

Trend Analysis and Prospect of Leisure Tourism Industry in China

Yan Ran

Sichuan Arts and Science University, School of Ecotourism, Dazhou, Sichuan, 635000, China

1014436091@qq.com

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Abstract: With the deepening of economic globalization, tourism industry is one of the fastest-growing industries in the global economy and one of the pillar industries of China's economic development. Tourism industry in urban economic development in the industrial status, economic role are gradually improving. Although China's tourism market has been affected to a certain extent under the world economic situation, especially inbound tourism, the fundamentals of China's good tourism development have not changed, the favorable factors and good opportunities are still many, and China's tourism industry is still in the golden development period.

1. Introduction

Since 40 years of reform and opening up, China's tourism industry has developed rapidly, but has not yet formed a scale aggregation effect. With the deepening of building a well-off society in an all-round way, the national income is gradually increasing, the consumption level of the masses is greatly improved, the paid vacation system is gradually implemented, the holiday system is constantly improved, and the consumption of tourism is soaring, which promotes the development of tourism in China. Leisure tourism is established as a happy industry, and governments at all levels pay more attention to the development of tourism, and the environment for tourism development will be further optimized. How to construct leisure tourism with Chinese characteristics is an important problem that needs us to solve urgently. This paper will analyze the current development trend of leisure tourism industry in China, as well as various factors affecting the industry.

2. Development Trend of Leisure Tourism Industry

2.1. Consumer Entities

Under the premise that the country accelerates the supply-side structural reform, the continuously optimized tourism supply structure promotes the rapid transformation of China's tourism development model from scenic spots to the whole region. The promotion of tourism development strategy, coupled with the growth of China's economy and overall national income, has made domestic tourism from niche to mass market, and tourism is no longer just the enjoyment of specific classes and minorities, and has gradually become a regular life option for the general public. Since 2000, the domestic tourist volume has continued to grow at a high speed, and China has entered the era of mass tourism and a new stage of national leisure, becoming the country with the largest number of domestic tourists in the world. With the increasing demand of the national public for leisure tourism, the number of domestic tourists and per capita tourism consumption will continue to increase. It is expected that the total consumption of domestic tourism will reach 5.6 trillion yuan this year, and the annual per capita travel of urban and rural residents will be 4.5 times [1].

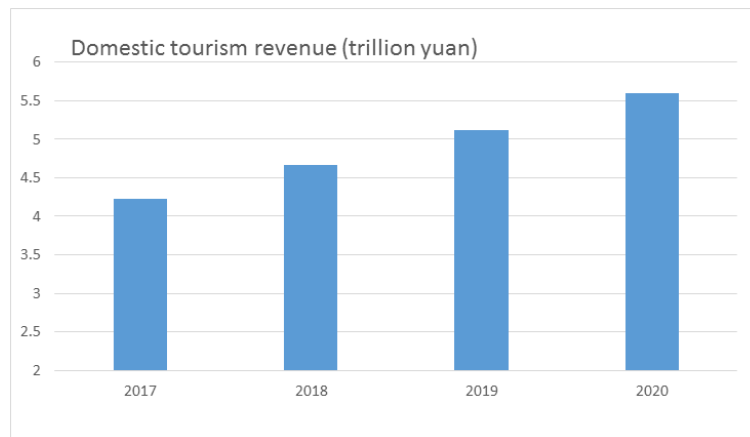


Figure 1 Domestic tourism revenue, 2017-2020

2.2. Market Body

The main body of tourism market will be changed from single tourism enterprise main body to diversified cross-industry business main body. On the basis of specialization of tourism division and deepening the degree of market segmentation, the integration of various sectors of tourism subdivision and the industry between tourism and other industries makes the tourism business model tend to diversify. The rapid development of tourism is an important area of innovation and development in the traditional industry transformation and the Internet and other emerging industries. In recent years, some traditional industries have invested in the construction of cultural tourism cities, theme parks, hotels, tourist resorts and other projects, and Internet enterprises have also been involved in online tourism, travel agencies and so on in a variety of ways.

2.3. Consumption Patterns and Demand

With the continuous enrichment of the national mass travel experience and the increase of the number of tourists who are the main body after 80 and 90, and the change of the main body structure, the new era of self-help tourism has been opened. The wide application of the Internet in the tourism industry has made a number of online tourism applications serving all periods of travel, making autonomous and self-help travel more convenient. The space of individual tourists travel from closed to open, from the space between tourists and citizens to the living space shared by tourists and citizens. At the same time, the requirements of all aspects of tourists are increasing, and the increasingly obvious quality of tourism demand has played a role in promoting the urban construction and environmental protection of tourist destinations.

2.4. Industry Content

With the wide application of modern information technology in tourism, the form of tourism consumption in the era of mass tourism has changed. For tourist attractions, while the traditional scenic spots are still powerful and attractive, more new categories of scenic spots such as tourism complex or non-scenic spots have become increasingly hot spots of tourism travel. For tourist traffic, on the basis of traditional aircraft, trains, cars and other means of transportation, the opening of high-speed rail and motor cars has brought convenience to more passengers in long-distance travel. At the same time, the self-driving car rental in different places to a large extent to meet the common tourist forms of self-help tourists. For the travel agency industry, the traditional business model is difficult to meet the tourists' own travel mode, creating products that can meet the diverse needs of tourists, providing tourists with individual travel products such as tour routes, air tickets, visas, hotels, scenic area tickets, providing local tour guides, online travel enterprises with car rental services, etc., enriches and expands the scope of tourism services and promotes the transformation of tourism service providers from travel agencies to travel service enterprises. In addition, the form of tourism accommodation industry is also increasingly rich, including all kinds of hotels, inns, lodging, rental housing and other different commercial forms [2].

3. Factors Affecting Industry Development

3.1. Enabling Factors

China's national economy is expected to maintain medium- and high-speed growth, and this year's gross domestic product and the income of urban and rural residents have doubled over 2010. The steady development of the national economy provides a good external environment for the development of China's tourism industry.

In the whole year of 2019, the per capita disposable income of residents in the whole country was 30733 yuan, an increase of 8.9% in nominal terms over the previous year, and a real increase of 5.8% after deducting the price factor. The life of the residents in our country has generally entered a well-off level, the disposable income of the residents has increased significantly, the purchasing power has been strengthened, and the consumption concept has changed, so that the consumption structure has been upgraded and replaced. Tourism consumption, as an important part of the development of enjoyment consumption, produces a higher level of consumption and spiritual demand after people's basic living needs are guaranteed, which brings people a variety of benefits, such as broadening their horizons, edifying sentiment, self-cultivation and so on, and integrates material and spiritual consumption patterns. The rising leisure tourism industry in recent years has become the most popular mode of entertainment and consumption, and the continuous upsurge of tourism industry has also strongly demonstrated that leisure tourism has become one of the most typical beneficiary industries for the improvement of per capita disposable income and the optimization of consumption structure of residents in China.

In recent years, China has issued a number of policies to support the development of tourism, and many policies provide a good environment for the sustained and rapid development of tourism.

Most scenic spots have strong regional characteristics, and the geographical location of the scenic spots which are far away from the big cities or developed late and maintain a good original appearance is relatively remote. Therefore, the traffic conditions in the area where the tourist attractions are located determine the passenger flow of the scenic area to a certain extent. With the continuous development of national economy, in recent years, China's aircraft, automobile, rail and other transportation infrastructure has been improved, especially the transportation facilities around tourist attractions. The accessibility of tourist destinations is increasing with the increasing number of aircraft flights at home and abroad, the increasing number of urban railways and the increasing number of highways all over the country. As the improved traffic conditions can not only shorten the travel time but also improve the comfort of travel, for the development of the national tourism industry laid a solid foundation.



Figure 2 China rail transit network

3.2. Adverse Factors

Because the tourism industry itself needs more people flow characteristics determine that the tourism industry is greatly affected by the external environment, the development of the tourism industry is almost difficult to completely avoid some uncertainties and force majeure emergencies interference, such as this year to the global catastrophic new coronary pneumonia, avian influenza and other epidemic diseases, regional conflicts, wars, unrest, terrorist activities and other political factors, financial crisis and other economic factors, earthquakes, tsunamis and other natural disasters will lead to the decline of tourist flows, the development prospects of tourism have a negative impact.

The vast terrain of our country leads to great climate difference between north and south. In one year, the tourist status of most tourist places in China will show regular changes with the change of seasons, so the tourism industry will form a relatively fixed peak season and off-season every year. The passenger flow of tourist destinations in most areas of China is concentrated in the peak season from April to October, while the period from November to March of the following year belongs to the off-season of tourism.



Figure 3 The great wall during the peak tourist season

At present, there is still a certain gap between the order of the domestic tourism market and the expectations of the broad masses of the people, mainly reflected in: the existing laws and regulations can not keep up with the rapid development of tourism for the time being, the laws and regulations related to some aspects of tourism are still lacking; the tourism sector law enforcement is not strong enough, tourism activities also lack of full supervision, tourism management and management there are some irregularities unreasonable situation; some markets still lack of integrity, industry barriers still exist.

4. Conclusion

Tourism and oil industry, the auto industry is known as the world's three major industries, and enjoy the reputation of forever sunrise industry and smokeless industry. Domestic tourism is a service industry for tourists, it involves the way tourists travel, food, accommodation, facilities, entertainment and leisure projects, and other related industries. Since the reform and opening up, China's tourism industry has developed rapidly, but compared with other industries, all aspects of domestic tourism development speed is far from meeting the needs of economic development and people's living standards. With the development of market economy and the further improvement of people's income level, people's demand for tourism consumption will only be higher and higher, and the position and role of domestic tourism in the development of national economy will become more and more important. Therefore, it is of great significance to study the trend analysis and prospect of leisure tourism industry in China.

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