

Postprint: A Study on the Pathway to Tourism Globalization in Dunhuang City Based on Residents' Perceptions

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Abstract

Taking Dunhuang City as a case study, this research constructs a structural equation model from the perspective of residents' conceptual identification and perception to explore the influencing factors and pathways of urban globalization in Dunhuang, and analyzes the "reverse" globalization trajectory of culture-tourism-oriented inland cities in China by examining Dunhuang's globalization performance since the reform and opening-up. The results indicate: (1) Local residents' identification with globalization concepts positively promotes Dunhuang's urban globalization process. The driving effect of foreign exchanges and cooperation on Dunhuang's urban globalization development is indirectly realized through enhancing the global influence of the city's cultural tourism resources; institutional exchange cooperation and academic discussions can significantly elevate the city's tourism visibility. Aligning urban landscapes with international standards can facilitate Dunhuang's progressive integration into the international tourism network. (2) Dunhuang's urban transformation and globalization development can be divided into three stages: The first stage involves transformation from a traditional agricultural county to a cultural tourism city, driven by market demand generated from overseas tourists' visits; the second stage features the formation of an urban economic development model with cultural tourism industry as its pillar, accompanied by accelerated improvement and upgrading of urban infrastructure and service facilities; the third stage entails transformation from a modern cultural tourism city toward an "international exchange center" and "world-class tourism destination," with continuous deepening of culture-tourism industry integration and strengthened exploration of global target markets. (3) Influenced by market forces and government macro-policy regulation, the spatiotemporal evolution of tourism elements in Dunhuang exhibits distinct characteristics of periodicity, imbalance, and disequilibrium. The research findings can provide references for such cities to break

through “path lock-in” and scientifically formulate globalization strategies, representing a major scientific issue concerning China’s rise and comprehensive opening-up.

Full Text

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Research on the Tourism Globalization Path of Dunhuang City Based on Residents’ Perception

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Abstract: This study takes Dunhuang City as a case study, constructing a structural equation model from the perspective of residents’ conceptual identity and perception to explore the influencing factors and pathways of Dunhuang’s urban globalization. Combined with Dunhuang’s globalization performance since the reform and opening up, it analyzes the “reverse” globalization path of inland cities in China oriented by cultural tourism. The results indicate that: (1) Local residents’ identification with globalization concepts positively promotes Dunhuang’s urban globalization process. The promotion of Dunhuang’s urban globalization through foreign exchanges and cooperation is achieved indirectly by enhancing the global influence of the city’s cultural tourism resources, as institutional exchanges, cooperation, and academic discussions can significantly improve the city’s tourism visibility. Aligning urban landscapes with international standards can facilitate Dunhuang’s increasing integration into the international tourism network. (2) Dunhuang’s urban transformation and globalization development can be divided into three stages: the first stage is driven by market demand generated by overseas tourists’ visits, achieving the transformation from a traditional agricultural county to a cultural tourism city; the second stage forms an urban economic development model with the cultural tourism industry as its pillar, accelerating the improvement and upgrading of urban infrastructure and service facilities; the third stage involves the transformation from a modern cultural tourism city to an “international exchange center” and “world-class tourism destination,” continuously deepening the integration of culture and tourism industries and strengthening the development of global target markets. (3) Influenced by market forces and government macro-policy regu-

lation, the spatiotemporal evolution of tourism elements in Dunhuang shows obvious stage characteristics, imbalance, and unevenness. The research results can provide references for such cities to break through “path dependence” and scientifically formulate globalization strategies, representing a major scientific issue related to China’s rise and comprehensive opening up.

Keywords: globalization path; residents’ perception; structural equation model; Dunhuang City

Research on urban globalization emerged in the 1990s. Neoliberalism has become the foundation and dominant force in contemporary global production and social transformation in cities [], prompting mutual influence among development policies and social cultures across Western countries while constituting the basic framework of metropolitan globalization. This is reflected in the superimposed urban transformation characteristics at economic, political, social, and cultural levels, which have attracted widespread academic attention. Globalization-related research has currently formed a comprehensive conceptual framework and theoretical system at the theoretical level, and has conducted rich discussions from the practical level for different disciplinary fields and geographical spaces, achieving significant progress in globalization development dynamics, global city networks, and global city regions. Foreign scholars focus on outlining the globalization processes of a few cities in developed countries and economically developed regions of developing countries [], particularly super cities like London and New York []; based on the global order and capital logic of globalization, as well as China’s coastal development, Chinese research has concentrated on globalization path choices in eastern regions []. Since the reform and opening up, local governments in China have mostly adopted globally common strategies, making full use of institutional, resource, and market advantages to actively integrate into economic globalization through investment and trade, gradually building global cities. For instance, Cheng Huifang analyzed the development path of international direct investment under economic globalization []. Globalized and inclusive global thinking enables industrial upgrading in backward regions to break through the traditional linear “agriculture-industry-services” model and integrate into the global city network []. As the fastest-growing, most widely connected, and largest industry in the global economy, tourism has become an important driving force for accelerating globalization in backward regions. Research on urban globalization in China has thus far lacked case studies of “anti-gradient” globalization in backward regions. Although some scholars have noted that building a service-oriented city is an effective way to achieve urban globalization, existing research has mainly focused on the specific manifestations of this complex and uncertain process of change in the service industry [], relatively neglecting the driving role of tourism in urban globalization.

Residents, as important actors in tourism destination construction and interaction with tourists, have become a widely studied topic among domestic and

foreign scholars. Foreign scholars focus on analyzing residents' perceptions of tourism impacts [], environmental perceptions [], and tourism support [], while domestic research mostly concentrates on residents' positive perceptions of tourism destinations [] and tourism impact perceptions [].

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1 Study Area Overview

Dunhuang City is located at the westernmost end of the Hexi Corridor in Gansu Province and has historically been a necessary passage for economic and cultural exchanges between China and the West. Since being designated as one of the first batch of open tourism cities in 1979, the growing tourism industry has promoted comprehensive urban development in Dunhuang, making it an important window city for opening up and cultural exchange at both provincial and national levels. Therefore, this case represents a typical example of urban globalization driven jointly by “international tourism and cultural exchange events.”

2 Research Design

2.1 Research Hypotheses and Conceptual Model

A cultural tourism city refers to a region that promotes comprehensive urban development with cultural tourism resources as the main attraction and has active cultural tourism development []. This study constructs research hypotheses and indicator systems among local residents' globalization concept identity, transportation and communication, urban landscape, urban foreign language environment, cultural exchange, tourism city brand, and urban globalization image perception by comparing different globalization perception models, based on the research of scholars such as Zhu Hong et al. [] and combining the development models of world-renowned tourism destinations such as Davos Town and Lausanne, Switzerland [], to measure the significant influencing factors of Dunhuang's globalization that differ from those of eastern coastal cities.

2.1.1 Globalization Concept Identity “Concept identity” is often used to express individuals' common views and consistent understanding of value preferences, normative concepts, and behavioral patterns formed during interaction

processes [1]. In the era of globalization, social interaction at global and individual levels not only profoundly changes inter-regional economic exchanges and the world's appearance but also influences local residents' spiritual forms and cultural life. Globalization concept identity mainly refers to residents' identification with "global integration" and "global citizenship" formed during globalization interactions, which is not only the result of government policy guidance but also the result of local residents' self-confirmation. Generally, residents with globalization concept identity can more sensitively perceive whether a region has a globalized image [2]. Therefore, hypothesis H1 is proposed: Globalization concept identity has a significant positive impact on cultural exchange globalization perception; H2: Globalization concept identity has a significant positive impact on tourism city brand globalization perception; H3: Globalization concept identity has a significant positive impact on urban globalization image perception.

2.1.2 Transportation and Communication Globalization Transportation and communication are the main ways for people, goods, and information to achieve spatial displacement. Traditional culture needs to be presented through corresponding carriers. In cross-cultural exchanges, modern transportation technology can provide large-space transmission carriers for cultural products and remote displacement tools for cultural exchanges, academic visits, and vacation tourism [3]. Convenient information and communication networks can achieve large-space and long-distance exchange of information and data, spreading urban scenes and social features to the world. It can be argued that "time-space compression" formed by technological progress can eliminate geographical space barriers [4] and plays a significant role in promoting exchanges and cooperation between countries and regions and shaping urban international images. Therefore, hypothesis H4 is proposed: Transportation and communication globalization has a significant positive impact on cultural exchange globalization perception; H5: Transportation and communication globalization has a significant positive impact on tourism city brand globalization perception.

2.1.3 Urban Landscape Globalization Under the background of continuous globalization and international cooperation, locality, localization, local identity, and globalization influence each other. Diversified urban landscapes shape distinctive urban images [5], which are of great significance for promoting tourism city brand globalization. Culture is an important reference for urban landscape design. As a carrier of abstract atmosphere such as cultural spirit, urban landscape is the most intuitive perception of cultural exchange globalization for local residents. Therefore, urban landscapes aligned with international standards help promote local residents' perception of urban cultural globalization [6]. Thus, hypothesis H6 is proposed: Urban landscape globalization has a significant positive impact on cultural exchange globalization perception; H7: Urban landscape globalization has a significant positive impact on tourism city brand globalization perception.

2.1.4 Urban Foreign Language Environment The urban foreign language environment refers to the breadth, depth, and frequency of cities using various world languages for communication and information dissemination. Tilting urban construction toward tourism in terms of facilities and signage is an inevitable requirement for developing the tourism industry [1]. Perception of the urban foreign language environment can convey the city's international language communication ability and multicultural inclusiveness. Therefore, creating an international urban language environment and language services is a necessary prerequisite and basic content for building an international tourism city. Since the construction of the foreign language environment often accompanies the construction of global cultural identity, the internationalization level of the urban foreign language environment maps the city's globalization level to a certain extent. Therefore, hypothesis H8 is proposed: Urban foreign language environment internationalization has a significant positive impact on cultural exchange globalization perception; H9: Urban foreign language environment globalization has a significant positive impact on tourism city brand globalization perception; H10: Dunhuang's foreign language environment globalization has a significant positive impact on urban globalization image perception.

2.1.5 Cultural Exchange Globalization Culture is the soul and important content of tourism. Cultural exchange often accompanies the flow of people, goods, information, and capital, which can enhance the international penetration and influence of urban culture and is an effective way for cities to build world-renowned tourism destinations. Therefore, hypothesis H11 is proposed: Cultural exchange globalization has a significant positive impact on tourism city brand globalization perception. With China's economy integrated into the global industrial chain and value chain, the development of science and technology and economic trade promotes frequent interaction among various cultural entities. International cultural exchanges and cooperation are increasing and becoming more global, creating a favorable atmosphere for international economic and trade exchanges and serving as a potential driving force for economic development. Davos Town is a typical example of achieving globalization construction through conference economy [2]. It can be said that cultural exchange, as a product of international exchanges and cooperation under the background of globalization, is itself one of the indicators for measuring urban globalization. Therefore, hypothesis H12 is proposed: Cultural exchange globalization has a significant positive impact on urban globalization image perception.

2.1.6 Tourism City Brand Globalization Tourism city brand refers to tourists' general or universal cognition and association of tourism destinations [3], which has an important impact on tourists' consumption decisions. Tourism city brand globalization refers to the continuous improvement of tourism destinations' competitiveness in the international tourism pattern and cities' increasing integration into the international tourism network. As the core competitiveness of tourism cities, local residents tend to believe that the global visibility and in-

fluence of tourism city brands are important manifestations of cultural tourism city globalization, meaning that tourism city brand globalization gives local residents more positive perceptions of urban globalization. Based on this, hypothesis H13 is proposed: Tourism city brand globalization has a significant positive impact on cultural exchange globalization perception; H14: Tourism city brand globalization has a significant positive impact on urban globalization image perception.

The conceptual model of residents' perception of the global image of cultural tourism cities constructed in this study is shown in Figure 1 [Figure 1: see original paper].

2.2 Survey Design and Variable Selection

The field survey design is divided into two parts: first, interviewing relevant government officials, managers, and planners; second, questionnaire surveys. The questionnaire was initially designed based on research hypotheses and relevant studies, and revised after a pre-survey in June 2021. The questionnaire content is divided into two parts: the first part covers respondents' demographic characteristics, and the second part surveys local residents' globalization perceptions. The measurement, coding, and reference sources of relevant concepts are shown in Table 1, evaluated using a 5-point Likert scale. The questionnaire also includes two open-ended questions to solicit local residents' subjective feelings and suggestions regarding urban globalization development.

2.3 Data Acquisition and Sample Profile

Regarding Dunhuang's travel agency and hotel data, this study selected the list of travel agency enterprises registered and operating as of December 2019 from the industrial and commercial department and the list of hotel enterprises operating in Dunhuang obtained by crawling Ctrip, eliminating information about enterprises not in operation. The Baidu coordinate system was used to detail the location information of all elements, which were georeferenced and vectorized by building unit.

From June to July 2021, more than 10 face-to-face interviews were conducted with relevant municipal government departments, the Dunhuang Research Academy, and planning institutes. Meanwhile, taking residents currently engaged in production and life within Dunhuang's jurisdiction as the survey objects, questionnaires were distributed through accidental sampling and door-to-door (or shop-to-shop) methods along streets, with on-site completion and collection. A total of 450 questionnaires were recovered. Using listwise deletion to remove questionnaires with missing values and extreme values, the effective questionnaire rate was 89.1%. Among the valid samples, 72.2% had lived in Dunhuang for more than 5 years, with occupations widely distributed among individual business operators, commercial service personnel, and government departments or enterprises and institutions. The sample size was more than 10

times the number of measurement items, ensuring that the structural equation model analysis results are relatively reasonable. Compared with regional populations and effective questionnaire numbers in related studies, the results of this study are representative and universal.

3 Results Analysis

3.1 Structural Equation Model Analysis

3.1.1 Reliability and Validity Analysis Reliability and validity analysis of the scale shows that the Cronbach's alpha (α value) is 0.948, and the α values of all variables exceed 0.7, indicating high sample data reliability and good internal consistency, with acceptable reliability of latent variables. The KMO statistic value is 0.921, and Bartlett's test of sphericity is significant at the 0.001 level, indicating significant differences in the correlation coefficient matrix among items in the local residents' globalization perception scale, making it suitable for factor analysis.

3.1.2 Model Fitting and Modification Using AMOS 22.0 software and the maximum likelihood estimation method, the conceptual model's goodness-of-fit was tested (Table 2). The initial conceptual model M1 showed poor fit, with most indices not reaching ideal values. After modification by adding covariances between residuals based on the modification index, the overall modified model M2 matches the sample data well, with reliable analysis results that can be used for analyzing Dunhuang's globalization image perception mechanism.

3.1.3 Structural Equation Model Analysis Hypothesis Testing: Path hypotheses are established when the P-value is less than 0.05 and the absolute value of the critical ratio (C.R.) is greater than 1.96 []. As shown in Table 3 , initial hypotheses H1, H4, H6, H8, H11, H12, and H14 are verified. From the causal relationships between variables and the standardized path coefficients between latent variables, local residents' perceptions of transportation and communication technology improvement, urban landscape globalization, and urban foreign language environment internationalization can enhance each other, and changes in urban landscape have the most significant positive impact on tourism city brand globalization perception. The unsupported hypotheses indicate that transportation and communication levels do not significantly impact Dunhuang's urban brand globalization; Dunhuang local residents' globalization concept identity does not significantly impact urban brand globalization perception; and international cultural exchange and cooperation do not significantly impact urban globalization.

Analysis of Variable Paths: Since exogenous variables can directly affect endogenous variables and indirectly affect urban globalization perception through endogenous variables, the total effect of Dunhuang residents' urban globalization perception includes both direct and indirect effects [] (Table 4). Among

these, globalization concept identity has the largest positive impact on urban globalization perception, indicating that local residents' willingness to accept and learn foreign cultures, mindsets, and lifestyles plays a significant positive role in promoting Dunhuang's urban globalization process. Tourism city brand globalization has a significant positive impact on urban globalization, indicating that Dunhuang's Mogao Grottoes Buddhist cultural tourism's global influence and attraction play an active role in urban globalization development. From the impact path of cultural exchange globalization, the promotion of urban globalization by international exchanges and cooperation is indirectly achieved by enhancing the international visibility and influence of Dunhuang's cultural tourism resources and promoting conference economy development. Additionally, Dunhuang's tourism city brand globalization both directly affects urban globalization perception and indirectly serves as an intermediate variable for the effects of urban landscape globalization, cultural exchange globalization, and urban foreign language environment on urban globalization. Urban landscape globalization has the most significant positive impact on tourism city brand globalization, indicating that urban planning, scenic area development, and infrastructure and tourism service facility construction aligned with international standards can substantially enhance the global influence of the city's cultural and tourism brand.

3.2 Dunhuang's Urban Transformation and Globalization Development Process

3.2.1 Dunhuang's Urban Transformation and Globalization Development Stages According to survey and interview results, Dunhuang's globalization process since the reform and opening up can be divided into the following three stages:

1979–1999: Rapid Start Stage. With “Dunhuang Studies” becoming an internationally renowned discipline, Dunhuang's tourism industry was more of a diplomatic undertaking in the early reform and opening up period, with visitors mainly from overseas and the number of inbound tourists showing steady growth (Figure 3 [Figure 3: see original paper]). “At that time, we often saw foreign tourists in museums and on the streets, all coming specifically for the Mogao Grottoes. Just after the reform and opening up, ordinary people didn't have that much money, plus Dunhuang's location was relatively remote and transportation wasn't that developed, so there weren't many domestic tourists—basically all were from abroad,” recalled a local resident. “We weren't initially involved in tourism development, still mainly planting Guanghong apricots, jujubes, and peach trees. At that time, whoever had a camel would lead it to Mingsha Mountain for tourists to ride and take photos, and women would sell some handmade products they made themselves,” quoted from a Yueya Village resident. Driven by market demand generated by overseas tourists' visits, Dunhuang's tourism industry developed rapidly. To accommodate the high-speed development of tourism, Dunhuang's infrastructure and service facilities were

significantly developed under government macro-control, and sister city relationships were established with Usuki City and Kamakura City in Japan. In 1990, Dunhuang's tertiary industry added value exceeded that of the primary industry for the first time, becoming the industry contributing most to the national economy, achieving the transformation from a traditional agricultural county to a modern cultural tourism city.

2000–2012: Stable Development Stage. Dunhuang's tertiary industry added value exceeded the sum of the primary and secondary industries, and the proportion of tourism added value and tertiary industry added value increased year by year, establishing a tourism-oriented urban economic development model (Figure 4 [Figure 4: see original paper]). This stage was dominated by local residents under government guidance. The Dunhuang municipal government clarified the city's strategic position as an "international tourism and cultural exchange center," encouraged local residents to participate in tourism development, focused on creating urban features highlighting cultural characteristics, and continuously improved infrastructure. Sister city relationships were successively established with Kogarah City in Sydney, Australia; Namhae County in South Korea; and Nikko City in Japan, with international direct flight routes (charters) opened.

2013–Present: Reform and Development Stage. Dunhuang has entered the era of smart tourism, with rapid improvement in globalization levels. The "Belt and Road" Initiative and the Silk Road (Dunhuang) International Cultural Expo have built a more international strategic platform for cooperation and exchange for Dunhuang to "build a world-class tourism destination and construct an international exchange center," significantly increasing the internationalization of tourism and exhibitions and continuously deepening international exchanges and cooperation. By 2020, Dunhuang had established sister city relationships with 9 cities along the Silk Road, 9 prefecture-level cities domestically, and formed tourism industry alliances with more than 30 scenic spots (points) domestically. Overall, Dunhuang's tourist numbers and tourism revenue have maintained a year-by-year growth trend since the reform and opening up, only showing a significant decline since 2020 due to the COVID-19 pandemic (Figure 5 [Figure 5: see original paper]). However, Dunhuang's inbound tourism is relatively sensitive, with weak resistance to unstable factors and strong dependence on domestic and international situations and security factors. After 2000, the number of inbound tourists in Dunhuang showed obvious fluctuations due to international and domestic situations, international natural disasters, and sister city relationships. Influenced by geographical and cultural distances, inbound tourists from 2007 to 2018 were mainly concentrated in Asian regions (Figure 6 [Figure 6: see original paper]).

3.2.2 Dunhuang's Urban Transformation and Globalization Basic Model and Characteristics Structural equation modeling requires the assumption of correlations between variables; otherwise, parameter estima-

tion cannot be completed, though its connotation needs to be analyzed in combination with actual conditions []. Based on the structural equation model conclusions, combined with field survey, interview, and observation results, this study analyzes Dunhuang's globalization driving mechanism from four behavioral actors: government, residents, foreign tourists, and academic institutions (Figure 7 [Figure 7: see original paper]).

From the development process of Dunhuang's globalization, the city's globalization initially originated from global tourism visits, receptions, and other city diplomatic activities promoting the rise of world heritage site tourism in Dunhuang (Figure 7a). Subsequently, Dunhuang's international tourism drove urban construction and transformation, with related infrastructure and service facilities continuously modernized and internationalized, adopting a combination of foreign exchanges and tourism promotion meetings to continuously broaden Dunhuang's source market and increase tourism market stability (Figure 7b). Finally, Dunhuang's urban transformation and cultural landscape fed back into urban tourism and global marketing (Figure 7c). Dunhuang's urban brand marketing concept of "World Dunhuang, Human Dunhuang" indicates that Dunhuang's cultural tourism and urban globalization have entered a mutually reinforcing evolutionary stage.

In this continuous process of opening up and international tourism development, the improvement of Dunhuang's urban facilities and cultural and ecological environment has well served the internationalization process of Dunhuang's tourism and cultural exchange, aiming to attract international tourists as much as possible and extend their stay in Dunhuang. For example, Dunhuang has utilized the Western Development Strategy and international mega-events to actively promote the shaping, construction, or upgrading of urban infrastructure, service facilities, and cultural tourism landscapes that are conducive to internationalization, making urban landscapes more (post)modern and service quality more aligned with international needs. For instance, Dunhuang has focused on transforming urban cultural features, actively developing tourism resources, and comprehensively improving tourism functions. Dunhuang's travel agencies and hotels have not only greatly improved in quality but also shown an "agglomeration effect" in location selection, with the scale of foreign-related hotels increasing year by year (Figure 8 [Figure 8: see original paper]). Geographically, Dunhuang's hotels are diverse in type and show obvious differences in location selection. In 2000, comfortable and budget hotels emerged on a large scale, mainly concentrated in Shazhou Market, stations, and the airport. In 2013, the "Belt and Road" Initiative greatly promoted Dunhuang's tourism development, with youth hostels, homestays, and farmhouses appearing in large numbers near Shazhou Town and scenic spots, spreading to surrounding areas. In 2016, cultural tourism innovation and the development of smart tourism and smart cities have played a positive role in promoting tourism development, with culture-themed farm inns and desert camping bases appearing in large numbers near Mingsha Mountain and Crescent Lake. Meanwhile, the settlement of the Silk Road International Cultural Expo has boosted the emergence of a

new tourism model under conference orientation, with the number of high-end hotels also increasing. Compared with hotels, Dunhuang's travel agencies are more concentrated in location selection, mainly distributed in Dunhuang's main urban area, namely Shazhou Town and surrounding areas.

4 Discussion

Urban globalization is the result of the interaction between urban endogenous mechanisms and external forces, and urban globalization paths reflect qualitative changes in the organization of economic activities. Since the reform and opening up, China's urban globalization development has mainly been driven by multinational corporations, with transnational capital, institutions, immigrants, and government system reforms working together, presenting characteristics of local symbiosis between global and local elements in space. For example, Shanghai's international communities are mainly driven by foreign investment to promote economic development. Meanwhile, to meet the international needs of transnational immigrants, international colors are added during urban construction and management processes, thereby promoting cultural and social internationalization development. With the iteration of globalization, specialized global cities such as Shanghai, Shenzhen, and Hangzhou are exploring innovative cities, smart cities, and other frontier fields.

This study focuses on Dunhuang's breakthrough of the traditional "agriculture-industry-services" linear industrial transformation model and its gradual integration into the service globalization development process through cultural tourism resources. The core idea running through Dunhuang's urban reform and development is industrial structure change focused on the cultural tourism industry. Vertically, Dunhuang's industrial transformation takes inbound tourists as the first level, government leadership as the second level, academic institutions as the third level, and local residents as the fourth level, forming a three-dimensional collaborative cooperation model. Horizontally, it forms a mutually reinforcing evolutionary development model between cultural tourism and urban globalization, that is, driven by tourism opening and international cultural exchange, promoting urban construction and transformation through international tourism, with cultural landscapes feeding back into urban tourism and global marketing, ultimately forming an industrial structure dominated by the cultural tourism industry and a global identity as an international cultural tourism city. This study can provide effective development paths for economically underdeveloped but culturally resource-rich regions to participate in global social division of labor and promote urban reconstruction and transformation, while also providing confidence for late-developing cities (especially in underdeveloped regions) to further explore global city-shaping models suitable for their own characteristics.

Moreover, local residents, as important participants in urban development and transformation, stakeholders, and direct perceivers of environmental changes, are crucial for research on local resident perception under the background of

globalization to build global tourism destinations. Existing globalization research mostly unfolds from the enterprise perspective, while existing tourism destination research mostly unfolds from the tourist perspective. This study can supplement research on tourism city globalization from the resident perspective.

5 Conclusions

- (1) Local residents' willingness to accept and learn foreign cultures, mindsets, and lifestyles positively promotes Dunhuang's urban globalization. The promotion of urban globalization through international exchanges and cooperation is indirectly achieved by enhancing the international visibility and influence of Dunhuang's cultural tourism resources and promoting conference economy development. Factors with significant impact on cultural exchange globalization are urban landscape globalization and transportation and communication globalization, because Dunhuang's location in the deep inland of western China means convenient transportation and communication can greatly promote urban cultural exchange and cooperation. Dunhuang's urban planning, scenic area development, and infrastructure and tourism service facility construction can continuously improve its international tourism visibility and help it increasingly integrate into the international tourism network.
- (2) Since the reform and opening up, Dunhuang has transformed its cultural resource advantages into economic advantages, forming a tourism-oriented urban globalization path that breaks through the traditional linear industrial transformation model of "agriculture-industry-services." From the development process of Dunhuang's globalization, the city's globalization originated from tourism opening and international cultural exchange, subsequently international tourism drove urban construction and transformation, and Dunhuang's urban transformation and cultural landscape fed back into urban tourism and global marketing. This globalization process can be roughly divided into three stages: rapid start, stable development, and reform and development. The first stage involves transformation from a traditional agricultural county to a cultural tourism city, driven by market demand generated by overseas tourists' visits, promoting the rapid development of the tourism industry and boosting the tertiary industry to become the largest contributor to the national economy. The second stage involves transformation from a cultural tourism city to a modern tourism city with integrated cultural tourism development, forming an urban economic development model with the cultural tourism industry as its pillar and accelerating the improvement of urban infrastructure and service facilities. The third stage involves transformation from a modern cultural tourism city to an "international exchange center" and "world-class tourism destination," continuously deepening the integration of cultural tourism industries and strengthening the development of global target

markets.

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