

An Analysis on the Current Situation and Development of Financial Management in Tourism Enterprises

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Abstract: With the continuous development of our economy, people's demands on living standards are gradually rising, paying attention to the consumption in the spiritual level, tourism is one of the important components. With the deepening of China's opening to the outside world, China's traditional culture also attracts a large number of foreign tourists, and the tourism industry is flourishing, which also brings some challenges to the financial management of tourism enterprises. Our country's tourism resources are extremely rich, many provinces and cities take the tourism industry as the economic pillar, under this premise, the tourism enterprise's property management work appears to be particularly important, this article probes into the tourism enterprise's work present situation and the development in the financial management aspect.

1. Introduction

The improvement of social and economic level makes people have a new understanding of the standard of living standards, every Labor Day, National Day is the peak period of tourism, the demand for tourism is increasing, tourism also has a vigorous vitality, which also provides a certain opportunity for people to obtain employment. The development of tourism industry in our country is short, although the scale of tourism enterprises is gradually formed, there are still some problems in financial management, and financial management plays an important role in the sustainable development of tourism enterprises. Therefore, it is of great help for the development of tourism industry to study the financial management situation of tourism enterprises in our country at the present stage and make a certain analysis.

The financial risk of tourism enterprises is generally systematic and non-systemic. The systematic risk means that the risk is caused by market factors, such as the inability to predict the weather when the tourism enterprises are doing business, or the inaccessibility of some tourist destinations due to the political and economic contradictions between countries, which sometimes affect the financial recovery of tourism enterprises and cause certain economic losses. Current tourism companies can only follow the trend of the market, but cannot affect the market, so it is not certain that some of the business will be carried out for a long time, such as "network red scenic spots ", if long-term cooperation with it, may be due to the decline in market heat will not get the benefits. The non-systemic risks are divided into investment, fund-raising, capital recovery, capital allocation and so on. The risk of financing and capital recovery is common in tourism enterprises, which is due to the limited operation ability of tourism enterprises. In the investment, the tourism enterprise does not know the destination hotel, the scenic spot very well, also may cause the investment risk to increase because of the information asymmetry[1].

2. Current Status of Financial Management in Tourism Enterprises

2.1. Investment and Management Issues

Investment can make enterprises obtain certain economic benefits, but also provide a certain

guarantee for the development of enterprises, investment can be divided into internal and external, internal investment refers to the enterprise to invest in part of the business within the enterprise, foreign investment refers to the investment in other enterprises. The current problem in the investment of tourism enterprises is that enterprises pay too much attention to internal investment and ignore foreign investment, which may lead to the loss of some development opportunities and the loss of competitiveness in the market, which requires the enterprise leaders to understand the investment mode and trade off the benefits and risks, as shown in figure 1, to change the investment mode in time. In the aspect of management, the financial management of tourism enterprises does not have a good management system, some systems and regulations are only a form, there is not a certain practical operation, resulting in the operation of financial management is greatly challenged, which affects the progress and effect of financial management. This is still because tourism enterprises do not conform to the development of the times in the formulation of management measures, do not grasp their own development situation, just copy other excellent enterprises, and their own situation is quite different, resulting in the financial management level cannot be effectively improved.



Figure 1 The trade-off between risk and benefit

2.2. Risk Issues

In the process of participating in the market competition, tourism enterprises are bound to face many risks, under this premise, we need to study and arrange the measures of risk prevention, so that we can have enough energy to face the risks and avoid the risks properly when the risks come, so as to minimize the economic losses of tourism enterprises. The current tourism enterprises are very weak in dealing with the risk, their own regulatory measures are not perfect, there is no systematic risk prevention mechanism. The characteristics of tourism enterprises determine the long period of its capital rotation, scenic area construction, infrastructure improvement and other aspects need a large amount of funds, and the domestic and foreign tourism market has certain uncertainty, in the case of very complex capital flow, if not timely control of funds, cannot timely judge profit and loss, will inevitably bring risks to financial management. After obtaining the profit, the distribution of the profit is also easy to go wrong, and the rational distribution of the benefit directly affects the long-term development of the enterprise. Failure to anticipate a risk forecast will greatly increase the likelihood of a financial management crisis[2].

2.3. Inadequate Professional Staff

There is also a certain relationship between the financial management work of tourism enterprises and the professionalism of financial personnel. Some tourism enterprises have low demand for financial management personnel, insufficient comprehensive quality of financial management personnel and poor working ability, which leads to the lack of implementation of various management of enterprises. Some financial managers not only did not go through the professional study, but also had some randomness in the post unassigned, did not carry out the responsibility system of the post, the division of labor is not perfect, some even one person has multiple duties, this situation is very easy to cause internal corruption, the financial management staff is not professional enough to predict some possible financial risks, cannot carry out the overall

planning of financial work, resulting in the financial management work is not standardized, which has a great impact on the rapid development of tourism enterprises[3].

3. Financial Management Optimization of Tourism Enterprises

3.1. Improvement of the Financial Management System

Tourism enterprises want to make substantial breakthroughs in financial management, first of all, should improve the financial management system, formulate a sound financial management system can effectively implement the financial management work in place, to achieve fine financial management. It is necessary to analyze the current market economy and the enterprise's own situation, establish corresponding financial management measures, and make the financial management work more standardized and transparent. First of all, the enterprise's tourism management projects should have contracts, make clear arrangements, expenses, plans and so on should have a unified standard, price, route and other formulation and adjustment should be determined by a special group of inquiry; secondly, the responsibility system of each post should be put in place, each post should restrict each other and urge each other; thirdly, the tourism products should be dynamically managed to facilitate the cost accounting and price adjustment; finally, the financial management should be carried out strictly according to the relevant standards of financial management to ensure the supervision of the work and ensure the strict implementation of the management process[4].

3.2. Implementation of Information Financial Management

In optimizing the financial management of tourism enterprises, the information management mode can be introduced, and the use of information technology to manage can effectively improve the effectiveness of financial management and ensure the smooth development of financial management. In the new era, the ingenious use of information technology can predict the possible financial risks of enterprises to a certain extent, to ensure the correctness of financial decision-making, in the management of financial activities can also grasp real-time, dynamic first-hand information, in order to timely find hidden dangers in financial management, and to remedy. Tourism enterprises are very vulnerable to the impact of the market, if their own defense is weak, may aggravate the occurrence of financial risks. Therefore, some information technology can be used to carry out risk prediction, such as the establishment of a risk defense system, comprehensive monitoring of the activities of tourism enterprises, to ensure the integrity and real-time of information, and then the scientific analysis and integration of the obtained data, the refining of the essence of the information, the prediction of risk, and timely measures[5].



Figure 2 Financial information

3.3. Building of the Workforce

In the implementation of the financial management of tourism enterprises, it is necessary to organize the financial management team, to have clear indicators of the quality of the financial management personnel, to build a professional and comprehensive quality of the financial and accounting team as far as possible, and to better serve the financial management work. The

professional knowledge and skills of the financial personnel should be strengthened, as shown in figure 3, which should be improved in accordance with the specific requirements of the times. The enterprise should organize the training of the financial personnel on a regular basis, let the financial personnel understand the economic policies under the current development background, have a certain understanding of the various fields of finance, finance and taxation, and apply the professional knowledge to the actual work, conduct professional guidance for different posts, enhance the professional skills of each post, so that the advantages of the professional personnel can be brought into play. We should also pay attention to the cultivation of financial personnel's legal literacy and sense of responsibility, enhance their ability to resist temptation, strengthen their legal concept, ensure the smooth development of financial work, and ensure the safety of funds of tourism enterprises[6].



Figure 3 Professional training of financial personnel

4. Conclusion

To sum up, the smooth progress of the financial management of tourism enterprises has brought great influence to the long-term and stable development of tourism enterprises, therefore, enterprises should attach great importance to the implementation of financial management measures, face up to the current shortcomings, put forward targeted countermeasures, improve the financial management system, bring the introduction of information construction into practice, constantly improve the professional quality of financial management personnel, constantly improve the efficiency of financial management of tourism enterprises, promote the rapid development of enterprises, and obtain greater economic benefits for enterprises.

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