

The Trend of Tourism Development and the Reform of Tourism Management System in China

He Mei, Kang Sichao

Wuhan College of Foreign Languages and Foreign Affairs, Wuhan, China

14322771@qq.com

Keywords: Tourism, Development Trend, Management System

Abstract: With the rapid development of domestic and foreign economy, more and more people are willing to travel. Tourism in China has gradually become a new pillar industry and an important means of national income. Especially in the past two years, people have higher requirements for the tourism industry, and a large number of tourism service products have emerged in the market. Moreover, the development of tourism in China has become more diversified and personalized. On this basis, we need to pay more attention to the reform of management system to make it more in line with China's domestic market conditions. However, as far as the current situation is concerned, there are still some serious problems in China's tourism management system. Through the current situation of China's tourism management system, this paper further explores the way of reform.

1. Introduction

Tourism refers to a series of related industries that provide various tourism-related services for tourists. It involves tourists, modes of travel, accommodation facilities and other things. Since the reform and opening up, China's tourism industry has developed very rapidly, but comparatively speaking, the breadth and depth of China's domestic tourism development are far from meeting the needs of economic development and the improvement of people's living standards. With the development of market economy and the further improvement of people's income level, people's demand for tourism consumption will further rise, and the position and role of domestic tourism in the national economy will become more and more important. Therefore, it is of great significance to study and discuss the current situation, trend and Countermeasures of domestic tourism development.

2. Current development trend of China's tourism industry

At present, China's domestic tourism market has broad prospects and great potential, and the tourism industry will maintain a high-speed and stable growth situation, transiting from quantity-speed type to quality-benefit type. The supporting infrastructure and service facilities of domestic tourism will be further developed, basically in line with the pace of domestic tourism development.

1) The level of tourism consumption is developing to a higher level, and the consumption structure is diversified.

With the improvement of people's income level and the supply level of tourism facilities in our country, people will need to eat well, live well, take air-conditioning in cars, sit in soft sleepers, and some require to travel by air, transiting from basic satisfaction type to comfortable and enjoyable type. At present, the proportion of food, housing and transportation in the domestic tourism consumption structure is large, reaching 75%-85%, and the proportion of shopping and entertainment is 25%-15%.

Among the tourism consumption materials in China, there are more material consumption materials and less spiritual consumption materials. With the diversification and serialization of tourism product production and development and the further improvement of investment structure

of tourism supporting facilities in China, the proportion of shopping and entertainment in domestic tourism consumption structure will be further increased in the future, and the proportion of spiritual consumption materials will also be increased.

2) The number of tourists will gradually increase and the number of group tours will gradually increase.

At present, the average annual growth rate of domestic tourists in China is over 10%. With the further development of market economy, the number of tourists will continue to grow and maintain a high-speed situation. Due to the slow growth rate of travel agencies responsible for receiving domestic tourists and the unhealthy tendencies in their operation, the poor quality of service has led to the emergence of domestic tourists mostly as individual tourists. With the development of travel agencies and the improvement of service quality, more and more people will travel through travel agencies. Travel agencies provide a one-stop service of food, housing, travel, shopping and entertainment, and provide a variety of tourism information, which will also enable some tourists to choose it.

3) Extending destination to foreign countries

The national vision is not confined to domestic scenic spots, the destination has extended to all countries in the world. International tourism has developed from single entry tourism to both entry and exit tourism. The outbound tourism market is more active and has great potential for development.

At the beginning of reform and opening up, China's international tourism was limited to a single inbound tourism, and outbound tourism started late. However, since entering the 21st century, Chinese citizens' outbound tourism has witnessed blowout growth, which has formed a dynamic development pattern of both inbound and outbound tourism markets.

4) Tourism is playing a more and more important role in the national economic system and has become one of the new pillar industries.

In 2009, the Chinese government clearly proposed that "by 2020, tourism industry should be built into a strategic pillar industry of the national economy and a more satisfactory modern service industry for the people". All-round promotion of the tourism industry has entered a golden period of development, and the scale and strength of the tourism industry will be significantly enhanced.

In recent years, in the innovative development of industry convergence, capital acquisition, chain operation and Internet +, new forms of tourism have emerged one after another, and a large number of tourism enterprises with competitive potential have emerged, including scenic chain operators represented by overseas Chinese town and Songcheng, and so on, taking Jinjiang, first brigade and Wanda as representatives of comprehensive tourism providers to take Ctrip, where to go, the same way. Niu and other online travel service operators, represented by Niu, have achieved rapid growth and become the leader of China's tourism enterprises.

5) Tourism has changed from a simple foreign reception type to a comprehensive industry

Before the reform and opening up, China's tourism industry was an integral part of China's foreign affairs. It played a positive role in promoting national friendship and international exchanges, but it did not have the characteristics of modern industry.

After the reform and opening up, China's tourism industry has rapidly grown into an important industry of the national economy, and has shown great vitality in the political, economic, social, cultural and ecological fields. It is related to more than 110 industries, and has played a positive role in adjusting the structure of the country, expanding consumption, stable growth and benefiting people's livelihood. Overall, six major developmental transformations have been achieved: first, from the edge of diplomacy to the frontier of diplomacy; secondly, from the edge of economic construction to the main battlefield of economic construction; thirdly, from the point of economic growth to the focus of tertiary industry; fourthly, from the traditional extensive and quantitative tourism development mode to the intensive and innovative promotion mode; fifthly, from the heavy responsibility of expanding employment to the direction of expanding employment posts. Sixthly, the main body of tourism development should be promoted from government-oriented to multi-subject, multi-type and omni-directional participation of government, enterprises and society.

Nowadays, the level of social public service and regional comprehensive management in tourism has been further improved. Tourism plays an important role in China's urbanization, rural poverty alleviation, ecological protection, and the realization of beautiful China.

3. Imperfect tourism management system

Although China's tourism management system is developing step by step, its shortcomings are also exposed in the process of continuous development.

1) The relevant policies and regulations are not perfect, and the operation of the tourism industry is chaotic.

It is precisely because of such problems that the legitimate rights and interests of many traveling tourists can not be reasonably guaranteed. At present, there are still many domestic tourists' perceptions of tourism stay on the "crime of spending money to buy", "being slaughtered and deceived", "fistula is not uncommon". Because of the scarcity and non-renewability of tourism resources, it is easy to lead to monopoly prices. In some places, protectionism is serious, self-pricing, skillful name-setting and price fluctuation are common.

2) Tourism facilities and services do not meet the requirements of domestic tourists for tourism products.

The first is the traffic bottleneck. Tourism relies on the development of transportation, which often and reasonably restricts the development of tourism. Traffic overload in our country: from the train point of view, generally 50% to 80% of the overcrowds, about 800,000 people in the country every day stand and ride. Passenger ships sailing along the Yangtze River and the coast often exceed 30% of their crew, sometimes as high as 50-80%. China's air transport is full, and the purchase of tickets by ordinary people depends on the relationship. Only 23% of the cursed vehicle mileage in China has asphalt and cement pavement. Therefore, the primary problem of developing domestic tourism in China is to solve the traffic problem. Secondly, most tourist attractions lack planning: China has rich natural and human landscape. But tourism project development lacks innovation. Tourist attractions are full of buildings, temples, amusement parks and so on, which make the humanistic scenery and natural scenery can not be integrated.

3) Improper management of scenic spots, resulting in destruction of ecological environment and tourism resources

According to the survey, in some ecotourism nature reserves, 44% of the protected areas have garbage pollution, 12% have water pollution, 11% have noise pollution, and 3% have air pollution. At present, reports of environmental damage caused by eco-tourism are common in various media. 22% of nature reserves suffer from damage to their protected objects due to eco-tourism, 11% of them suffer from degradation of tourism resources, and some areas are also booming civil and cultural landscapes, destroying the beauty of nature. Li Jianguo and others, after studying Wolong Nature Conservation, believed that 50,000 people's tourism activities per year were one of the main reasons for the reduction of giant panda population in the reserve. GUO Jiuzhai has no upper limit of tourist capacity. The number of visitors is approaching the limit of 139,000 per year. The organic matter in GUO Jiuzhai's water flow has greatly increased compared with that in the early development period. The main causes of these environmental damage are the indifference of tourists' awareness of environmental protection in China, and the attraction of customers by enterprises and other enterprises with eco-tourism labels and signs, which pay little attention to the professional design and development of eco-tourism products, and even less to the management of the environment.

4. Directions and measures for the reform of tourism management system

1) Making good use of economic, legal, administrative and educational means, the government and relevant departments should strengthen macro-control of the tourism market.

Because domestic tourism involves transportation, catering, entertainment, gardening, commerce, culture and other sectors, if there is no "chess game" concept, the development of domestic tourism

will be difficult. In order to link up these departments and serve the domestic tourism industry as a whole, the state must strengthen macro-management and coordination. Firstly, we should make full use of price leverage to formulate the contents of high quality and high price, special price, low price for the masses and competitive protection price. The second is to adjust the price difference in the off-peak season; the second is to implement mid-range prices for the warm and cold lines and high-grade prices for cities with excellent tourism services; and the third is to monopolize prices for resources with special attraction, riding tourism projects and routes, and Limited passenger capacity. Secondly, make good use of legal means to crack down on illegal operation and safeguard the legitimate rights and interests of tourists. Under the guidance of the law, the competent tourism authorities, together with the relevant departments, should formulate the implementing rules and supporting measures of the tourism anti-unfair competition law, and implement them to the letter. Using the laws and regulations promulgated by the state, such as the Tourism Law and the Law on the Protection of Consumers' Rights and Interests, we should strengthen the management of domestic tourism, improve the order of domestic tourism operation and make domestic tourism develop healthily. Finally, it is the administrative means to formulate relevant industrial policies to guide the coordinated and moderate development of domestic tourism. In the industrial layout, the hot spots should give priority to the development of international tourism and give due consideration to domestic tourism; the cold spots should concentrate on the development of domestic tourism; the hot spots should strive to promote the development of international tourism, and spend a certain amount of effort to grasp the domestic tourism industry and guide the correct investment to make it possible. The proportion of tourism facilities should be coordinated between middle and middle levels, and the proportion of material facilities and spiritual facilities should be moderate.

2) Tourism associations should give full play to their supporting role in tourism management.

With the continuous development of market economy, the dominant position of the government in the tourism industry is also quietly changing, while the role of tourism industry associations is constantly increasing, giving full play to the function of the tourism industry, and constantly improving the self-discipline of the tourism industry will become the ultimate choice of the reform of tourism management system. As mentioned above, there are many problems in the reform of China's tourism management system, so we should guide and help the tourism industry departments and tourism industry associations, and gradually distinguish the tourism industry from the government. The main functions of tourism industry associations are to deliberate and decide the rules and regulations within the industry, to implement the relevant decision-making of the reform of tourism management system, to supervise the establishment of supervisory boards by tourism institutions, and to supervise the power of internal and senior forms of supervision. In addition to the above functions, tourism industry associations should also shoulder the leading responsibilities of various regions up to now. It is necessary to inform relevant policies and regulations to relevant units at the first time in order to promote the development of China's tourism industry towards modernization and internationalization.

5. Conclusion

The five development concepts of "innovation, coordination, green, openness and sharing" have opened up a vast field for the transformation of China's tourism development model. The strategic position of tourism has become increasingly prominent. The reform of supply-side structure provides important opportunities for tourism development. The dividend of tourism policy is speeding up its release. In this way, we should correctly grasp the macro trend, establish and optimize the industrial layout of tourism, and promote the rapid and healthy development of tourism in China.

References

[1] Wu Bihu. Local Tourism Development and Management [M]. Beijing: Beijing Science Press,

2000.70-71.

[2] Wu Youjin. An analysis of the reform of China's tourism management system from the perspective of tourism development trend [J]. China Ethnic Expo, 2017 (11): 60-61.

[3] Diao Anqi. On the Reform of China's Tourism Management System from the Perspective of Tourism Development Trend [J]. Tourism Survey (second half month), 2018 (09): 28.

[4] Zhou Junyan. Brief discussion on the reform of China's tourism management system from the perspective of tourism development trend [J]. Journal of Multimedia and Network Teaching of China (Previous Periodicals), 2018 (07): 70-71.