Survey on Urban Tourism Development and Its Characteristics

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**Abstract—** - This paper reviews on the current trends, problems and advantages of urban tourism and impact of it on our social economy, including the factors affecting it. By the end of the paper we will be summarizing the popular advanced approaches and methods that are used to improve urban tourism. The main motive of this review is to suggest a suitable optimization for urban tourism development using multi objective optimization algorithm.

**Keywords—** Urban Tourism Product; Multi Objective Optimization; Urban Compactness; Entropy Method; Geographical Information Systems (GIS).

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### 1. INTRODUCTION

Urban tourism plays an important role in environmental and socioeconomic applications. In Urban tourism plays an important role in environmental and socioeconomic applications. In the past few years, with the development of the tourism industry in our country, tourism as an important function of cities, is highly valued by the city administrators[1,2]. In order to better enhance development and research system of an urban tourism product, and lead the practice of urban tourism product expansion, this paper, based on previous studies, attempts to do some research on the general line of thought of urban tourism product, with a view to arrive at the structure of urban tourism product development, there by guiding the practice of urban tourism development. With brisk urbanization so many countries have faced serious tribulations like decline for urban construction of water resource and energy, which have broadened the pressure of resources and environment, hence posed great intimidation on urban sustainable development for example china. According to Gross Domestic Product (GDP), tourism industry in Malaysia has contributed approximately RM9.8 billion in late 1970s and it is increased to RM31.1 in the year 2000[1]. So, there has been rapid greater than ever of number of arrivals of tourists. So, based on the information above undoubtedly, tourism industry has brought importance involvement to the national economy and improvement of the infrastructure all the way through the nations. However, the development of touristic destinations and its sustaining products have created pressure on land. As an example, infrastructures like road networks and facilities to accommodate tourists' arrival are developed to fulfil and satisfy the desires and stipulate from the growth of this sector.

### 2. FACTOR ANALYSIS OF URBAN TOURISM PRODUCT DEVELOPMENT

A city tourism resource quality assurance work is as explained below. We must first need to have the basic superiority of tourism resources assessment, are familiar with tourism resources appraisal principles and methods and should be know how to evaluate a city tourism resource appropriately. Secondly on the basis of city tourism resources evaluation, other is to urban tourism resources are compared and the city's tourism resources position characteristics and value of tourism resources is estimated to find out the uniqueness of the city's tourism resources. In addition, combining with the past city tourism product market to evaluate the urban tourism resources is necessary, which can improve the success of development.

Developing the high grade tourism products based on these factors is to provide a higher quality and higher grade of service, which let visitors "super satisfied" rather than just "satisfaction. In addition, the ecological environment also affects the taste of the tourist products. Tourism product type structure refers to the various types of tourism products, such as tourism products for leisure, special tourism products, etc. The sensible structure of tourism products should be a composite system, the development

of tourist products for leisure should be united with any other special tourism products. Optimization of the tourism product type structure, on the one hand, should able to use the tourism resources advantages, which gradually improves the sightseeing, leisure (holiday), conferences, sports and other diversify tourism product structure. These are the factors to develop tourism.

### 3. SUSTAINABLE TOURISM DEVELOPMENT

According to this, the tourism industry has the potential and opportunity to generate foreign exchange earnings, to create the proper employment, promote development and make stronger linkages among the different industry in the country. Various products both natural and man-made including criteria influencing and constraining tourism development, the score for each criterion needs to be consistent such that the scale used is comparable. Standardizing the scores for each criterion historical and heritage sites, beaches, scenic landscape and theme parks, meeting incentives, conference and exhibition (MICE) and sports have been promoted to attract the tourists worldwide. Proper planning and development strategy during the development of the accommodations or other facilities near areas with scenic beauty, the coastlines or elevated terrain such as hillside land will help in protecting natural environment. Therefore, it is important that development of tourism industry has to be undertaken with care in order to ensure its sustainability.

For this sustainability we are using some regulation techniques one of the mostly used techniques is zoning. Zoning regulation, for example, has been used in many division of the world to protect the natural environment, areas with precious landscape, natural heritage or historical sites or the blemish with scenic beauty and agricultural area. In order to evaluate the collision of land use development on the landscape structure, Geographical Information System (GIS) has been successfully used to map, plan and monitor tourism activities in various places [14]. The study conducted by; for example, evaluate the application of GIS in planning and allocating the various tourists activities ranging from camping, biking, parachuting and other. GIS had been integrated with multi-criteria evaluation approach (MCE) in order to determine the potential sites based on various criteria including physical, economic and environmental factors and their relative importance. Environmentally Sensitive Area (ESA) is used as a limitation for tourism development sites. The study, therefore, needs to determine ESA area prior to identifying suitable sites for the development. After the identifying could be done by using the range approach or fuzzy approach.

The fourth step involves in determining the weights or relative importance of each factor. Various approaches could be used in order to determine weight such as ranking, rating, Analytical Hierarchy Process.

### 4. URBAN TOURISM COMPACTNESS

Compact city was proposed by Dantzig and Satty [1], and it has evolved a lot in urban planning and empirical studies. The original meaning of compact city was to hinder the sprawl of urban construction land to suburb area, lead people live back to inner-city, which highlights the flexible utility of central district property, redevelopment of business and culture activity in central district, and it advocates public transport and high density [2]. However, Neuman has pointed that there is no widely accepted concept of compact city, although it has been widely used [3]. In general, there are three orientations in the definition of compact city, which is form orientation, objective orientation and process orientation. Form orientation holds the basic notion that compact runs the opposite side of sprawl, which highlights the concentration and decentralization of urban form and spatial structure [4]. Objective orientation regards the compact city as a concrete planning goal, and highlights the development pattern with high density and intensification [2]. Process orientation holds the primacy of process over form, and it pays much attention on city evolution [3]. Form orientation is a fruitful research domain than another two orientations, for it derives directly from the original meaning and it is relative easy to make quantitative research.

Evaluation index system of urban tourism

Criteria	Characteristics	References
Finding Challenges	Zoning regulation, for example, has been used in many other parts of the world to protect the natural environment, areas with valuable landscape. Geographical Information System (GIS) has been effectively used in order to map, plan and monitor tourism activities in various places. GIS had been integrated with multi - criteria evaluation approach (MCE) in order to determine impending sites based on various criteria including the physical, economic and environmental factors. Environmentally Sensitive Area (ESA) is used as a restriction for	[1],[5], [6], [7], [8],[9],[10], [11], [12], [13], [2],[4], [5],

	<p>tourism development sites. The study, therefore, needs to determine ESA area prior to identifying suitable sites for the developments.</p>	
Compactness	<p>Entropy methods were used to calculate the index weights in wide-ranging evaluation index system of urban compactness, for its objectivity as the weighting information of entropy method derives directly from the data. Evaluation index system was built from three aspects that are of urban form and structure, socio-economic spatial organization, and ecological environment coordination. The result shows that urban compactness elevates the slightly overall, and the disparities between cities decreases gradually, which the high scores of urban compactness grows small and the lower score of that promotes slightly.</p>	<p>[16],[17], [18], [19], [20],[15],[21], [22],[23], [24]</p>
Multi objective optimization	<p>Multi-objective optimization algorithm is used to calculate the optimal cluster number, and develop new urban tourism product by cluster analysis based data mining algorithm. The experiment dataset is collected form “Yahoo! Travel”, which means that the Yahoo!'s travel research site. In particular, this website provides user information, travel guides, daily articles, booking and reservation services. We are extracting data from users and storing it in databases and then we are applying algorithm to obtain optimization of urban tourism.</p>	<p>[25],[26], [27], [28], [29],[30],[31], [32], [33], [34]</p>
Sports and leisure tourism	<p>Mainly there are two characteristics  A. Demand for sports and leisure is increasing the patterns of sports consumption of urban residents in the past 10 years changed rapidly: the current sports consumption rate is much higher than the rate 10 years ago, the times of consumers go to sports stadium and travel have increased significantly, and the increasing trend will be maintained .  B. Increasing attention has been drawn on sports and leisure tourism. In recent years, China's sports industry developed rapidly;; basketball, volleyball, table tennis and other specialized leagues have emerged. The increasing activities of sports sponsorship in sports market promote the growth of original industry and the formation of carrier industry. This provides a rich</p>	<p>[39],[40], [41], [42], [43],[44],[45], [38], [46], [47]</p>

	content and a good social environment for the development of sports and leisure activities.	
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### CONCLUSION

This study helps upcoming scientists and researchers for opting a suitable classification procedure in their specific study. In this paper, we aim to solve the urban tourism product development using multi-objective optimization. In the urban tourism product development system, for a given city, we collect urban tourism data collected from users, and then build up the urban tourism product development database. Next, we utilize the multi-objective optimization algorithm to get the optimal cluster number, and then new urban tourism product is developed from cluster analysis based on data mining

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