

## **Abstract**

Today's tourism industry has become the global hot industry. The global integration of economy and society and sustainable development, promote the international and domestic tourism market expanding. According to the world tourism organization recently forecast shows that the beginning of the next century 20 years, the international tourism industry will be continued to grow at a 4% annual rate. In the new and old phase transition, as a famous international tourist city, Guilin will have severe competitive challenges and opportunities. The next century, Guilin's tourism industry about how to seize opportunities and full power development. It is a theme in front of Guilin decision-making leadership level class. So that Guilin municipal party committee, Guilin municipal government proposed, "tourist city, industrial city, science and education encouraging city, rich commercial and trade city" with the outcome way to drive the development of the strategy. In this development strategy, increase the tourism to the height of the city. Guilin's tourism is Guangxi province tourism leading head. In GUILIN as the leader, the construction of GUANGXI tourism province, the construction of GUILIN above. These goals is GUANGXI autonomous region party committee and GUANGXI district people's government during the period of "9.5 <sup>[1]</sup>" term of the identified the strategic development of regional tourism industry. It further establishes the GUILIN in the GUANGXI tourism industry the important position. Very easy to see the importance of tourism development of GUILIN city. Strategy of the GUILIN tourism as the city development goals is clear.

In recent years, tourism strategy research is ignored a research field, from the present status of the tourism theory research and practical applications. Tourism research and tourism development strategy planning strategy is independent of other trends in the field of research and planning and become independent. Combined with the new trend of research and development, this paper discusses the programs and activities as the core, with Guilin tourism as the core, Guilin tourism strategic integration and strategic partnership, the reform of investment system and planning research aspects in the tourism development strategy research and innovation, such as, on the basis of

tentatively constructed tourism strategy, resource strategy and investment strategy innovation framework, preliminary discussed the innovation of tourism strategy research and system. This paper USES the method of SWOT. From GUILIN tourism strategic strengths, weaknesses, opportunities and challenges, such as four aspects. Set the location advantage, resource development depth, regional economic development and opening up, the surrounding the tourism market competition, etc. studied the GUILIN tourism strategy. Results show that the GUILIN tourism should be taken to rely on the strengths to weaken the weaknesses of ST development strategy, in order to realize the sustainable development of GUILIN tourism.

*Keyword:* GUILIN tourism, strategy, development, SWOT, tourism