

## **Risk analysis of tourist industrial development for the resource-exhausted cities in transition process**

*Xu Feng, Department of Tourism Management, School of Management Shandong University, Jinan Chian (Presenter); Li Shuaishuai, Department of Tourism Management, School of Management Shandong University, Jinan Chian*

Restructuring and developing tourist industries in Chinese resource-exhausted cities contribute to the regional integration of tourism, and promote the tourist economy flow transfer from the developed tourist cities to the less developed tourist cities, so as to achieve barrier-free travel in space level. This study aims to assess the risks brought by tourism development during the transformation of resource-exhausted cities when choosing tourism industry as their alternative industry. This analysis identifies four categories of risk factors (industrial risk, operational risk, competitive risk and relationship risk) and establishes a risk index system considering the characteristics of tourism industry and resource-exhausted cities in China. Taking Zaozhuang City of Shandong Province as an example and using fuzzy analytic hierarchy process, this study translates the risk perception of experts into quantitative results. The results indicate that the total risk of tourism development during Zaozhuang City's transformation is between medium level and relatively high level, closer to medium level. Moreover, the study sorts the categories of risk factors by the risk values for Zaozhuang City, which are shown here in descending order: competitive risk, operational risk, industrial risk and relationship risk. On the basis of risk assessment, this study also gives the suggestions on risk prevention.