

Thinking on the Financial Strategy of Tourism Enterprises Based on Risk Control

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Abstract: With the continuous development of today's society and the continuous growth of local economy, the domestic tourism industry presents a thriving trend. While the domestic tourism industry environment is good, the competition between tourism enterprises is particularly fierce, and the impact of risk control on tourism enterprises is becoming more and more prominent. This paper discusses the significance of risk control to the financial strategy of tourism enterprises, briefly analyzes the disadvantages in the financial strategy of tourism enterprises, and puts forward some feasible suggestions on the financial strategy of opportunity risk control of tourism enterprises.

1. Introduction

The development of tourism enterprises is booming, in which the management risk is rising and the market structure is saturated, especially the new tourism branch is more vulnerable to the risk of instability because of the lack of market experience, and the risk control can effectively reduce the financial risk of tourism enterprises. The financial managers of tourism enterprises should carefully analyze the financial organization structure of enterprises and analyze the defects of the existing structure, adopt scientific and reasonable financial strategy to obtain the best benefits for enterprises to avoid risks, which is conducive to the sustainable development of tourism industry in China.

2. Financial Strategic Significance of Tourism Enterprises Based on Risk Control

2.1. The Implications of Risk Management

The significance of risk control is to check and control the contradictions in the policy system according to the daily management level of the enterprise in time, so as to minimize the gap between the actual financial target and the ideal financial target, and eliminate the potential impact on the enterprise. several factors affecting risk control are shown in figure i. for the complexity of risk, tourism enterprise related financial personnel need to take into account the risk individual, the interrelationship between risks, the overall shape of risk and industry factors.



Figure 1 Risk control

2.2. The Significance of Risk Control to Tourism Enterprise Finance

A company can not lack risk control, as the market environment is extremely unstable tourism

industry should focus on monitoring and control of any risk. Risk management is a continuous non-stationary dynamic process. For the tourism industry, under the new market situation, it is very important to adopt scientific means to correctly recognize the enterprise risk, to understand the characteristics of the enterprise risk, to distinguish the dependence of the enterprise risk and the market environment, and to master the scientific enterprise risk management method. However, from the current situation of the industry, under the good development prospect of the tourism market, most tourism enterprises do not attach importance to this part of risk control, which adds many tangible and intangible operational risks or operational risks to the enterprises. Especially after the promulgation of the Tourism Law, the tourism enterprises will inevitably face the change of capital recovery, interest center and so on, so risk control has an indispensable role in the financial affairs of tourism enterprises [1].

3. The Malpractices in the Financial Strategy of Tourism Enterprises

3.1. Inadequate Risk Control Mechanisms

In view of the control mechanism of most tourism enterprises in China, there are some weak links to be strengthened. First, there is no scientific and reasonable concept of risk control. Individual tourism enterprise managers and financial managers do not attach importance to risk control, even after the crisis has not been timely reflection, can not understand the importance of risk control, will only work hard on the use of funds, do not understand the important role of early prevention and control of risk to financial management, not scientific monitoring and control of risk into the process of enterprise construction and development. Second, there is no overall risk control. The financial department structure of some tourism enterprises is not perfect, the financial work of enterprises is often supervised by accounting personnel, the lack of professional financial management personnel, the comprehensive quality of financial personnel is not enough, and the financial management of tourism enterprises can not be competent. Third, the risk monitoring system is unreasonable. Tourism enterprises do not attach importance to risk monitoring and control work, many factors to increase the financial risk of enterprises are confused, financial risk monitoring and management system has loopholes, major investment project risk prediction and prevention and control mechanism is not perfect, financial accountability system is not in place, financial management function has not played a role. Fourth, the risk management means is immature, the tourism enterprise adopts the financial risk management technology and the method is relatively single, can not reduce or eliminate the financial risk to the maximum extent.

3.2. Poor Integration Capacity Between Financial and Other Strategies

Financial strategy is part of the enterprise's functional strategy and needs to be integrated with other strategies to play an effective role. However, from the point of view of the current situation of financial strategy of tourism enterprises, there is no integration of financial strategy and other enterprise function strategies. The common phenomenon in tourism enterprises is that each department performs its own duties and functions independently, and it is difficult for departments to carry out the orders issued by enterprises quickly and accurately without contacting each other. Therefore, to optimize the financial strategy of tourism enterprises, we should pay attention to strengthen the integration between financial strategy and other strategies, which is the key to optimize the financial strategy of tourism enterprises.

4. Financial Implementation Strategy of Tourism Enterprises Based on Risk Control

4.1. Increase the Importance of Risk Management

With the rapid development of domestic tourism economy, a large number of tourism enterprises are growing, and gradually realize the importance of risk control to financial strategy and even enterprise development. The management of each enterprise should discuss the risk control more deeply, and then take reasonable and effective measures in the financial management to deal with

the various crises that appear in the enterprise. First of all, enterprise leaders must pay more attention to risk control, and make accurate analysis of the main influencing factors in the process of risk control, and take targeted measures to deal with different types of risk, so as to strengthen the company's risk prevention and control consciousness and risk control ability. Conduct risk control awareness training for company risk control personnel, the process of risk control is shown in Figure 2.



Figure 2 Risk management process

4.2. Enhancing the Comprehensive Capacity of Financial Managers

It is the key to improve the efficiency of the financial strategy and the ability of the financial staff. First of all, it is necessary to strengthen the risk control consciousness of financial management personnel, which is the main way to improve the comprehensive ability of financial management personnel. We should pay more attention to the risk prevention and control of the company as a whole, put the risk control concept into the enterprise concept, infiltrate the tourism enterprise staff, let them actively use the risk control consciousness in the daily work, so as to improve the risk consciousness of the whole staff of the company. Among them, managers and financial workers should lead by example, implement the awareness of risk prevention and control into their respective work, deeply analyze the various influencing factors that may lead to enterprise risk in the enterprise financial strategy, have a preliminary basis for the judgment of enterprise financial risk, start from the external environmental factors to their own financial structure to truly understand the risk, distinguish the risk, avoid the risk, and improve the initiative to control the risk. Secondly, we should strengthen the training of the professional quality of the financial team. Excellent quality of the financial team, also to strengthen the financial management of enterprises have an irreplaceable role. In the formation of professional financial management staff, select people with good moral quality, strong professional quality, good work style, rich work experience, to build a high-quality elite team, in addition, for the company's larger tourism enterprises, can be flexible allocation of jobs, financial personnel can be based on personal will, after the management agreed to go to different positions to study work. The aim is to give finance workers the opportunity to learn more about business norms and workflows. Enterprises can arrange relevant financial workers to conduct training and study in financial institutions or successful enterprises according to their own conditions to ensure that workers' risk control personnel master risk handling methods and avoid risks for enterprises. Risk prevention and control operations are shown in Figure 3.

If conditions permit, a number of experienced financial staff can be invited to teach the company's staff in-house, the full range of financial management staff risk control ability. Finally, we should improve the financial management control system. Financial risk management is a huge system engineering, which is an effective control of risk variability and unpredictability. Sound financial management system and internal control can effectively avoid risk[2].



Figure 3 Risk prevention and control operations

4.3. Strengthening the Financial Management Structure of Tourism Enterprises

Tourism enterprises should strengthen the internal financial management structure, strictly standardize and clarify the financial department management functions, so that they can supervise each other and restrain each other. Improve the financial supervision mechanism of enterprises, urge the implementation of various financial systems, for the audit system on a few layers of insurance, fundamentally reduce or prevent human-caused risks to enterprises. At the same time, we should establish a good financial risk prevention mechanism. Risk control prevention is the top priority, timely and successful risk prevention can reduce many unnecessary troubles and crises. For financial risk, the best solution is to curb the crisis before it occurs, minimizing corporate losses. It is necessary to establish a sound financial risk prevention and control system, and match the corresponding information technology network for it, carry out scientific and reasonable data collation and analysis, and reasonably deal with the unknown financial risks brought by the changes of market and market environment. In the work of financial risk control, we should introduce and draw lessons from the overall risk management system, according to the highest management index formulated by tourism enterprises, think about the financial risk and risk control of enterprises in the direction of sustainable development, and do a good job of risk prevention.

5. Conclusion

Scientific and effective financial management is an effective means to promote the development and progress of modern enterprises. In tourism enterprises, financial strategy and risk control are inextricably linked, each enterprise manager should fully recognize this, improve the financial implementation strategy and implement to the actual. Only in this way can the enterprise stand firm in the market environment of continuous development, and have a better development prospect in the fierce industry competition. This paper briefly analyzes the basic significance of risk control, the role of risk control in financial strategy, and based on the current emergence of most enterprises strategy management malpractices and solutions, hoping to give tourism enterprise managers some management ideas.

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