

Research on Boosting Effect of Residents Consumption Upgrade on Tourism Economic Development

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Abstract: With the sustained development of market economy, the continuous innovation of science and technology and the diversified development of information channels, the consumption patterns of Chinese people have gone through tremendous changes. The consumption patterns of contemporary China are constantly upgrading to the directions of high quality consumption, the service consumption and the individualized consumption. This paper explores the development tendencies of tourism economic development under the background of residents consumption upgrade to provide some references for relevant researchers.

1. Introduction

In recent years, the income of urban and rural residents has been increasing, and the consumption structure is gradually upgrading [1]. The urban and rural residents are no longer satisfied with the consumption of traditional daily necessities, but are moving towards spiritual culture and service consumption. The consumption structure of residents is constantly upgrading and developing, which also has a certain impact on the development of tourism economy. The upgrading of the consumption structure means the change of tourism economy, and it also means that we should develop the tourism economy which is adapted to the consumption structure. From the long-term goal of economic construction and reform and development, upgrading the consumption structure is conducive to improving people's living standard and promoting the upgrading of tourism economy. Optimize the consumption structure, improve the consumption expectation, and provide reference for the relevant departments to formulate consumption policies and industrial policies. The upgrading of the consumption structure, will make people change the original consumer expectations and expand consumer demand, particularly the expansion of development and enjoyment of consumption demand, and guide the relevant departments to develop change to a high level of consumption demand consumption policies, such as speeding up the establishment of social security system, enhance consumer credit, establish consumer confidence. It also means that the industry department must adjust the blueprint provided by the consumption structure when formulating industrial policies, so as to achieve the balance between supply and demand and the optimal allocation of resources. The optimization of consumption structure is the need of tourism economy optimization, and a necessary measure to promote sound and rapid development of national economy. With the development of market economy, the economic system is no longer a traditional supply oriented economic system, but a demand oriented economic system. Demand oriented, the most important is the consumption demand oriented. The type and quantity of production goods is based on consumption demand, and the innovation of consumption demand is the optimization of consumption structure. The upgrading of consumption structure will promote the expansion of tourism economy scale and the optimization and upgrading of tourism economy [2].

2. Characteristics of Contemporary Residents Consumption Upgrade

2.1 Consumption of high-quality

The quality of commodity consumption is more obvious. There should be hot sales of seasonal clothing, gold, silver and jewelry, household appliances, communication equipment, cars and other commodities. National Day coincides with the fashion season, the seasonal clothing popular. Driven by wedding consumption and sales promotion, the sale of gold and jewels is hot. Home appliances sales have entered the peak season, and intelligent and energy-saving products are especially favored. New products are listed in the market to drive the marketing of information products. Car sales are red, new energy, small displacement and large space multipurpose vehicles have become the favorite of the market. Quality consumption is becoming a strong pursuit of contemporary people. From the purpose of consumption, consumption mainly presents the following types: Food and clothing consumption, development type consumption, enjoyment type consumption and investment type consumption. Although daily life consumption, which meets basic needs of life, is an important part of the consumer market. In the consumer oriented consumer market, the pursuit of quality as the core of development consumption and investment consumption is developing rapidly. With the increase of people's income and independence consciousness and the improvement of people's status in family life, people's consumption consciousness in pursuit of self-development and financial investment is constantly strengthened. In addition to ordinary daily consumption, the consumption of modern people in education and learning, health care, stock bonds, real estate investment and other aspects of consumption greatly increased. This reflects the importance of contemporary people in improving personal conservation and social status, maintaining physical and mental health and investing in money and money. More consumers are loyal to the brand because they favor the symbolic meaning of the goods. The development of learning technology improves the quality of life and speeds up the pace and efficiency of people's life. More and more consumers are choosing more convenient consumption. Especially for professional people, in their social interaction, they always want to get the attention and respect of others, while brands reflect the intrinsic conservation and taste of individuals in a certain sense [3].

2.2 Consumption of service

Service consumption expenditure refers to the cost of non-commodity service for people to pay all kinds of cultural and living aspects of society. Generally, it is divided into eight categories: catering services, clothing processing services, family services, medical services, transportation and communication services, educational culture and entertainment services, residential services and other services. The level of service consumption is an important sign reflecting the quality of life of residents. With the improvement of the income level of the residents, increasing the service consumption will be the focus of the consumption expenditure. In recent years, in addition to a small part of service categories, such as transportation and communications, the cost of other services has been rising or rising sharply along with technological progress and service costs. Moreover, it is particularly necessary to point out that a large part of these services is actually provided by rural labor force, and the most important labor group in China is also undergoing deep and profound changes. We often talk about foreign goods cheap, but we do not know that the cost of service consumption, that is, human cost is far higher than the domestic. In addition to housing, health and education, there is a demand for the quality of life in high quality life, such as diet, family service and entertainment services. At the same time, big city consumer formats are gradually transferred to these places, to some extent, enjoy the service consumption of the crowd may also is to provide service consumption crowd, this change in production and consumption, will lead to social services consumption costs increased dramatically. In the past, the relatively low cost of service consumption is only temporary. Sooner or later, we should go back to the equivalent exchange or close to the equivalent exchange track, which means that the cost of service consumption will become a large part of our living

expenses.

2.3 Consumption of personality

Traditional consumption will be upgraded, emerging consumption is booming, and consumption potential is huge. Each production and service enterprise should express the difference between the competitive enterprises through individuation, express the personality characteristics of the enterprise through new and unique ideas, and express it in the artistic language of visualization. With the continuous development of the economy, any kind of selling products will quickly lead to a large number of companies have the same market, identifiable differences between products has become increasingly blurred, the use value is the difference is not worth mentioning, if companies blindly emphasizes its own characteristics of the product, emphasis on product nuances. This is not recognized by consumers. Some similar products are of the same quality, and their expressions are also very close. How to highlight the distinctive characteristics and not to let go of any tiny characteristics when designing? Commodity consumption is undergoing a good transformation, and the potential of high quality goods consumption is huge. High quality service has a great potential for consumption, especially in tourism, culture, sports and other service consumption demand. With the improvement of infrastructure in rural broadband and two-way circulation network, and the growth of farmers' income is faster than urban residents, the upgrading potential of rural consumption is huge. The local commerce authorities seize the National Day sales opportunity, combined with the local industrial advantages and customs and culture, carefully organize the shopping festival, festival delicacy, the characteristics of goods exhibition and other forms of promotional activities, a powerful active in the festive atmosphere, the prosperity of the consumer market. The simple concept of consumption accelerates the integration of innovative online and offline, personalized, diversified and customized consumption trend [4].

3. Development Tendencies of Tourism Economic under the Background of Residents Consumption Upgrade

3.1 Holistic tourism

Holistic tourism is a certain area as a complete tourist destination for the overall planning layout, comprehensive integrated management, integrated marketing, promotion of tourism area, total factor, whole industry chain development, development mode of the tourism industry. Traditional sightseeing tours combine elements such as transportation, scenic spots and hotels into tourist products, so that tourists can recognize the tourist destinations in the fixed tourist routes that have already been designed, and the scope of tourist destinations is limited. Actually, from the beginning of tourists' departure from home, tourist activities have already occurred. Tourists will also evaluate their destinations with the aesthetic perspective of tourists when they arrive at a place without entering the scenic area. This has a great influence on the tourists' comprehensive evaluation of the scenic spots and even the local image. Therefore, the overall image construction of the tourist destination is very important, not only the scenic spots in the scenic area, but also the beautiful environment. Tourism is an industry that people serve for people. People not only include practitioners and tourists in tourism and related industries, but also include all the residents in the destination. Because the object of tourist experience is not only the natural resources and social resources, which constitute the folkway and folk custom and other factors all cannot do without the local residents, they are the beneficiaries of global tourism development, but also the participants, their consciousness and behavior influence degree of tourism development. Tourists, as temporary residents of tourism destinations, have the obligation to maintain the local ecological and social environment. They should be conscious of civilized tourism. Through the strong season to strengthen management, off-season grasp the marketing, every season can be used to attract tourists resources. When tourists get to the destination, there should be a variety of experiences that make visitors willing to stay for a long time.

3.2 Intelligent tourism

Smart tourism enables people and tourists to get tourist information conveniently and quickly through scientific information organization and various presentation forms, helping citizens and tourists better arrange tourism plans, and form tourism decisions, and improve tourist experience and quality of life. The three part of the wisdom of tourism to facilitate the public and tourists before travel, tour and travel through the tourism information, tourism planning, tourism products, tourism and enjoy the reservation payment review and evaluation of the whole process of tourism can feel the new experience to bring the wisdom of tourism service. To promote the transformation of traditional mode of tourism management to modern management. Through information technology, we can timely and accurately grasp the information of tourist activities and business information of tourism enterprises, and achieve the transformation from traditional passive management, post process management to process management and real-time management. To realize the effective processing of passenger complaints and tourism quality problems, maintain the order of the tourism market; relying on information technology, take the initiative to obtain tourist information, tourist form data accumulation and analysis system, a comprehensive understanding of the needs of tourists, the change of relevant information and opinions and suggestions of tourism enterprises, realize the scientific decision-making and scientific management; encourage and support the extensive use of tourism enterprises information technology, improve the level of management, enhance the competitiveness of products and services, enhance the interaction between tourists and tourism enterprises and tourism authorities, efficient integration of tourism resources, to promote the overall development of tourism industry. Travel by public opinion monitoring and analysis of large data mining, tourism and tourist interest, guide the tourism enterprise planning the tourism products, develop the corresponding marketing theme, so as to promote product innovation and marketing innovation of tourism industry; through quantitative analysis and judgment of marketing channels, screening effect, long-term cooperation can be fully marketing channels; the use of new media features, to attract tourists to actively participate in tourism communication and marketing, and through the accumulation of data about visitors and tourism products consumption data, and gradually form a media marketing platform.

3.3 Ecology tourism

Ecotourism can be summarized as a guiding principle of ecology and sustainable development theory, the natural ecological environment and certain regional culture as the object to study a regional landscape perception, natural ecology, cultural landscape and the visitors close to nature, to accept the ecological education for the purpose of vivid, so as not to destroy the balance of ecological system and the protection of natural and cultural ecological resources to achieve sustainable development for the purpose, and to the local social and economic benefit of tourism behavior is a special form of the basic principles of the. The connotation of ecotourism is more emphasis on the protection of natural landscape, the sustainable development of tourism, which is the established prerequisite for the development of ecotourism. Ecotourism should not be at the expense of environment and should be in harmony with nature. Moreover, ecotourism must enable tourists to receive vivid and specific eco education so that tourism can become a public activity that people enjoy nature, understand and learn nature, love and protect nature. Ecotourism should emphasize the participation and interests of the tourist community, and can promote the development of the local economy. The concept of ecotourism is to integrate tourism and ecology, strengthen the concept of landscape garden city, improve the quality of ecological civilization and enrich the ecological products, and strengthen the concept of green tourism development. With the rapid development of tourism and the reflection on human behavior and modern civilization, the tourism environment deterioration caused by the blind development of tourism has also aroused widespread concern in the human society. The selection of human common road of sustainable development in the contradiction between environment and development, sustainable development and the inevitable requirement of the tourism industry, eco-tourism as the coordination of economic development, cultural

reproduction, resource utilization and the environmental protection behoove is an inevitable choice for the sustainable development of tourism industry, and the tourism economy will become the mainstream in the future.

4. Conclusion

In the background of consumption upgrading, China's tourism industry presents a good trend of development. The concept of supply side reform has brought new opportunities for the development of tourism. Local governments and various tourism enterprises should seize the opportunity, vigorously develop global tourism, intelligent tourism and ecotourism, and promote the tourism economy in China.

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