

An Analysis of Economic Development Strategies of Shaanxi's Export-oriented Tourism Industry Based on the Perspective of “The Silk Road Economic Belt”

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Abstract: The “Silk Road Economic Belt” as a new type of cooperation model between countries can promote the coordinated development of countries with different economic levels. At present, with the continuous deepening of the construction of the Silk Road Economic Belt, China's Shaanxi Province, China's tourism industry has obvious economic advantages, but related issues have become increasingly prominent. Therefore, this paper briefly describes the current situation of the development of the export-oriented tourism industry in Shaanxi Province, China. Using SWOT analysis method, analyze the economic development of the export-oriented tourism industry in Shaanxi Province under the vision of the “Silk Road Economic Belt”. And put forward specific countermeasures in a targeted manner, with a view to promoting the rapid development of the export-oriented tourism economy industry in Shaanxi Province, China.

1. Research background

1.1 Literature review

Under the background of economic globalization, the development of an export-oriented economy is an inevitable choice for achieving rapid economic development. Zhang and Wang studied the status quo and existing problems of China's export-oriented economy in Xi'an, and used SWOT analysis to propose economic development measures such as optimizing the financial investment environment, building the west road, building a core economic circle, and improving policies related to trade cooperation(Zhang et al, 2015). Taking the development of export-oriented economy in Xinjiang as an example, Li and Wang constructed a comprehensive index system of export-oriented economic evaluation from four aspects: economic foundation, economic degree, economic scale and resource and environment support, and based on this, the development level of Xinjiang's export-oriented economy was carried out. Evaluation(Li and Wang, 2015). Shen and Liu Cong evaluated the trade level of the five provinces in terms of spatial flow pattern, overall distribution status, and spatial flow characteristics, and proposed that the five provinces should develop from multiple perspectives such as policy communication, financial communication, and smooth trade(Shen and Liu, 2016). Taking Shaanxi and China as examples, Ma and Wang used the unit root test and Granger causality test to conduct empirical research on the tourism economic development of Shaanxi Province, China, and concluded that tourism development has greatly promoted economic growth. in conclusion(Ma et al, 2014). Based on the perspective of the New Silk Road Economic Belt, Song and Tan proposed that Shaanxi Province of China is a strategic fulcrum connecting China's central and eastern regions and Europe and Asia(Song and Tan, 2015).

1.2 Purposes of research

The steady advancement of the “Silk Road Economic Belt” strategy marks China's gradual change of the traditional extensive foreign trade model and the formation of a new international trade model. As one of China's core economic regions, Shaanxi Province of China plays a pivotal role in the development of China's national economy. However, in the development of the export-oriented tourism industry in Shaanxi Province, there are fewer problems such as the shortage of famous brand products, the weak competitiveness of export products and the lack of a

comprehensive export-oriented economic structure. It has seriously restricted the development of local tourism and is not conducive to the acceleration of the strategy of the “Silk Road Economic Belt”. Therefore, in the context of the “Silk Road Economic Belt”, this paper expounds the current situation and existing problems of the economic development of the export-oriented tourism industry in Shaanxi Province, China. And from the four aspects of advantages, disadvantages, opportunities and challenges, the “Silk Road Economic Belt” economic development of the export-oriented tourism industry in Shaanxi Province, China. Then propose corresponding countermeasures. It is conducive to targeted to break the bottleneck of export-oriented tourism development in Shaanxi Province of China, seize the opportunity of the “Silk Road Economic Belt” and give play to the advantages of internal industry, and then promote the rapid development of the export-oriented tourism economy industry in Shaanxi Province of China.

2. Current situation and problems of economic development of export-oriented tourism industry in shaanxi province of china

2.1 Current situation of economic development of Shaanxi's export-oriented tourism industry

2.1.1 Diversification of the passenger source market

In Shaanxi Province of China, the top three tourist arrivals are Asia, Europe and the Americas, according to the state statistics. The growth trend of Oceania is relatively fast. Under the initiative of “one belt and one road”, the tourism industry of China, Shaanxi and China will continue to expand the market and improve the tourist experience as much as possible, so as to attract more foreign tourists (Zhang et al, 2015).

2.1.2 Tourism foreign exchange income increases gradually

In the process of tourism development, the consumption of resources is relatively low, and it can also provide more employment opportunities. Tourism is a strategic industry, and tourism destination can get good comprehensive benefits. The Shaanxi Provincial Government of China attaches great importance to the development of tourism and integrates the cultural connotation of the city into the tourism industry, which opens up a new pattern of tourism (Liu and Han, 2015). To a certain extent, this has contributed to the steady increase of foreign exchange income of Shaanxi tourism in China. The income of foreign exchange in tourism is mainly embodied in transportation, civil aviation and accommodation. Among the stimulating consumption driven by tourism, the income growth of automobile consumption and entertainment consumption has become the fastest growing item of income.

2.1.3 Significant increase in the number of inbound tourists

In recent years, the number of inbound foreign tourists in Shaanxi Province has increased steadily, and the benefits of foreign tourists accounted for a large proportion (Zhao and Li, 2017). The daily per capita consumption of inbound tourists is also gradually increasing, and has been tending to a stable growth. The number of Hong Kong and Macao compatriots and Taiwan compatriots coming to Shaanxi, China, is also increasing year by year, and the development is relatively rapid. On the whole, the inbound tourists from Shaanxi Province of China have greatly promoted the economic development of Shaanxi Province of China.

2.2 Problems in the economic development of Shaanxi's export-oriented tourism industry

2.2.1 Slow economic growth

Xi'an is the central city in the west of China. It mainly exports labor-intensive and resource-intensive products, so it will be affected by trade barriers. These two kinds of products compete with low prices in the early stage of order-seeking. Therefore, in terms of export, the economic efficiency of China's Shaanxi Province is very difficult to achieve high growth.

2.2.2 Less famous brand products, weak competitiveness of export products

Xi'an is the city with the largest export proportion in Shaanxi Province of China. The export trend is very good, but the export products lack some brand-name products with high added value, which leads to the low competitiveness of China's Shaanxi products in the international market. Because China's Shaanxi has the advantage of processing industry, but it is far away from Haikou, and there is no platform for vigorously developing processing trade, which leads to the irrational export commodity structure of China's Shaanxi. The upgrading and transformation of Chinese enterprises in Shaanxi Province are also relatively slow, and they do not have sufficient competitive advantages in the process of trade growth.

2.2.3 The overall export-oriented economic pattern has not yet taken shape.

Compared with the whole country, the export-oriented tourism industry economy of Shaanxi Province of China has a relatively small amount of foreign trade exports. Among the western provinces, Shaanxi's export trade volume ranks behind Sichuan, Guangxi, Xinjiang and Yunnan. It can be seen that Xi'an has not yet formed a comprehensive export-oriented economic pattern.

3. Swot analysis of the economic development of export-oriented tourism industry in shaanxi province under the “silk road economic belt”

3.1 Advantage analysis

Adequate tourism talents are the key factor to ensure the development of tourism economy, and also the most dynamic core factor in the development of tourism economy. Shaanxi, China has a wealth of tourism talent reserves, which has laid a solid talent foundation for the construction and development of the “New Silk Road Economic Belt”. At present, Shaanxi Province of China is in a critical period of cross-stage development. With the rapid development of the economy, the tourism industry economy of Shaanxi Province of China has also been fully developed. In recent years, the tourism culture construction system of Shaanxi Province of China has begun to take shape, and urban and rural medical services are gradually improving. At the same time, Shaanxi Province of China has implemented energy conservation and emission reduction policies, and the ecological environment has been improved to some extent. The economic construction of tourism has achieved initial success and the social development momentum is good.

3.2 Weakness analysis

At present, China's Shaanxi tourism industry has a single channel for capital investment, and the social and public-oriented tourism sector is often driven by the government. The sustainable development of tourism requires the government to invest a large amount of funds, and even the government needs to introduce corresponding laws and regulations to promote the development of the tourism economy. However, relying solely on the support of the government does not strongly promote the development of the tourism economy. It is also necessary to cooperate with the people, enterprises and other subjects to play their own roles and build a tourism management system with diversified entities and diversified models. Therefore, the government should use the macro-control mechanism to guide and encourage all parties in the society to contribute to the development of the tourism industry and give full play to the promotion, guidance and organization of the government.

3.3 Opportunity analysis

The strategic concept of the “Silk Road Economic Belt” is a new model of regional cooperation that achieves mutual benefit and win-win results. The “Silk Road Economic Belt” has prompted countries with different levels of development to form a “community of destiny” and a “community of interest”. Countries along the Silk Road Economic Belt have strong desires for mutually beneficial cooperation in the economic field. Under this background, China's Shaanxi Province has proposed new ideas and solutions to the problems arising from the development of tourism in the “Silk Road Economic Belt”. Countries along the Silk Road have a long history and diverse cultural

background. During the construction of the Silk Road, the ideological and cultural circles of all countries have been fully exchanged, collided and integrated, which laid a good cultural foundation for the development of tourism economy. China's Shaanxi should actively grasp the important strategic opportunities for the country to explore the Western market and carry forward the “spirit of the Silk Road.” Actively promote the cultural and economic exchanges and cooperation of the Silk Road, and build a “Silk Road Economic Belt” international tourism cooperation base. In this way, we have made breakthroughs in the development of export-oriented tourism economy.

3.4 Challenge analysis

The national strategic situation and political behavior along the Silk Road are very sensitive. The lack of a stable environment faces challenges that are difficult to break in terms of economic development. In the context of the construction of the Silk Road Economic Belt, China's Shaanxi tourism economy faces two major challenges. On the one hand, it is a complex internal relationship among countries along the line, and on the other hand, it is a sensitive external political and economic situation. The Silk Road Economic Belt encompasses more than 30 countries and regions with a population of nearly 3 billion. In order to smoothly carry out the economic construction of export-oriented tourism industry, we should deal with many problems brought by countries along the Silk Road Economic Belt. The Silk Road Economic Belt is built as a systematic project with a wide range and content. In the process of construction, the advantages of the Silk Road should be fully utilized and expanded to open up new development directions for the economic development of the export-oriented tourism industry.

4. Strategies for the economic development of shaanxi's export-oriented tourism industry in the perspective of “silk road economic belt”

4.1 Promoting the perfection of export-oriented economic cooperation mechanism

The Silk Road Economic Belt has promoted relations among countries, deepened in-depth cooperation between countries and brought about great win-win economic results. Xi'an is an important place of the Silk Road Economic Belt. Driven by this opportunity, we must also establish an export-oriented economic cooperation mechanism quickly. The establishment of this cooperation mechanism can reduce the obstacles for tourism enthusiasts to travel to Shaanxi, China. In order to create a more comprehensive export-oriented economic growth point, the government has formulated a number of preferential policies for related projects, and has gradually made multi-way and multi-channel investment in tourism projects. At the same time, China's Shaanxi Province also takes into account the complicated political, geographical and cultural factors of the countries along the line, and the political risks that need to be noticed in the process of development. Therefore, Shaanxi Province of China, in the process of promoting the perfection of export-oriented tourism economic cooperation mechanism, should cooperate friendly with local governments along the line and other countries.

4.2 Promoting the circulation of RMB in the region and improving the degree of trade facilitation

Under the opportunity of “Silk Road Economic Belt”, Shaanxi Province of China can rely on its own excellent history, culture and regional advantages to set up the financial settlement center in Xi'an, which can promote the circulation of RMB in the region, but also promote the cooperation between Xi'an and other countries. Such a cooperative economy will bring economic benefits to most areas of the economic belt, thus speeding up the development of tourism economy in Xi'an. In recent years, the appreciation of RMB has increased. Xi'an can establish a RMB valuation and trade system with countries along the line. This way can speed up the internationalization process of RMB, so as to improve the convenience of local export-oriented tourism economy.

4.3 Creating core business circle and expanding economic scale

Shaanxi, China, should grasp the convenient conditions brought by the “Silk Road Economic

Belt” and promote win-win economic development in Shaanxi and other countries along the Silk Road. Shaanxi, China, should create its own core business circle, take the development of tourism economy as an opportunity, try to establish a pilot area with international business ports as the core, improve the communication convenience of export-oriented enterprises in the central and Western regions, and further promote the expansion of the scale of export-oriented tourism economy in Xi'an. In the process of developing Shaanxi's tourism economy in China, enterprises and countries along the line can also be invited to discuss together, and constructive suggestions are put forward for the development of export-oriented tourism. At the same time, Xi'an's politics and law can also cooperate with these invited enterprises or countries to promote the development of tourism.

4.4 Speed up the construction of the westward road to ensure smooth trade

The export-oriented tourism industry should be competitive and vigorous. If the roads along the Silk Road Economic Belt can be widened, the tourism industry in Shaanxi Province of China can establish convenient and fast trade ways with the countries along the Silk Road Economic Belt. Therefore, the governments of countries along the route should work together to design transportation facilities such as passenger train routes, so as to strengthen economic and trade exchanges between countries along the route. With the help of the government, Xi'an can also be built into a convenient international transportation hub, which can provide trade channels for the development of export-oriented tourism industry. In order to promote the development of tourism industry in Shaanxi, China, we can also gradually build a Transnational E-commerce platform, which is conducive to real-time sharing of information on technological innovation or cultural exchanges between countries. This way can also help the members of the platform to increase their understanding of trading partners to a certain extent. It is conducive to the smooth development of export-oriented tourism economy.

4.5 Promoting the integration of culture and science and technology to consolidate the position of tourism industry

The main line of the development of tourism culture along the Silk Road Economic Belt is cultural inheritance. However, in the process of development, attention should also be paid to the combination of science and technology. Pushing Xi'an's tourism industry into the international market can promote the development of export-oriented tourism industry and its popularity. The competitive advantage of tourism industry will also be more obvious. We can regularly organize relevant personnel of tourism industry to visit and study the characteristic culture of the countries and cities along the way, and invite enterprises and scholars from other countries to visit our tourism and cultural industry gathering place. This way promotes exchanges between countries, and our culture with national characteristics can also be promoted. The development of export-oriented tourism industry economy in Shaanxi Province will also be consolidated.

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