Analysis of Development Environment and Development Trend of Chinese Tourism

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Abstract. Since the reform and opening up of Chinese tourism industry, the scale has been continuously expanded and the income from tourism has been continuously increasing. Chinese tourism industry has become one of the most potential industries in the service industry. By analyzing the development environment and development trend of Chinese tourism industry from 2000 to 2016, we can understand the current situation of Chinese tourism development and provide suggestions for better development of Chinese tourism industry.

1. Introduction
Since the reform and opening up, Chinese tourism industry has enjoyed 30 years of development since the reform and opening up. Its industrial system and its industry scale have been continuously expanding. The income from domestic tourism increased from 86.4 billion yuan in 1993 to 39.39 billion yuan in 2016, an increase of 45.6 times. Chinese tourism industry has enjoyed a continuous improvement in the operation of national economy and its social economic development. Chinese tourism industry has played an important role in increasing employment opportunities, boosting economic development and promoting cultural exchanges. An analysis of the development environment and development trend of Chinese tourism industry can provide a theoretical basis for the long-term and healthy development of Chinese tourism industry [1].

2. Chinese Tourism Development Status Quo
With economic development and improvement of living standards, people spiritual and cultural needs further rise. Tourism, as a new industry, continues to develop into a pillar industry in the tertiary industry. According to the "13th Five-Year Plan for the Development of Tourism Industry", since the reform and opening up, China has achieved a historic leap from a tourism-short country to a tourist power. In 2015, the contribution rate of tourism industry's comprehensiveness in the national economy is 10.8%. Domestic tourism, inbound tourism, outbound tourism fully prosperous development, and China has become the world's largest domestic tourism market, the world's largest international tourism consumer, the world's fourth largest tourist destination country. During the period of “12th Five-Year”, the comprehensive contribution of tourism to social employment was 10.2%. According to the "Statistical Bulletin of the National Economic and Social Development in 2016" issued by the National Bureau of Statistics, in 2016, the domestic tourists in China reached 4.4 billion, an increase of 10%. The domestic tourism revenue was 3.393 trillion yuan, up 15.2%, and the number of inbound tourists reached 138.44 million, an increase of 3.45 % of the total. Outbound residents in China reached 135.13 million, an increase of 5.69%. International tourism revenue was 120 billion U.S. dollars, up 5.6% [2].
3. China Tourism Development Environment

3.1. Economic Environment Analysis

3.1.1. Analysis of domestic economic environment. Since the reform and opening up, Chinese economy has been rapidly growing. Since 2001, the Chinese economy has entered a new round of growth cycle. The national economy showed a trend of rapid growth, price stabilization, structural optimization and improvement of people's livelihood. In 2010, Chinese GDP reached 41,303.0 billion yuan, surpassing Japan and becoming the second-largest economy in the world after the United States. The contribution of Chinese economic growth to the world economy has been constantly increasing [3].

In terms of speed, in 2016, Chinese GDP reached 74.4 trillion yuan, an economic growth of 6.7%. Although it has slowed down from the previous high growth, it still ranks first in the world's major economies. In 2017, Chinese economy is facing a period of "speed-up and shift-over" and faces the not small downward pressure. However, we believe that our economy is developing steadily and steadily. In the first quarter of 2017, economic indicators such as GDP, profit of industrial enterprises above designated size and industrial added value all showed significant improvement over the same period in 2015-2016. In the first quarter, GDP grew by 6.9%, an acceleration of 0.2% over 2016; profits of industrial enterprises above designated size increased by 28.3% over the same period of previous year, the fastest growth since 2011.

3.1.2. International Economic Environment Analysis. In 2015, the global economic growth was lower than expected due to the over-effect of unfavorable factors such as the generally insufficient effective demand, the slump in commodity prices, the continued downturn in global trade and the frequent financial turmoil. The U.S. economy grew rapidly with a marked improvement in the spending, investment, exports and real estate. The unemployment rate has dropped below 5%. Although the eurozone and Japanese economy improved somewhat, the growth rate is slow, the deflationary pressure is high and sustained economic recovery is still facing many constraints [4].

According to the "World and China Economic Outlook Report" released by the International Monetary Fund in 2017, the global economy has entered an upward cycle and the upward momentum is continuously increasing. It is estimated that the global growth rate will reach 3.6% and 3.7% in 2017 and 2018 respectively, much higher 3.2% in 2016 and 2.2% in developed economies as a whole. The growth rates of the United States, Britain, Japan and Europe in 2017 are generally expected to increase by 2.2%, 1.7%, 1.5% and 2.1% respectively. Emerging economies in 2017 is expected to reach 4.6% economic growth. Among them, Chinese economic growth rate is expected to reach 6.8%. Russia's post-recession economic growth is expected to increase by 1.8%, up 0.4 percentage points from the previous forecast.

3.2. Policy Environment Analysis

3.2.1. Macroeconomic policy. Since the new century, profound changes have taken place in our economy in terms of growth, structure and motivation. In particular, since the 12th FYP, the economic growth has been transformed from quantity expansion to upgrading and efficiency, economic growth has also slowed down, and economic development has entered a new phase. After the 18th CPC National Congress, China has formed a macroeconomic policy framework that makes major judgments in entering a new normal in the economy, guided by the concept of new development, taking the structural reform on the supply side as the main line and striving for stability through progress as the working methodology.

Since the second half of 2016, there have been some positive changes in the economic operation of our country. The steady operation of our economy has been strengthened. It is expected that the economic transformation will open in the second half of the year, Stage to "upgrade" stage. Overall, this trend continued in the first half of 2017 with an economic growth rate of 6.9% [5].
3.2.2. *Industrial Policy.* Since the reform and opening up, Chinese tourism industry has embarked on a path of development that catches up with the world's major tourist country by the order of development of "first entering, later domestic, and then leaving the country." From "vigorously develop inbound tourism, actively develop domestic tourism and moderately develop outbound tourism" from the mid-1990s to 2005, "vigorously develop inbound tourism, regulate the development of outbound tourism and comprehensively enhance domestic tourism"[6], and after 2008, the strategy Adjust to "vigorously develop domestic tourism, actively develop inbound tourism and orderly develop outbound tourism." In August 2015, the State Council released "Several Opinions on Further Promoting Investment and Consumption in Tourism," making efforts to improve the soft environment for tourism consumption, implementing the tourism investment promotion plan and opening up a new tourism consumer market.

3.3. *Ecological Environment Analysis*

The impact of tourism environment on tourism quality can’t be neglected, which will directly affect the sustainable development of tourism. The main environmental problems currently facing tourism in our country are water pollution, air quality degradation, destruction of local ecological environment, tourism resources are harmed.

There are many reasons for the causes of the environmental damage in the tourist area and the decline of the environmental quality. On the one hand, improper economic activities of human beings, waste generated by industrial production and noise generated will cause damage to the natural environment of tourist attractions, unreasonable utilization of resources, etc; on the other hand, tourism activities also have damage to the scenic environment, the tourism facilities themselves are imperfect and the quality of tourists is not high, causing damage to the sustainable development of tourism. In addition, tourism development and construction in the process, the overall construction and tourism areas are not coordinated, causing the destruction of tourism resources and ecological environment.

4. *Chinese Tourism Development Trend*

4.1. *Domestic Tourism Analysis*

Since the reform and opening up, with the sustained and rapid economic development in our country and the rapid increase in the income level of residents, the number of tourists and the tourism revenue in our country have continued to grow rapidly. According to the "Statistical Yearbook", the revenue of domestic tourists and domestic tourism in China increased steadily from 2000 to 2016. Domestic tourists reached 4.4 billion in 2016, an increase of 10% over the previous year. Domestic tourism revenue reached 3.393 trillion yuan, an increase of 15.2% over the previous year and accounting for 5.3% of GDP. In addition to playing a significant role in promoting economic development, domestic tourism is also a product of the improvement of the income level and the change of concept of Chinese residents. The data is shown in Figure 1.

![Figure 1. Domestic tourism population and changes in domestic tourism revenue in the past decade](image)

Source: National Bureau of Statistics, Statistical Yearbook
Chinese domestic tourism hot spots are mostly concentrated in the more developed economy, high visibility, tourism infrastructure more perfect tourist destination, such as Beijing, Jiangsu, Zhejiang, Shanghai, Guangdong and other places. The main source of tourists is mainly in large and medium-sized cities and coastal areas, the mainland counties less. At present, the composition of domestic tourism personnel is generally: incentive tours for staff and workers, recuperation tours for retired cadres, farmers and herdsmen going out rich and out of the province, enterprises and institutions as well as teachers and students, and various official travels. With the change of consumption viewpoint and the increase of economic income, a considerable number of people from all walks of life and industries in all walks of life have joined the ranks of tourism teams at their own expense.

4.2. Outbound Travel Analysis

The "Outbound Tourism Development Annual Report 2017" was released in 2017. The report pointed out that the overall growth rate of outbound tourism market and consumption in China slowed down, and the proportion of outbound tourism in the structure increased significantly. The tourist arrivals to the "Belt and a Road" increased significantly. The economic growth in tourist output was the main factor for outbound tourism. The market activity in the western region and the "new frontier" further increased. The destination consumer behavior showed signs of change from "buy and buy" to "tourist travel." In 2016, the outbound tourism market in China reached 122 million and outbound tourism cost 109.8 billion U.S. dollars, up 4.3% and 5.07% respectively. The data is shown in Figure.2.

4.3. Inbound Tourism Analysis

Inbound tourism is a basic symbol of the big tourist country going to a powerful tourist country and the cornerstone of tourism integration into the national strategic system. After more than 30 years of hard work in China, the number of inbound tourists increased from 1.81 million in 1978 to 138.44 million in 2016. Foreign exchange earnings from inbound tourism increased from 260 million U.S. dollars in 1978 to 120 billion U.S. dollars in 2016, up by 76.5% Times and 461.5 times. The growth rate of inbound tourist arrivals dropped from 9.03% per annum in 2000-2005 to 2.05% per annum in 2006-2011, with negative growth for three consecutive years in 2012-2014, 3.14% in 2015 and 3.45% in 2016. The current entry market, on the surface, has entered a phase of development platform after experiencing rapid growth. In fact, it is an inevitable stage of its rational return, one of the characteristics is the structural adjustment of inbound tourists, the share of Hong Kong, Maucao and Taiwan in the entry market has dropped, the share of foreign markets in the inbound market has risen,
and inbound tourism in our country is constantly approaching the true status of international tourism development.

At present, the strategy of "One Belt and One Road" being implemented by the state is a comprehensive strategy, a new strategy for opening up, a new strategy for development and a new strategy for diplomacy. It will create a new strategy for opening up the inbound tourism market for foreigners Platform, new conditions, new channels, and new opportunities. We should be good at looking for new markets from the "One Belt, One Road" construction. The "Belt and Road" traverses the three continents in Asia, Europe and Africa. It involves about 65 countries and 4.4 billion people. Its regional economy totals 21 trillion U.S. dollars and its tourism accounts for 70% of the global total. According to market research, there are at least 5 major growth points for inbound tourism: Southeast Asia, India, Russia, the "Gulf six countries" and Central and Eastern European countries. Doing a good job in the inbound tourism market should comprehensively promote the overall promotion and promote cooperation. By grasping the planning guide, brand building, innovation and promotion methods, promoting the promotion of the industry system and product construction system, service support system to achieve Chinese inbound tourism market Enhance. The data is shown in Figure 3.

![Figure 3](image_url)

**Figure 3.** China's tourist arrivals over the calendar year composition. Source: National Bureau of Statistics, Statistical Yearbook

5. Tourism Development Countermeasures and Suggestions

5.1. To Improve Tourism Macroeconomic Environment

Leverage can be leveraged to determine the guide price of tourism products, the provisions of the ceiling price and the minimum price, in order to regulate and guide the business activities of tourism enterprises to ensure the healthy operation of tourism economy and development. The macroeconomic goals of tourism economy development should be correctly identified. Economic and social policies should be balanced with those of the economy, society and the environment. Based on the full understanding of the objective economic laws, the tourism macroeconomic environment should be improved [7].

5.2. To Improve the Ecological Environment of Tourist Attractions

Through the emphasis on and protection of natural resources, human resources and ecological environment, we should strengthen the environmental construction of tourist destinations, and at the same time, guide tourism enterprises and tourists in their social responsibility and environmental responsibilities, pay attention to and respond to global warming and strive to reduce tourism activities The negative impact on nature, humanities and ecological environment, and actively develop green tourism, eco-tourism and civilized tourism, improve the ecological environment of a country and region, ensure the sustainable use of tourism resources and make the tourism resources in our country sustainable development [8]. Only by paying enough attention to environmental protection can we ensure the sustainable development of the ecological environment of tourist attractions in China.
5.3. To Improve the Administrative Environment of Tourism
Tourism products are mostly public products, so in the process of improving the soft environment of tourism, we must rely on the operation of public administration departments such as the government and tourism administration to speed up the construction of administrative environment. The development of tourism by the government needs to have a global outlook, improve the solution to the integration of tourism management and resources management, accelerate the pace of structural reform of tourism institutions and improve the overall management environment.

5.4. To Improve the tourism Market Environment
The support and guidance for the operation and management of tourism-related enterprises should be strengthened, the industrial structure and industrial chain should be optimized, and the development of tourism industrial clusters should be accelerated. We should encourage foreign businessmen to enter the tourism industry and vigorously support excellent capital to participate in the development of tourism industry clusters so as to enhance the international competitiveness of Chinese tourism industry. For tourism enterprises, tourists should grasp the changing trend of demand, improve product innovation, marketing and brand building capabilities, and constantly improve the ability to meet the needs of tourists.

6. Conclusion
Under the great economic environment with the domestic economy entering a new normal and the international economic rebound, under the environment in which the national industrial policies vigorously support the development of tourism, the industrial system and the scale of Chinese tourism industry have been continuously expanded, and tourist numbers and tourism revenue continue to increase. Faced with the economic development and the improvement of living standards, the number of domestic tourists and domestic tourism revenue in our country showed a steady growth trend. Outbound tourism entered the stage of moderate and low-speed growth under the promotion of "One Belt and One Road". Inbound tourism, as a sign of the transformation from a big tourist country to a powerful tourist country, the number of inbound tourists in China and the foreign exchange earnings from inbound tourism all increased steadily and kept close to the true status of international tourism development. Therefore, in promoting the sustainable development of Chinese tourism industry in the future, the macroeconomic environment, administrative environment, market environment and ecological environment should be constantly improved so as to promote the long-term and healthy development of Chinese tourism industry [9].

7. References
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