

Study on the Practical Application of the Principle of Tourism Market Economy in Regional Research Travel

Ma Yue^{1,2}

¹College of Economics and Management, Xianyang Normal University, Xianyang, Shaanxi, China

²Endicott College of International Studies, Woosong University, Jayang-Dong, Dong-gu, Daejeon, South Korea

Keywords: Regional, Research Travel, Tourism Market, Economy

Abstract: At present, the development of tourism has become an important industry with large scale and strong momentum of development in China. The addition of regional research travel has played a greater role in promoting the tourism market economy and effectively promoted the efficiency of the tourism market economy. But so far, there are still some problems in the tourism market economy of China's regional tourism. Based on this, this paper first gives a brief overview of the principles of tourism market economy, and then analyzes the problems existing in the development of regional research tourism, such as the lack of standardized research travel market, the serious lack of influence of regional research tourism products, and the lack of professional products. Finally, corresponding countermeasures are put forward according to the practical application of tourism market economic principles in regional tourism studies. It provides guidance for the promotion and improvement of tourism market economy in regional research tourism.

1. Research Background

1.1 Literature review

Since 1990s, the average annual number of tourists travelling in China has reached 18.5% growth rate (Wang, 2017). With the gradual improvement of people's living standards, people's consumption level and consumption concept have changed and improved greatly. (Liu, 2018) in recent years, with the gradual initiation of research projects in various places, and the introduction of a series of related policies, such as the outline of national tourism and leisure, the guide for piloted travel to primary and middle school students (for Trial Implementation), the opinions of the State Council on promoting the reform and development of tourism, and the opinions on promoting the study and travel of primary and middle school students, and so on, the study tour has gradually grown. Enter the public's vision (Pan and Xu, 2018). Tourism industry as information technology, tourism, education and so on will become a multi-industry integration industry, and the development of tourism products needs huge information technology as a support, as well as professional tourism talents. Research travel market is huge, and tourism has become an indispensable industry. The practical application of the principles of market economy in tourism economy is of great significance to the development of tourism (Wang and Zhou, 2017).

1.2 Purpose of research

Since the the third Plenary Session of the 11th CPC Central Committee, China's tourism industry has developed very rapidly, which has a great relationship with the rapid growth of the national economy, people's income level, and the improvement of people's living standards to a certain extent. In recent years, from the perspective of China's overall market size, the research and tourism industry is in a stage of rapid development. It has gradually developed from the initial reception mode, small-scale industry, poor service quality, low level of product specialization to the continuous scale of tourism industry, the rising number of tourists and the continuous correlation between industries, and the level of service has also been greatly improved compared with before. China has rich tourism resources and large population, and the improvement of people's living

standards has further expanded the demand for tourism market. The regional research travel is different from the popular tourism projects, it has higher requirements for content. Research travel is the inherent need of tourism development, and also a major form of development and utilization of resources. Therefore, it is of great significance for the development of tourism.

2. An Overview of the Principles of Tourism Market Economy

Tourism market economy is a product of the continuous commercialization and socialization of tourism activities to a certain extent of social and economic development. Tourism is the product of the development of economic market and a more regular proposition. In recent years, with the gradual development of China's productive forces, the concept of market economy has also emerged. The market is the product of commodity economy, and the market is the place where Shangping trades at first. From the point of view of current economics, the market in the new era has already been beyond the original concept, and only in the process of commodity trading can the original concept run through. Tourism industry is in the combination of commodity trading and service industry, as a service, it belongs to an Abstract.concept, but also an Abstract.transaction. As a tourism industry, it belongs to a relatively wide range of market transactions (Liu, 2018). The market economy of any country or region is always changing, especially in the tourism industry market. With the continuous improvement of social economy and technical aquatic products in various industries, the market economy will continue to change accordingly. Tourism industry has a great influence on China's market economy. Tourism industry has achieved great success in China's national economy since its development in the tourism market economy, and its role in the social market economy has been very huge, and its status has gradually been recognized by all walks of life (Xu, 2019). As the main product of tourism market economy, tourism industry itself has many characteristics, such as comprehensiveness and industry interrelation. It determines the development of tourism market economy to a certain extent. Moreover, the attributes of tourism industry also play a very important role in the adjustment and development of China's overall industrial structure (Gao, 2019).

3. Major Problems in Regional Research Travel

3.1 Regional research travel market is not standardized enough

So far, the regional research travel industry has not formed a sound set of industry guidelines. In addition, the vague definition of the concept directly leads to the low entry threshold of research travel, and a series of standards such as exit mechanism and evaluation system are not perfect. Nowadays, most of the institutions in the market can only provide “research travel” products to join “tourism + education” tourism products, but these are not really research travel products. Most of these products are mainly visited by famous schools and historical relics (Tian and Zhang, 2018). There is a big gap between the design of tourism routes, content arrangement and final destination selection of products and the relevant criteria of research travel services. Research travel is not a general sense of tourism activities, it involves the collaboration of many departments, such as public security, finance, transportation, tourism and many other departments, with a wide range. However, the current industry has not yet formed a clear normative system, so it is impossible to implement a standardized management system for the market. Not only that, because the regional research travel market is not standardized enough, local resources should be based on, there is no corresponding standardized management system.

3.2 Regional research travel products lack influence

According to the statistics of the China Tourism Research Institute, 40% of the respondents took part in the study tour, 60% of them did not travel to study and travel, and 23.4% of them did not know that they had studied travel. The research travel market obviously has the phenomenon of insufficient influence, and the publicity and popularity are also obviously deficient. Although in recent years, research travel plays a decisive role in the allocation of tourism market resources, and

has also received the attention of relevant government departments and countries, and has been well developed, but the marketing effect is still not good. Moreover, in the tourism market economy, some regions have different suppliers to prepare and provide their tourism products and itineraries in the process of service, which leads to conflicts of interests. Therefore, it is very difficult for regional research travel products to be recognized by the market and to achieve sustainable development, and their influence has been greatly limited. In addition, the regional research tourism products themselves are not rich enough, not suitable for the market, resulting in weak market subjectivity, unable to obtain accurate market feedback information, so it is unable to innovate and develop research tourism products in depth. This is also the reason why the influence of regional research travel products is seriously inadequate.

3.3 Regional research travel products lack of professionalism

To a certain extent, research travel is out of the scope of traditional products. As a new type of educational products, it also goes beyond the general education service system. Up to now, the functions of travel products are not perfect, and products that are perfect enough in all aspects have not yet appeared. Moreover, nowadays, neither educational institutions nor tourism enterprises can independently complete the operation of tourism products, or even can not undertake the independent customization of products. There is basically no cooperation between the two, so it is impossible to provide professional regional research travel products, and the mechanisms are not sound enough. Domestic research travel products are still in the initial stage of development. The market pays too much attention to profit margin, which directly leads to the confusion of research travel products on the market. Once the market imitates this situation one after another, it will result in the uniformity of travel products and a serious lack of innovation and professionalism. Moreover, China's domestic regional research and tourism products generally show weak competitive strength, lack of expertise and unequal number of brands. The main reason is that most research institutes do not have high professional ability for the research and development of travel products.

4. The Practical Application of the Principle of Tourism Market Economy in Regional Research Tour

4.1 Standardizing the research travel market

Research travel is a process that requires multiple departments to coordinate the division of labor. Therefore, after the introduction of certain standards by China Tourism Administration, education departments and relevant departments, it is necessary to strictly implement and comply with the standards, and strictly standardize the management of the tourism market. Any tourism enterprise can not simply designate the general tourism products as “research tourism products”. And each region should also formulate more detailed guidelines according to its own regional characteristics, such as climate conditions, geographical location, transportation facilities or resources. Standardized procedures and policies are conducive to the promotion of tourism work. In addition, we should strictly regulate the research travel market, and make reasonable and effective evaluation and formulate detailed guidelines for the corresponding service agencies. The market analysis, business philosophy, concept definition and product specialty related to research travel are strictly regulated, and the definition of tourism products in research travel products is strengthened to keep up with the actual development needs of the tourism industry.

4.2 Attention should be paid to the professional training of tourism practitioners

Nowadays, China's overall infrastructure in the tourism market is still relatively weak and lack of professional talents. Coordination among different departments in different regions needs to be strengthened, and industry supervision is unreasonable. In the market of tourism products, we must copy the products of other countries all the time. We should select the excellent and suitable personnel in the standardized blood test travel market and carry out in-depth training, which requires that the professionalism of products and tourism practitioners be constantly strengthened.

In order to meet the requirements of the tourism industry for professionals in the later period. At the same time, we should integrate various related industries and strengthen the training of tourism practitioners so as to promote the continuous development and progress of regional tourism industry and education industry in the later stage. While strengthening the training of tourism-related practitioners, we should constantly carry out assessment. After professional training, tourism practitioners should constantly make use of their own advantages and abilities, constantly improve the attributes of tourism products and enrich the professionalism of products in the process of practical operation box practice. In addition, other enterprises in the tourism market try not to copy other domestic products, so the professionalism of both tourism products and tourists needs to be further strengthened. In order to meet the future demand for professionals and promote the continuous development of market economy in regional tourism industry.

4.3 Emphasis on improving the impact of research travel products by scientific and technological means

Regional local tourism management departments should fundamentally recognize the importance of research travel. Tourism research plays a positive role in promoting China's tourism market economy. Therefore, tourism management departments should make full use of the feasibility and necessity of tourism research. In order to enhance the influence of regional research tourism, it needs to become an important part of the education system, not only that, but also the strong support and recognition of the government and relevant departments. In addition, we should use various channels to strengthen the promotion of the concept of research travel, highlight its advantages and characteristics, and properly launch pilot programs. In addition to the traditional way of propaganda and promotion, we should also use the more advanced scientific and technological means to carry out propaganda. For example, multi-channel online propaganda through multimedia has a broader scope, greater influence and wider acceptance. In the small area trial operation, the promotion of a larger market after the improvement of tourism products can, to a large extent, enable the government to focus on guiding, schools to sort out and organize, guide students to participate actively, and ultimately achieve the purpose of expanding the impact of research tourism products by means of science and technology.

4.4 Establishing perfect after-sale service for tourism products

Tourism market should fully recognize the importance of after sales service. Professionals in enterprises and tourism industry should fully establish after-sales awareness and set up professional after-sale service agencies, equipped with professional personnel, so as to form a clear, responsible, coordinated and mutually promoting service for after-sale products of tourism products. Moreover, after strengthening the after-sales service, it can also improve the quality of the tourism products and the quality of after-sale services to a certain extent. After the majority of tourists enjoy after-sale service, the whole system will enter a virtuous circle. To establish a more perfect after-sale service system for tourist products, it is also necessary to train professional personnel to some extent. Whether tourists can spend two times or not is mainly due to the satisfaction of the last consumption. For the stronger regional tourism market, after-sales service awareness, job responsibility and after-sale service skills will largely determine the quality of after-sale service of tourism products.

Acknowledgements

This research has been financed by The special research program Project of ShaanXi Department of Education in 2016 “The Study of Export-oriented Economic Strategy in Shaanxi under the Regional Cooperative Background of Silk Economic Belt”(16JK1806)

References

- [1] Wang P. (2017). Learning in Walking, A Preliminary Study on the Practice of Regional

Research Travel Project, *Modern Teaching*, 32 (8), 55-59.

[2] Liu J.L. (2018). Development and application of experiential learning evaluation criteria in research travel, teacher training in primary and secondary schools, 35 (9), 42-45.

[3] Pan L.F., Xu B. (2018). Cognitive and Organizational Strategies of Students' Spring Research Travel, *Teaching and Management*, Middle School Edition, 35 (11), 13-15.

[4] Wang J., Zhou K. (2017). Research on the Power Cognition of Poor Poor Population in Tourism Poverty Alleviation: Based on the “Empowerment-Limitation” Perspective, *Tourism Science*, 31 (5), 32-45.

[5] Liu S.B. (2018). Developing the museum curriculum, allowing students to conduct in-depth study of , primary and secondary school teacher training in study tours, 35 (07), 40-42.

[6] Xu F.J. (2019). Study tour in primary and secondary schools: Realistic Dilemma and practice beyond, *educational theory and practice*, 39 (11), 9-11.

[7] Gao J.F. (2019). Based on the “Internet +” background, primary and secondary school students travel research projects, *tea*, 41 (02), 112-113.

[8] Tian X.W., Zhang L.Y. (2018). Public private partnership governance in the development of research travel service, *Chinese Journal of education*, 31 (5), 46-50.