

Influencing Factors of Regional Tourism Industry Economic Performance in China Based on the Theory of Industry Integration

Fang Zhou

Xi'an Peihua University, Shannaxi Xi'an 710000, China

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Abstract: Since the reform and opening-up, with the rapid development of social economy and the continuous improvement of people's living standards, the economic scale of China's tourism industry has been sustained development and economic benefits have been steadily improved. Tourism industry has occupied a very important position in China's national economic system. In order to achieve healthy and sustainable development in the fierce market competition, it is necessary to continue to promote the economic performance level of regional tourism industry in China by transforming government service functions, strengthening infrastructure construction, strengthening regional tourism industry cooperation and strengthening the construction of tourism market. Based on the current background of the times and based on the current situation of the economic performance of regional tourism industry in China, this paper comprehensively and systematically analyzes the influencing factors of the economic performance of China's regional tourism industry. Based on the above research, combined with the characteristics of regional tourism industry economic development, this paper actively explored the specific path to promote the economic development of regional tourism industry.

1. Introduction

Since the reform and opening up, the society is in the rapid development, and the development of tourism industry is more rapid. Therefore, with the gradual growth of tourism industry, the economic performance produced by tourism industry has gradually become a very important part of the national economy [1]. The role of tourism industry in China's social and economic development has become an indispensable part of China's national economic accounting system and an important focus for the development of tertiary industry in various regions. Because tourism has prominent advantages in increasing employment and promoting regional economic vitality, it also meets the needs of green sustainable development [2]. However, as far as the overall development of China's tourism industry is concerned, China's tourism industry has many shortcomings. Only by combining theory with practice and objectively evaluating the economic performance of China's tourism industry can we promote performance. So there are still many unavoidable defects and problems. This requires relevant departments and staff to combine theory with practice and achieve the goal of promoting the economic performance of the tourism industry by conducting a fair and objective evaluation of the economic performance of China's tourism industry.

For a long time, mainland China has been hailed as a major tourist resource because of its rich tourism resources. Unfortunately, under the background of globalization, China has quietly become one of the world's major tourism countries. However, it is only the first step, but the most important thing is Become stronger at the same time. The National Tourism Administration has also seen this point. In recent years, it has been accelerating the improvement of the tourism industry system and improving the quality of the tourism industry. The core of this is to optimize and transform the tourism industry structure [3]. As a typical traditional industry, the tourism industry is relying on the power of the sharing economy to achieve innovation and upgrading of the industry. It is also of great significance to the transformation of the development ideas of regional tourism industry and the transformation of the growth mode of tourism industry from quantity to quality. To achieve economic growth from resource investment to economic benefit from the improvement of tourism products and service quality, and then to achieve the economic and social functions of the tourism

industry. It is hoped that we can find out the influencing factors that restrict the innovation of new form industries, so as to break through the bottleneck of regional tourism industry innovation, and further clarify the path of improving the innovation efficiency of tourism industry under the influence of shared economy [4]. To provide a reference for government departments to enhance their understanding of regional tourism industry economy, reduce "blindly optimistic" and "blooming everywhere", and scientifically locate and develop tourism industry.

2. Factors Affecting the Economic Performance of Regional Tourism Industry in China

The environment of the tourism industry is composed of the direct environment and the indirect environment. The direct environment refers to the environment in which the tourism enterprises conduct market operations and activities for the tourism industry, mainly by tourism enterprises, tourists and competitors. Composition. Regional tourism development has increased tourism supply by receiving tourists, which in turn will place more demand on related industries that provide products and services to the tourism industry, thus becoming a consumer market for many other industry products. To stimulate and promote the development of these industries. For tourists, the decision to travel to a certain area of tourism is inevitable that one of their tourism resources has attracted themselves [5]. Economic environment is becoming more and more important. Economic scale, economic openness and industrial linkages are of great significance to the development of China's tourism industry. If the demand for regional tourism industry reaches a certain scale, it can significantly stimulate the enthusiasm of the competing main bodies. Information technology is the technological carrier for the formation of shared economy. The deep integration of shared economy and tourism industry has created a new form of sharing in tourism industry, which is the main way to realize the innovation of tourism industry. By stimulating the enthusiasm of each main body, the regional tourism industry can actively participate in the competition. With the development and improvement of regional economic level, local governments will inevitably increase their investment in tourism resources, which will eventually lead more and more regions to enter a period of diminishing returns on tourism scale.

Tourism industry is a service industry and tourism economy is an experience economy. Modern tourism requires more and more practitioners. The impact of labor endowment on the economic performance of regional tourism industry is reflected in two aspects [6]. When the scale of regional tourism demand reaches a certain scale, it will stimulate the competitiveness among competitors, promote the tourism industry to participate in the competition actively and improve its competitiveness. It plays a very important guiding role in the macro-development of regional tourism industry in China. Because one of the main functions of the government is to formulate relevant policies or systems to support or curb a social phenomenon. However, with the increasing investment in resources, the effective digestion of these resources in the development of regional tourism industry began to decline. Therefore, resource redundancy and congestion problems began to appear in these areas, which led to the uneconomic state of resource utilization. The level of supply of knowledge human capital. What kind of competition means a tourism enterprise in a region adopts, and the competitive environment of the market will directly affect the impression of tourists on the local tourism industry, and thus affect the decision of the tourists. The accumulation of human capital, especially knowledge and technology, determines the improvement of the quality of the labor force and the external economic effects of the tourism industry economy. This is undoubtedly an extremely important part of the economic development of the tourism industry. The government can create a very competitive macro environment for the development of the tourism industry in the region, promote the development of the tourism industry, and play an important role in the policy support, capital guidance and promotion of legislation in the tourism industry.

As we all know, tourism enterprises as an important part of the tourism industry, the rapid development of tourism enterprises can greatly promote the economic performance of regional tourism industry. As a core element of tourism economic development, resource endowment has played an important role since the development of tourism industry in China. It can be said that the comparative advantage of resource endowment has always been an important basic condition for

the tourism competitive advantage [7]. It can make the visitors feel the warmth of home, and can also be full of cultural atmosphere and attractive for the tourism products of the regional tourism industry. It is an entity with wholesale and agency as its main business. The scale and structure of tourism enterprises and their core competitiveness determine the industrial organization system of tourism enterprises. Through the tangible facilities and intangible services as the main means, the entity independently operates in the relevant fields of tourism consumption, and the structure and scale of tourism enterprises themselves are the main factors that ultimately determine the industrial system of tourism enterprises. Tourist's tourism behavior is greatly influenced by the quality of tourism resources. Especially, it can be considered that tourists' behavior of choosing destination is a function of their resource-sensing utility, which makes the attraction between tourist attractions and tourist origins have distinct resource-oriented characteristics.

3. Strategies to Promote the Economic Performance of Regional Tourism Industry in China

Due to the restriction of topographic conditions, although China has vast advantages, the distribution of environmental resources is extremely uneven, which leads to the uneven development of China's tourism industry. In the developed areas along the Southeast coast, further development of regional tourism industry and improvement of its economic performance will contribute to the upgrading of local industries, thus promoting the transformation of China's overall economy. But in general, there are still some outstanding problems in the development of tourism industry, such as blind development, low-level duplicate construction and so on. In the development of tourism brand, developers should also pay attention to the tourism industry in the region to meet the needs of people of different ages, different strata and even different countries. Therefore, the government should clearly guide the function, formulate different policies for different regions, promote the development of regional tourism industry, enhance the economic performance of the regional tourism industry, and develop local industries to promote the transformation of China's overall economy. Based on this, different tourism industry development policies will be established, and the economic performance of China's regional tourism industry will be improved by promoting the steady development of tourism industry in various regions. The government should create conditions to encourage the circulation of people, finances and materials between enterprises and industries. It is an option to conduct joint ventures and reorganizations within the regional scope when necessary. The tourism industry must seek development and break through the constraints of traditional concepts. It is the first step that we need to take. At the same time, actively innovating concepts, developing new concepts and new ideas for tourism cooperation, and integrating into the development of the world tourism industry is promoting the development of China's tourism industry. The inevitable trend.

The development of tourism is inseparable from the support of infrastructure. Although there are self-help hiking tours such as friends, it is only a minority. Most tourists will decide whether to travel to a certain area according to convenient conditions such as transportation. With the rapid development of information technology, the traditional tourism industry and information technology will be deeply integrated, and Chinese scientific research institutions will be encouraged to combine the needs of information technology research and development with the upgrading of tourism industry. In the development of China's traditional regional tourism economy, the consumption structure only pays attention to the development of the scenic spot economy, but does not play the role of the non-attractive economy driven by the scenic spot economy and the common development of the two-sided economy. With the continuous advancement of economic globalization, to develop China's regional tourism industry, we must be brave in innovation and promote cooperation between regional tourism industries. It can be seen from this that if we want to develop the regional tourism industry in China, it is essential to build and improve the tourism and transportation facilities in the region. We suggest that the relevant local governments take the lead in recruiting planning experts and tourism industry researchers to prepare regional tourism cooperation planning. This plan should be a programmatic guidance document, incorporating the beneficial elements of tourism planning around the country. By means of Wechat Public Number

and Mobile Terminal, tourists like to provide scenic explanations, maps and online services for tourists. This can undoubtedly increase the market promotion of regional tourism and become a favorable factor for attracting tourists.

We should cultivate intermediary organizations of "shared economy business model" and broaden the upstream and downstream channels of tourism industry chain under "shared economy business model". Intermediary organizations play a role in regulating the allocation and flow of resources and provide innovative solutions for traditional tourism enterprises that need transformation. Improve infrastructure construction. As we all know, tourism and transportation are one and only convenient transportation can attract consumers. Therefore, in order to improve the performance and development level of regional tourism in China, we must improve the existing traffic, instead of restricting the number of license plates on holidays and restricting the flow of people. The first thing we need to do is to make a systematic and in-depth exploration of the economic laws existing in the tourism market, and to form an integrated tourism industry region with a certain relevance by strengthening the cooperation among different regions. According to the actual needs of tourism development and various new changes and new problems in the domestic and international tourism market, all the construction projects involved in regional tourism cooperation will be planned and rationally arranged, so that this planning can reflect local characteristics. It is necessary to adhere to the principle of much more power and more enthusiasm, and to stimulate the enthusiasm of both parties, which is also conducive to the negotiation of resources in the cooperation of regional tourism industry. The smooth development of innovative activities requires a good social environment, which requires the desire and values of freedom, openness, and innovation in the whole society.

4. Conclusions

In summary, with the improvement of people's living standards and the advancement of ideas, the development of the tourism industry will become more and more vigorous, and the economic performance generated through tourism activities will also increase. Therefore, the tourism industry has become a national. An important part of the economy that cannot be replaced. China's regional tourism industry still has a relatively low overall level of economic performance. Only one-third of the provinces and cities in the country have a good level of economic performance. Under the new development pattern of modern tourism industry, it is necessary not only to pay attention to the construction of tourist attractions, but also to develop other related industries under the premise of vigorously developing scenic spots. To promote regional tourism cooperation, we need to do a good job of safeguard work. Secondly, we can promote the development of tourism market by expanding the scale of tourism economy, improving the market development and optimizing the structure of tourism consumption. Thirdly, we need to improve the conditions of tourism infrastructure. Strengthening the construction of informationization and making use of information means such as Internet can realize the multiplier effect of regional tourism industry. This requires relevant departments and staff to innovate their working concepts and methods in time to promote the development of tourism industry and improve its economic performance, so as to promote the stable development of social economy.

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