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GRADUATION THESIS

on

International tourism service trade in China

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ASSIGNMENT
FOR THE GRADUATION THESIS OF

Master's degree student Zhang Qian, group 19ЭЭМ2(a), full-time mode of study

1 The topic of the graduation thesis: "International tourism service trade in China"
was approved by the university order
dated « ____ » _____ 20__ no. _____

2 The deadline for the Master's degree student to complete the graduation thesis is 11.06.2021.

3 The input data for the graduation thesis is the regulatory and legal framework, scientific literature and reference books, and Internet data.

4 The list of issues to be studied includes the International tourism service trade in China.

5 The list of visuals contains tables and figures.

6 The date of setting the assignment is 29.11.2019.

Academic adviser _____ / Dubina A.Sh. /
(signature) (full name)

The assignment was accepted by Master's degree student _____ / Zhang Qian /
(signature) (full name)

Schedule for completing the graduation thesis

No.	Content of the thesis	Deadline for completion	Due date, signature of the academic adviser
First year of study			
1	Analysis of scientific literature, choice and updating of the research topic	01.09.2019 – 28.11.2019	
2	Framing the scientific concept of research	29.11.2019 – 12.01.2020	
3	Devising the detailed plan of the first chapter and draft of the thesis	13.01.2020 – 23.02.2020	
4	Conducting theoretical research within the first chapter of the thesis	24.02.2020– 30.04.2020	
4	Substantiating the relevance, concept, and novelty of research	1.05.2020– 30.06.2020	
5	Preparing the first chapter of the thesis		
Second year of study			
6	Collection of statistical data and material for the thesis	01.09.2020 – 30.09.2020	
7	Studying new literature sources within the topic of the thesis	01.10.2020 – 31.10.2020	
8	Conducting research within the first and the second chapters of the thesis	01.11.2020 – 31.12.2020	
9	Preparing the second chapter of the thesis	1.01.2021 – 1.03.2021	
10	Preparing the third chapter of the thesis	2.03.2021 – 2.05.2021	
11	Preparing the introduction and conclusion	3.05.2021 – 16.05.2021	
12	Completing the graduation thesis	17.05.2021 – 30.05.2021	
13	Handing in the thesis for compliance control and antiplagiat	31.05.2021 – 9.06.2021	
14	Getting acquainted with the feedback and review	10.06.2021	
15	Presenting the written thesis	11.06.2021	

Academic adviser _____ / Dubina A.Sh./
(signature) (full name)

The assignment was accepted by Master's degree student _____ / Zhang Qian /
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Summary

The graduation thesis comprises 69 pages, 3 chapters, 3 figures, 10 tables, 60 sources.

INTERNATIONAL, TOURISM, SERVICE, TRADE, CHINESE, ECONOMIC

The target of research is to study the International tourism service trade in China.

The purpose of the study is to identify the patterns of functioning of the tourism industry of the People's Republic of China, national economic development strategies, current trends, to assess the mechanisms of regulation of economic processes in tourism, to determine the model of transition of the sector to the market in the "mixed" economy, to develop practical recommendations for comparative science in order to form a strategy for the development of a competitive sector in the "mixed" economy.

The methodological framework of the paper is formed by the complex of theoretical and practical methods such as used are literature research, qualitative analysis and comparative analysis. The following methods also widely used in this thesis: quantitative analysis; quantity research method; experience summary method and descriptive research.

The results obtained directly by the author in the dissertation work can be effectively used in the development of a set of measures to improve the tourism industry in specific provinces and regions of China. They should be taken into account when developing the state General Strategy of the People's Republic of China for tourism.

The recommendations outlined in the work will be useful to many travel companies, including those engaged in the field of cruise services, as well as travel agencies when they prepare new market research and routes in China.

The theoretical basis of the study was the fundamental research of the tourism industry, the economy of tourism by leading Russian scientists, such as Bogolyubov V. S., Orlovskaya V. P. Balabanov I. T., Balabanova A. I., Dark Yu. V., Dark L. R., Voskresensky V. Yu., Morozov M. A., Morozova N. S., such Western experts in tourism as David Airey, Jolly Tse Wen, Lawrence Yu.

The target of research can be further explored through despite the rapid development of tourism cooperation between China and Russia, the market potential of tourism between China and Russia still needs to be further explored. In 2014, China's outbound tourism market reached 107 million.

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Introduction

Tourism is one of the most important areas of activity of the modern economy, aimed at meeting the needs of people and improving the quality of life of the population. At the same time, unlike many other sectors of the economy, tourism does not lead to the depletion of natural resources. Being an export-oriented sphere, tourism shows greater stability compared to other industries in the unstable situation in the world markets.

Relevance of the research topic. The tourism industry is one of the most dynamically developing sectors of the world economy. Since the second half of the XX century, there has been a rapid increase in tourist arrivals – from 25 million trips in 1950 to 1,3 billion in 2020. Currently, international tourism accounts for 7 % of world merchandise exports and 30 % of services exports, being the third most profitable item of international trade after energy and chemical products. Average Annual the growth of the tourism sector is 4 %, outstripping the growth rate of the food and automotive industries. The industry directly or indirectly creates about 10% of the world's GDP and every tenth job in the world, so the research of the tourism economy at the present stage is an urgent task for many countries of the world. The relevance of the research topic is confirmed by the fact that at present outbound tourism is one of the most dynamically developing business areas. Every year, the tourist market becomes more and more efficient, the forms of cooperation between tour operators and suppliers of tourist services are more and more diverse, and the specifics of the service are more complex. In the last 20 years, the average annual growth rate of the number of foreign tourist arrivals in the world amounted to 5,1 %, foreign exchange earnings 14 %.

The object of the study is the system of the tourism industry of mainland China: tourist destinations, travel agencies, hotel management system, transport infrastructure facilities, national and international tourist markets of China, the Government of the People's Republic

of China and its activities in the field of tourism development and tourist infrastructure. The tourism industry of Macao, Hong Kong and Taiwan is beyond the scope of this study, as it is an extensive topic for a separate detailed study. The subject of the study is the economic relations that arise and become widespread in the tourism industry of China in the process of production, distribution and redistribution of tourist services and products that are designed to meet the needs of consumers. The purpose of the study is to identify the patterns of functioning of the tourism industry of the People's Republic of China, national economic development strategies, current trends, to assess the mechanisms of regulation of economic processes in tourism, to determine the model of transition of the sector to the market in the "mixed" economy, to develop practical recommendations for comparative science in order to form a strategy for the development of a competitive sector in the "mixed" economy.

Accordingly, the objectives of the study include:

- 1 to identify the role, degree and model of state macro-control and macro-regulation of the industry;
- 2 to determine the model of transformation of the tourism sector in the transition from a planned economy to a market;
- 3 to consider three key tourist markets and assess their role in the national economy;
- 4 to assess the features of the methodology of tourist statistical accounting in China, Russia and the world;
- 5 to identify constraints to growth on the demand side;
- 6 to determine the features and trends in the development of Russian-Chinese tourism at the present stage;
- 7 to identify the key markets of international tourism with China;
- 8 to consider the main factors affecting the development of tourism;
- 9 to evaluate state, regional and sectoral programs for the development of the sector;
- 10 to determine the vector for further deepening the reform of the tourism industry.

The chronological period of the study covers the period from the actual beginning of the development of the industry with the proclamation of the policy of "reform and openness"

in 1978 to 2017. In addition, the short-, medium - and long-term plans put forward by the State Council and subordinate organizations for the periods up to 2020-2030-2050 are analyzed. Methods. The main methodological basis of the research consists of mathematical-statistical, comparative-analytical methods, methods of grouping and classification, general scientific methods of a systematic approach to the study of economic phenomena. The scientific novelty of the work lies in the fact that for the first time in Russian Sinology, a comprehensive analysis of the tourism economy of the People's Republic of China in its impact on the national economy and the world economic economy was carried out.

Among the key provisions that are put forward for protection and reflect this novelty are the following:

1 Analysis of the evolution of macroeconomic policy in tourism has revealed that against the background of the weakening of administrative controls, the transition from direct to indirect management of the sector through changes in fiscal and monetary policy, the role of government bodies as a regulator of the industry remains high. The study identified main functions of the Chinese tourism administration, which ensured the effectiveness of the reforms carried out.

2 The model of transformation of the tourism sector was evaluated, which showed that China is characterized by the use of the "catch-up development" mechanism, which is confirmed by the gradual formation of the main tourist markets: the initial focus on the development of inbound tourism as a means of acquiring scarce foreign currency, the further development of artificially restrained domestic tourism and the gradual lifting of restrictions on mass outbound tourism.

3 The analysis of statistical accounting methods in China found that there is a need for a reform of statistical tourism accounting, since the most advanced statistics of inbound tourism and backward statistics of domestic and the actual lack of statistics of outbound tourism do not meet the needs of the time, make it difficult to assess the contribution of the industry to GDP and measure the balance of payments in tourism.

4 The assessment of the main stages of the development of the three tourist markets in China was made, during which the relationship between the growth of arrivals and incomes of the tourism sector with the monetary policy of China and the development of the institutional

and legal environment was established.

5 The factors that expand the demand for tourist travel in China are identified, which include the reform of working hours and an increase in the number of holidays, the introduction of a paid vacation system, the growth of disposable income and the decline in the Engel coefficient throughout the period under review. The untapped potential of outbound tourism is confirmed by the conclusions obtained in the analysis of the share of the number of outbound citizens, the Engel coefficient and the policy in the field of the vacation system and working hours in the leading tourist powers of the world.

The information base of the study was made up of legislative, regulatory acts, program documents of the State Council of the People's Republic of China, documents of the congresses of the National People's Congress of the People's Republic of China, the National Congress of the People's Republic of China, and program documents of the People's Republic of China (including statistical yearbooks on tourism)," green "books on Chinese tourism of the AON, "blue" books of tourism economics, annual reports on the development of outbound, domestic tourism, tourist destinations, hotel management, reports on the development of the industry of the Chinese Academy of Tourism(CAT), materials of international and national organizations (UNWTO, WEF, VSTP, UNESCO, WTO, GSU of the People's Republic of China, GUT of the People's Republic of China, APEC, UN statistical base), websites of news agencies Xinhua, People's Daily, GUT of the People's Republic of China, UNWTO. Important information was gathered from the materials of the Russian, Western and Chinese periodicals and the Internet, materials of international industry conferences.

The theoretical basis of the study was the fundamental research of the tourism industry, the economy of tourism by leading Russian scientists, such as Bogolyubov V. S., Orlovskaya V. P. Balabanov I. T., Balabanova A. I., Dark Yu. V., Dark L. R., Voskresensky V. Yu., Morozov M. A., Morozova N. S., such Western experts in tourism as David Airey, Jilly Tse Wen, Clement Tisdell, Wolfgang Georg Arlt, Alan A. Liu, John App, Lawrence Yu, Chris Ryan, Chinese researchers of tourism of the People's Republic of China: Zhang Guangzhu, Kin Chuna, Zhang Hanqin Qiu, Xiao Honggeng, Dai Binya, Wang .

Chapter 1 Theoretical foundations of studying the development of tourism in China

1.1 China as a tourist center

Since the reform and opening up, China's tourism industry has continued to grow, and its international influence has steadily increased. The world has entered the "tourism era", and the 1,4 billion Chinese joining this rank is the most important event in the history of world tourism development. At a time when the global economy is unstable, international trade frictions have intensified, protectionism has risen, and the epidemic will hit hard in 2020. The development of China's tourism industry still maintains a good momentum of development. The contribution of China's tourism development to the global economy is obvious to all. According to a report released by the National Bureau of Statistics in 2019, China ranks first in the world in the number of outbound tourists and outbound tourism expenditures. China has become the world's largest consumer of outbound tourism and the third largest inbound tourist country in the world. The rapid development and scale of China's tourism industry surpassed many countries, and it has become a "Chinese phenomenon" of concern to the international community. China's domestic tourism has developed strongly, has the world's largest domestic tourism market, and has a pivotal position in the world's tourism development pattern [18, p. 65].

With the improvement of the level of urbanization, the continuous increase of per capita disposable income and the relaxation of outbound tourism restrictions, China has become the country with the largest outbound tourism consumption and the fastest growing market (table 1.1).

Table 1.1 – The top ten countries in the world's outbound tourism spending from 2011 to 2019 [12, p. 56]

Country	2011	2012	2013	2014	2015	2016	2017	2018	2019
China	72585	101977	128576	227344	249831	250112	257875	277265	254621
Germany	86227	83202	91311	93284	77468	79923	89736	95199	91731
U.S.A.	86623	90340	91117	96248	102666	109156	117971	126009	134594
U. K.	60608	61323	60823	67042	68116	67220	65177	68888	70622
Russia	32902	42798	53453	50428	34932	23952	31058	34271	36152

France	44725	39836	42183	48777	39521	40436	44192	48790	51627
Canada	33399	37152	37886	37670	33961	32712	34644	34455	35314
Japan	27262	27906	21861	19314	15974	18562	18188	20198	21276
Australia	27371	28078	28575	30123	29190	30839	34470	36953	36052
Italy	28749	26239	26948	28866	24425	24987	27901	30004	30423

Since the beginning of this century, China's outbound tourism has increased from 10,47 million in 2000 to 149,72 million in 2018. At the same time, outbound tourism consumption has also grown rapidly [21, p. 109]. In 2012, China's outbound tourism expenditure exceeded the 100 billion U.S. dollar mark for the first time among the world's countries, reaching 102 billion U.S. dollars, becoming the world's largest outbound travel consumer, accounting for approximately 9,5 % of global outbound travel spending, surpassing the ranking in 2011. Germany and the United States are the first and second largest outbound tourism expenditure countries. Since 2012, China's outbound tourism expenditure has continued to rank first in the world. In the five years from 2014 to 2019, China's outbound tourism expenditure was basically more than twice that of the United States, the second largest country in outbound tourism expenditure. China's strong growth in outbound tourism consumption has become an important engine driving the sustained development of the world's tourism economy [21, p. 115].

In August 2019, a related report issued by the National Bureau of Statistics pointed out that from 1995 to 2017, the number of Chinese outbound tourists increased from 50,000 to 1.43 million, with an average annual growth rate of 17 %. Among them, the number of outbound tourists from China continues to rise in the world, ranking 17th in the world in 1995, ranking first in the world for the first time in 2013, and ranking first in the world from 2014 to 2017, making it the world's largest outbound tourism market; In terms of outbound tourism expenditure, from 1995 to 2017, as people's living standards improved, China's outbound tourism expenditure also increased substantially. China's outbound tourism expenditure ranked 25th in the world in 1995, second in the world in 2011, and first in the world from 2012 to 2019. In 2019, China's outbound tourism expenditure was 254,6 billion U.S. dollars, an increase of 250,9 billion U.S. dollars from 1995's 3,7 billion U.S. dollars, an increase of 68,8 times, ranking first in the world and 24 places higher than 1995 [8, p. 29].

At the beginning of September 2020, the "2019 Tourism Competitiveness Report" released by the World Economic Forum showed that China ranked 13th in the global tourism competitiveness list, an increase of 34 places from 10 years ago. In the global tourism development map, China has embarked on a "counterattack" road. In 1983, China formally joined the World Tourism Organization and became its official member. Dialogues between China and the world are becoming more frequent and cooperation is getting closer and closer. The world is paying more and more attention to Chinese tourism. In 2013, the number of outbound tourists from China jumped to the first place in the world for the first time. Nowadays, studying the development of China's outbound tourism is the "homework" of almost all destination countries and regions, and all of this stems from confidence in the strength of China's economic development and the potential of China's tourism market. More Chinese tourists went out to show off the new face of Chinese people and the new image of China. The development of outbound tourism has allowed the Chinese people to understand the world and the world has also furthered their understanding of China [25, p. 210].

The number of tourists to China has grown steadily, and it has become the world's fourth largest inbound tourist destination (table 1.2).

Table 1.2 –Ranking of China's international inbound tourist arrivals in the world from 2012 to 2019 [18, p. 67]

Countr y	2012	2013	2014	2015	2016	2017	2018	2019
France	820	836	837	845	827	868	893	-
United States	670	716	754	778	764	772	797	793
Spain	575	607	649	682	753	819	828	835
China	577	557	556	569	593	607	629	657
Italy	464	477	486	507	524	583	616	645

In recent years, the overall world tourism industry has shown a good development trend, but the development of inbound tourism in different regions differs significantly. As a world-wide country with rapid economic development, the international influence of China's tourism industry continues to increase. In 2011, China surpassed Japan in the number of inbound tourist arrivals, ranking first in the Asia-Pacific region. In 2012, the number of inbound tourist arrivals reached 577 million (overnight tourists), and inbound tourism revenue was US\$50,028 million, ranking third in the world. Large inbound tourist destinations are second only to France and the United States (table 1.2). Beginning in 2013, China's inbound tourist reception continued to rank as the world's fourth largest inbound tourist destination in the world rankings. As of 2019, the number of inbound tourists from China has reached 657 million (figure 1.1).

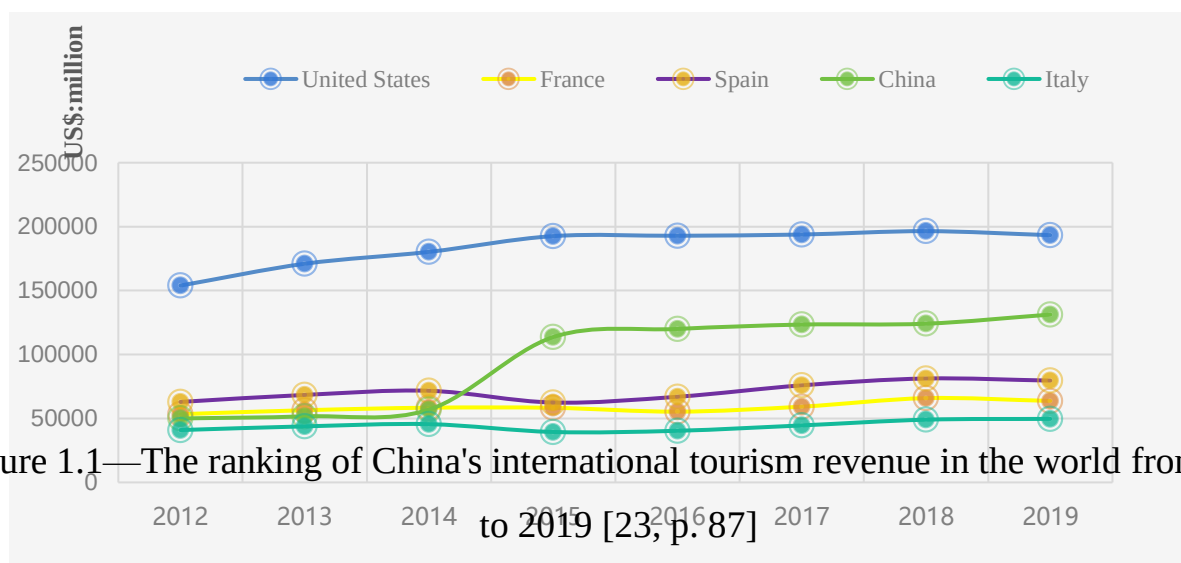


Figure 1.1—The ranking of China's international tourism revenue in the world from 2012 to 2019 [23, p. 87]

According to Figure 1-1, China's inbound tourism revenue in 2012 was US \$ 50,028 million, ranking fourth in the global inbound tourism revenue. In 2013 and 2014, China's inbound tourism revenue increased, but the growth rate was relatively small, increasing respectively 3 % and 10 %. In 2015, China's inbound tourism revenue was 113,650 million U.S. dollars, which was basically twice the 2014 inbound tourism revenue. At the same time, in 2015, China's income from inbound tourism surpassed Spain, which ranks second in the world, and became the second country in terms of inbound tourism income after the United States. In the following years, China's income from inbound tourism continued to increase slowly,

maintaining its second place in the world [30, p. 10].

Policy support, a significant increase in international status, a gradual increase in cultural self-confidence and civilized identity, abundant tourism resources, a safe tourism environment, and enhanced accessibility are the advantages of China's inbound tourism. The prospects for China's inbound tourism development are broad in the future.

Since the reform and opening up, with the significant increase in comprehensive national strength, the continuous improvement of national living standards, and the continuous improvement of tourism infrastructure, my country's tourism industry has achieved sustained and rapid development and has gradually become a "strategic pillar industry of the national economy and a more satisfying public. "Modern service industry", the domestic tourism market demand is further released, and the scale of domestic tourism continues to obtain new breakthroughs and development. In 2012, my country's domestic tourist arrivals reached 6,006 million, and the total domestic tourism revenue reached 5725 billion yuan. It is the world's largest domestic tourism market with the strongest potential, and the domestic tourism market ranks first in the world. Among them, the number of domestic tourists in Guangdong, Jiangsu, Sichuan, Shandong, Zhejiang, Henan, Hubei and other regions exceeds 100 million, and its scale and development potential exceed many countries [39, p. 276].

With the steady increase in the income of Chinese urban and rural residents and the gradual changes in consumption concepts, the demand for mass tourism has been released unprecedentedly, and people's desire to travel and consumption continues to increase. Tourism has gradually evolved from the "luxury consumption" of a few people to the "daily consumption" of the majority.

In 2019, China's domestic tourism urban residents and rural residents totaled 4,471 million and 1,535 million, respectively, representing an increase of 8.5 % and 8.1 % over the previous year. The travel expenses of urban residents and rural residents were 4751,1 billion yuan and 974 billion yuan, an increase of 11,5 % and 12,1 % respectively over the previous year. In 2019, Chinese domestic tourists spent 953,3 yuan per capita, an increase of 3 % over the previous year. The continuous expansion of domestic tourism consumption has become an important link in stimulating total domestic demand. It will also further strengthen and consolidate China's development status as the world's largest tourism market

[7, p. 14].

1.2 History of tourism development

China has a large population, vast territory and beautiful scenery, but China's economic development determines that its tourism industry is still in its infancy. Due to political, economic and other reasons, the development of China's tourism industry has undergone a different development process from other countries. Generally speaking, most countries in the world develop domestic tourism first, and then international tourism, but China first develops inbound tourism, and then develops domestic tourism and outbound tourism as the economy develops and various conditions mature.

China has a large population, vast territory and beautiful scenery, but China's economic development determines that its tourism industry is still in its infancy. Due to political, economic and other reasons, the development of China's tourism industry has undergone a different development course from that of other countries. Generally speaking, most countries in the world develop domestic tourism first and then international tourism, but China first develops inbound tourism [28, p. 19].

In the 1950s and 1960s, the China National Tourism Administration was established under the Ministry of Foreign Affairs. At that time, it was entirely out of diplomatic needs. The main targets of tourism reception activities were groups and friendly people from friendly countries, and it was also a convenient way to provide people-to-people exchanges. This is what is now called inbound tourism. In 1978, China's international tourist reception (1.8 million people) was only 0.7 % of the world's total, ranking 41st in the world. In 1978, China's foreign exchange earned by international tourism (US \$ 260 million) accounted for only 0,038 % of the world's total, ranking 47th in the world. China is basically a blank sheet of paper. In this context, Comrade Deng Xiaoping proposed to actively develop my country's tourism industry from the perspective of comprehensive utilization of resources and economic industry. Under his active advocacy, under the promotion of the reform and opening policy, especially after the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China. Comrade Xiaoping attaches great importance

to the tourism industry. He pointed out: “The tourism industry has a lot to do, and it must be done prominently and accelerated.” China's tourism industry began to rise in the late 1970s. In the mid-1980s, the National Tourism Administration established a tourism trade company and built a number of hotels. After the reform and opening up, it approved the construction of a joint venture Jianguo Hotel and a cooperative White Swan Hotel. This is of great historical significance to China's tourism industry [5, p. 70].

In the 1980s, there were only a few main routes for China's inbound tourism, mainly Beijing, West (Beijing), Shanghai, Guangxi, and Guangzhou. By the mid-1990s, China National Travel Service had launched some new tourist routes, one of which was the "Oriental Train along the Silk Road", which used the special train that Chairman Mao had traveled along the Silk Road. The Japanese were one of them. Main tourists. In the Three Gorges of the Yangtze River, the Americans invested in the construction of a Victorian cruise ship, and China National Travel Service also launched the "Presidential Series" cruise ship with four or five ships called the "President". These have promoted the development of inbound tourism.

After 1992, inbound tourism has gradually matured, and group tourism has grown slowly, breaking the seller's market. It has now entered a stage of steady development. With the development of the national economy, the disposable income and leisure time of domestic residents have increased, people's travel desires have been stimulated, and domestic tourism has begun to develop. Especially after China implemented the five-day work system on May 1, 1995, domestic tourism began to develop rapidly [24, p. 449].

The rapid development of domestic tourism is firstly reflected in the growth of per capita national income and per capita living income. The growth of per capita national income reflects the strength of a country's economic development and the potential for future distribution of social wealth. The second is the change of ideas. Reform and opening up is not only a reform of the economic system, but also a change of people's ideas. For a long time, people have been shut out of the country, settled down and relocated, and their sense of travel is very indifferent, and there is no way to talk about tourism motives. With the reform and opening up, people's life concepts and values have undergone tremendous changes, and closed family entertainment has gradually been affected by open outdoor

tourism. "The outside world is really wonderful." People have benefited a lot from tourism, which has further promoted the change of traditional concepts and contributed to the development of tourism. The increase in leisure time has led to a tourist boom of going out for sightseeing and vacation, driven by changes in concepts and increased income.

The rapid growth of domestic tourism has not only become the main economic growth point of China's tourism industry, but has also become a new economic growth point in many places. It has not only promoted the comprehensive utilization of resources and regional economic development, but also promoted the development of a large number of related industries. It has also played an increasingly important role in expanding domestic demand and stimulating the economy, and has become a solid foundation for China's tourism industry.

In March 1997, approved by the State Council, the China National Tourism Administration and the Ministry of Public Security jointly issued the "Interim Measures for the Administration of Chinese Citizens' Travel Abroad at Their Own Expenses", which was formally implemented on July 1, 1997. This marked the official establishment of the state's establishment of Chinese citizens' travel abroad at their own expense. tourism. As for my country's outbound tourism, once it was launched, the momentum of development was particularly rapid. In 2002, the number of overseas tourists received reached 97,91 million, making it the fifth largest tourist attraction in the world and the first major tourist country in Asia. In 2002, it increased to 20.4 billion U.S. dollars, accounting for 4.4 % of the world's total, making it the world's fifth largest tourist foreign exchange earner. In 2002, the number of Chinese citizens going abroad (overseas) reached 16,6 million person-times and it became an eye-catching emerging source of tourists in Asia. In 2002, the number of domestic tourists in China reached 878 million, making China the world's largest tourist market with the fastest growth rate and the strongest potential. As of 2019, the number of Chinese outbound tourists has reached 169 million. Outbound tourism has made China an emerging source of tourists [11, p. 26].

China's tourism industry has experienced a development process from single inbound tourism to inbound tourism and domestic tourism to the three markets of inbound tourism, domestic tourism, and outbound tourism. Tourism has gradually increased its share of the national economy, and tourism has become Economic industries of considerable scale.

1.3 The current stage of tourism development

Since the founding of New China, along with economic and social development and changes, China's tourism industry has grown from nothing, from small to large, from weak to strong, and from diplomacy to economic industry to comprehensive industry. The tourism industry has gradually enriched its functions and become A veritable strategic pillar industry of the national economy. Domestic travel, inbound travel, and outbound travel are thriving. Tourism has increasingly become an important symbol of Chinese people's well-off life. It has become a window for a more confident dialogue between China and the world today. It is also the world's understanding of modern China, open China, civilized China, and beautiful China. The way to happy China [2, p. 59].

After the reform and opening up, China's fast-growing national economy and active opening-up policy have enabled China's emerging domestic and international tourism destinations to develop rapidly, and the total tourism revenue has increased at a double-digit rate every year. During the two decades from 1978 to 1998, China's international tourist reception and foreign exchange income increased rapidly. Among them, the number of international tourists has increased by 35 times, and foreign exchange income from tourism has increased by 48 times, with an average annual growth rate of 22.18 % and 23.63 %, respectively. This average growth rate is one of the few in the world's tourism industry. In 2001, China's foreign exchange income from tourism accounted for more than half of the foreign exchange earnings from trade in services. In 2019, the number of inbound tourists from China was 145,3078 million, and China's foreign exchange income from international tourism reached 131,25 billion U.S. dollars (table 1.3).

Table 1.3 – Data on the number of Chinese arrivals and international tourism income from 2000 to 2019 [16, p. 67]

year	Total Number of international tourists (million people)	growth rate	International tourism receipts (USD billion)	growth rate
2000	83.44	14.63%	16.22	15.07%

2001	89.01	6.67%	17.79	9.66%
2002	97.91	9.99%	20.39	14.57%
2003	91.66	-6.38%	17.41	-14.61%
2004	109.04	18.96%	25.74	47.87%
2005	120.29	10.32%	29.30	13.82%
2006	124.94	3.87%	33.95	15.88%
2007	131.87	continuation of table 1.3 6		
2008	130.03	-1.40%	40.84	-2.57%
2009	126.48	-2.73%	39.68	-2.86%
2010	133.76	5.76%	45.81	15.47%
2011	135.42	1.24%	48.46	5.78%
2012	132.41	-2.23%	50.03	3.23%
2013	129.08	-2.51%	51.66	3.27%
2014	128.50	-0.45%	56.91	10.16%
2015	133.82	4.14%	113.65	99.69%
2016	138.44	3.45%	120.00	5.59%
2017	139.48	0.75%	123.42	2.85%
2018	141.20	1.23%	124.10	0.56%
2019	145.31	2.91%	131.25	5.76%

According to Figure 1.3, it can be seen that the number of Chinese inbound tourists from 2000 to 2019 showed a fluctuating growth. The number of Chinese inbound tourists in 2000 was 83,44 million, and by 2002 it had increased to 97,91 million. Compared with 2002, the number of Chinese inbound tourists in 2003 dropped by 6,38 %.



Figure 1.3 – The number of Chinese inbound tourists and their growth changes from 2000 to 2019 [11, p. 23]



Figure 1.4 – China's international tourism revenue and growth changes from 2000 to 2019 [11, p. 26]

The number of Chinese inbound tourists from 2004 to 2007 showed an upward trend. In 2007, the number of Chinese inbound tourists was 131,87 million. Due to the impact of the global financial crisis in 2008, the number of inbound tourists from China in 2008 and 2009 decreased compared to 2007, with a decrease of 1,4 % and 2,73 % respectively. In 2009, the number of tourists was 126,48 million. After the 10 years from 2010 to 2019, the number of Chinese inbound tourists remained basically stable. In 2019, the number of Chinese inbound tourists was 145,31 million. Compared with 2010, the number of visits increased by only 9,8 million in 2019 [38].

According to Figure 1,4, from 2000 to 2019, China's international tourism revenue showed volatile growth. In the fifteen years from 2000 to 2014, China's international tourism revenue grew relatively slowly, especially in 2003, China's international tourism revenue even dropped by 14,61%, which was also the year that China's international tourism revenue fell the most in these two decades. In 2000, China's international tourism revenue was 16,22

billion U.S. dollars. In 2014, China's international tourism revenue was 56,91 billion U.S. dollars. Compared with 2000, China's international tourism revenue in 2014 was more than three times that of 2000. During the period 2006 and 2007, the significant increase was due to the impact of China's hosting of the Olympic Games. In 2008 and 2009, due to the impact of the global financial crisis, China's international tourism revenue also declined slightly. From 2015 to 2019, China's international tourism revenue showed a rapid growth trend. Especially in 2015, the growth rate of China's international tourism revenue reached 99,69%, which was twice that of China's international tourism revenue in 2014 and the largest increase in the past 20 years. year. In the five years from 2015 to 2019, China's international tourism revenue was relatively stable, with an average of US \$ 120 billion. In 2019, China's international tourism revenue was US \$ 131,25 billion, which is more than doubled compared to the US \$ 56,91 billion in 2014 China's international tourism revenue 15 years ago. Compared to 2000 20 years ago, it is 8 times the 16, 22 billion U.S. dollars in 2000. Therefore, China's international tourism industry has developed rapidly after 2015 [25, p. 112].

After the reform and opening up, China's tourism arrivals and tourism earnings, except for some fluctuations during the annual political turmoil, generally showed a rapid growth trend, especially after entering the 1990s, the development was even more rapid, even during the Asian financial crisis. Also maintained a certain increase. By 2019, the number of immigrants had reached 145,31 million, and foreign exchange earnings reached 131,25 billion U.S. dollars, which were 80 times the 1,8 million immigrants in 1978 and 503 times the 1978 international tourism revenue of 0,26 billion U.S. dollars. The world rankings of the number of inbound tourists and foreign exchange income from tourism jumped to the 4th and 2nd places respectively. The proportion of China's international tourism revenue to the world's tourism revenue is also rising. In the 20 years from 2000 to 2019, China's international tourism industry has generated a total of 11485, 35 billion U.S. dollars in foreign exchange for the country, which has made a positive contribution to the substantial increase in China's foreign exchange reserves, and its importance is constantly increasing. The status of China's tourism industry in the world has become one of the world's leading tourism powers from an inconspicuously weak country [6, p. 87].

For a long time after the founding of New China in 1949, leaving the country was only the

official business of government personnel. Before the mid-1980s, China's international tourism was basically a one-way flow, only in and out. With the rapid economic growth, the relaxation of outbound tourism policies and the increase of people's desire for outbound tourism, Chinese citizens' outbound tourism has also made great progress. Since Guangdong Province took the lead in opening up local residents to visit relatives in Hong Kong in 1983, after 1984, the Chinese government opened up mainland residents to visit relatives in Hong Kong and Macau, which opened the prelude to outbound tourism for Chinese citizens. At the early stage of the development of outbound tourism, the destinations for Chinese citizens' outbound tourism were limited to surrounding countries and regions, basically day trips without foreign exchange, and most of them took the form of exchange trips with equal numbers of people.

After entering the 1990s, China's outbound tourism has developed rapidly, and the growth rate has exceeded that of inbound tourism. In March 1997, approved by the State Council, the National Tourism Administration and the Ministry of Public Security jointly issued the "Interim Measures for the Administration of Chinese Citizens' Travel Abroad at Their Own Expenses", marking the official launch of Chinese citizens' travel abroad at their own expense and the formation of China's outbound tourism market.

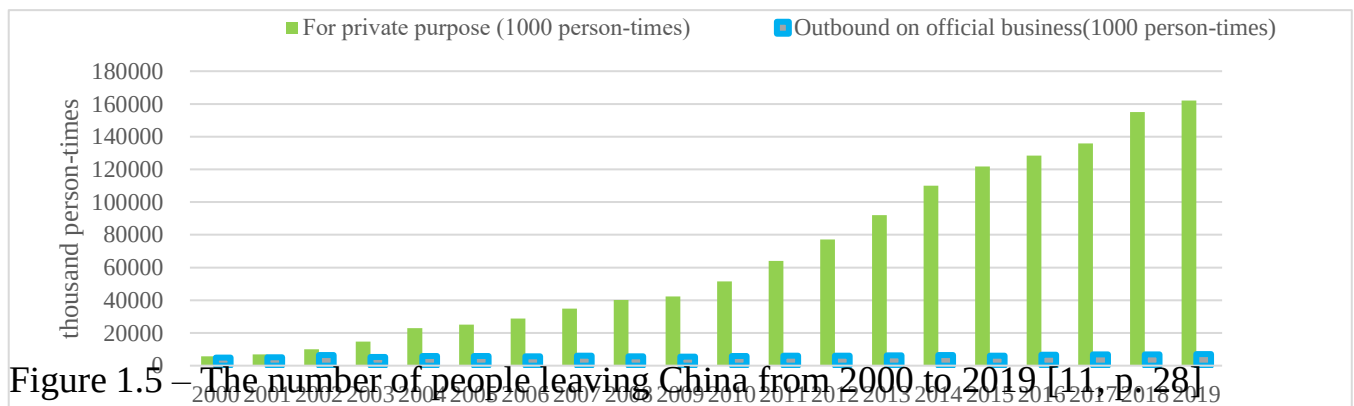
In 2002, there were 22 outbound tourist destinations for Chinese citizens, and border tourism with almost all neighboring countries and regions was carried out. In China, there are mainly two types of outbound tourism, business tourism and private outbound tourism. Business personnel and national civil servants mainly go out for commercial or diplomatic purposes. This type of tourism is paid by the government or national enterprises. Private outbound tourism refers to citizens who have a private outbound passport to travel abroad at their own expense, usually for private purposes (table 1.3).

In 2000, the number of Chinese citizens' outbound tourists exceeded 10 million for the first time, reaching 10.473 million, of which 5.631 million went abroad for private purposes, an increase of 32%, and exceeded more than 50% of the total number of outbound tourists. Private outbound tourism exceeded official outbound tourism for the first time. Thus becoming the dominant force in the outbound tourism market.

Table 1.3 – Number of Chinese Outbound Tourists from 2000 to 2019 Unit: (1000 person-

times) [19, p. 34]

year	Number of Chinese Outbound Visitors	For private purpose	Outbound on official business	year	Number of Chinese Outbound Visitors	For private purpose	Outbound on official business
2000	10473	5631	4842	2010	57387	51508	5879
2001	12134	6947	5188	2011	70250	64118	6132
2002	16602	10074	6528	2012	83182	77055	6127
2003	20222	14811	5411	2013	98185	91971	6214
2004	28850	22980	5870	2014	116593	110029	6564
2005	31026	25140	5886	2015	127860	121720	6140
2006	34524	28799	5725	2016	135130	128500	6630
2007	40954	34924	6030	2017	142727	135816	6912
2008	45844	40131	5713	2018	161993	155017	6977
2009	47656	42210	5447	2019	169205	162114	7091



In 2000 and 2001, China's private outbound travel and official outbound travel were basically the same, and both accounted for about 50 % of the total number of outbound tourists. Beginning in 2002, private travel by Chinese citizens has grown rapidly, and the gap between Chinese citizens' travel abroad and official travel has grown wider and wider. In 2002, the number of private outbound tourists of Chinese citizens was 10, 074, 000, which was 1, 5 times the number of outbound tourists on official business, which was 6,528. By 2010, the number of Chinese citizens traveling abroad for private trips was 51,508 thousand person-times, and the number of people traveling abroad on official business was 5,879

thousand person-times. The number of Chinese citizens traveling abroad for private trips was 8.8 times the number of people traveling abroad on official business. Compared with the year 2000, 10 years ago, the number of Chinese citizens leaving the country in private has increased by more than eight times, while the number of people leaving the country on official business has only increased by 21 %.

In 2019, the number of Chinese citizens leaving the country for the whole year was 169,205 thousand, an increase of 4.5 % over the previous year. Among them, 162,114 thousand people traveled abroad for private purposes, an increase of 4.6% over the previous year, and 7091 thousand people traveled abroad for official business, an increase of 1.6 % over the previous year. At this time, compared with 10 years ago in 2010, the number of Chinese citizens going abroad for private trips has doubled, and the number of people going abroad for official business has increased by 20 %.

Table 1.4 — Foreign inbound tourism items from 2001 to 2019 Units: (1000 person-times)
[17, p. 34]

year	Meeting /Business	Sightseeing	Visiting Relatives	Worker and Crew	Others
2001	1985	4924	393	1289	2636
2002	3220	5561	413	1533	2713
2003	2902	4307	247	1525	2422
2004	3861	7412	376	1755	3528
2005	4598	9345	405	2012	3895
2006	5548	11332	170	2092	3067
2007	6961	13141	80	2334	3595
2008	5678	12040	68	2432	4108
2009	5237	10133	80	2274	4214
2010	6197	12382	91	2463	4994
2011	6326	12218	110	2694	5764

2012	6280	11629	108	2865	6310
2013	6194	10123	199	3195	6579
2014	5396	8930	603	3285	8147
2015	5377	8249	798	3497	8066
2016	5797	10512	962	4718	9496
2017	5697	15930	1103	6339	13874
2018	6147	16086	1322	7449	16947
2019	6285	17403	1437	7140	16854

The growth in the number of Chinese outbound tourists can be said to be unstoppable. In terms of economic and demographic factors, China is undoubtedly the outbound tourism market with the greatest potential in the world. In recent years, Hong Kong, Macau, Southeast Asia, Australia and other countries and regions have all regarded mainland China as an important target market for residents' future outbound tourism, and for this, they have launched a variety of targeted tourism market promotion activities. Japan and some European and American countries have even drawn up plans to develop the outbound tourism market in Mainland China (table 1.4).

It can be seen from Table 1.4 above that this article selects and produces the reasons for entry of inbound tourists from 2001 to 2019 in China. We can see that tourism and leisure have been ranked first in the reasons for entry in the past ten years, indicating that tourists. The primary goal of entry is leisure and entertainment, which increased from 4,924 thousand in 2001 to 17,403 thousand in 2019, but we can also see from the other hand that tourism and entertainment have grown slowly over the past ten years, with a total increase in 19 years. Increased by 3.5 times, the growth is weak. In addition, in 2008, tourism and leisure accounted for 49 % of business meetings, sightseeing and leisure, visiting relatives and friends, employee welfare and other reasons, and almost half of the country. It can be seen that inbound tourism and leisure are the main reason, but by the year 2017, tourism and leisure accounted for only 37 %, almost close to one-third of the total. Although this issue still occupies the top position, its proportion has dropped severely, and it is not difficult to see that it will be further in the future. Under the state of development, tourism and leisure, the proportion of entry reasons, will further decline [14, p. 34].

The reason is that the first is that the development of tourism resources has reached a bottleneck period, and the inbound tourism has become saturated. The development of most

of the characteristic tourist attractions is almost perfect. Although the number of attractions is large, the quality is not high, and it is difficult to attract more sightseeing. Tourists. Second, China's tourism consumption is gradually increasing. Although consumption is still very low compared to developed countries, its competitiveness is declining compared to other Asian countries, such as Thailand, Vietnam, and Malaysia. Secondly, we found that the reason for business immigration has increased from 567,700 in 2008 to 6,285 million in 2019, a difference of 607,300, an increase of 10,7 %. Although there are fluctuations in the middle, it is still a relatively small range. Within the interval. Although China's total foreign import and export trade volume has achieved excellent results in recent years, and its import and export volume reached 4,1052 trillion U.S. dollars in 2017, replacing the United States as the number one place, as the cost of production factors in China has increased, the labor force has decreased, and the demographic dividend has been increased. After shrinking, companies in China began to drain after a certain growth and turned to other Southeast Asian countries. Therefore, the impact is widespread. Not only the deficit in product imports and exports has become more and more obvious, but business inbound tourists have not increased significantly during the fluctuations in the past ten years. However, in this set of data, we were pleasantly surprised to find that the number of visits to relatives and friends increased from 68 thousand in 2008 to 1,437 thousand in 2019, a full increase of 21,13 times, a significant increase [21, p. 117].

This set of data is an excellent reflection of China's outstanding achievements in socialist construction after the reform and opening up. China's economic development is gratifying. The appreciation of the renminbi has provided more and more people going abroad to work and live abroad. Although living abroad, the roots of the motherland are not forgotten, and the rapid increase in visits to relatives and friends is a manifestation of this. Therefore, our travel services should not only focus on the living habits and needs of foreign friends, but also pay attention to the development of travel services for people returning from overseas to visit relatives. For other reasons for the last set of data, we can see that it has increased from 4,108 thousand in 2008 to 16,854 thousand in 2019, an increase of 4,1 times. This shows that the reasons for tourism entry are more diversified and the inbound population is more diversified. The data on immigration matters are more complicated. We need to deeply analyze the development prospects and directions of the tourism service trade under the new

situation, plan to move forward, and occupy an advantageous position in the world tourism service trade. After accurately analyzing the problems of China's tourism service trade, put forward targeted suggestions to enhance the comprehensive competitiveness of tourism service trade.

Chapter 2 Factors affecting the competitiveness of international tourism service trade in China

2.1 Analysis of tourism production factors

Although China's tourism service trade ranks among the top in the world, there is still a gap compared with the strong ones. Vertically, the competitiveness of China's tourism service trade has been declining year by year. It can be seen that the development of China's tourism service trade is more serious. It is necessary to study the factors affecting its development in order to find effective ways to enhance its competitiveness [25, p. 154].

There are many factors that affect the competitiveness of service trade, such as: the degree of difference in tourism products, the professional quality of tourism practitioners, and the accessibility of scenic spots. There are many factors that cause any economic factor. Existing economic theories also have many classification standards for factors that affect tourism. This article selects the more authoritative "Diamond Model" of Porter as the theoretical support for selecting influencing factors. Porter's theory of national competitive

advantage emphasizes that there are four main factors affecting the international competitiveness of a country and an industry: the degree of domestic production factors of the industry, the degree of demand in the domestic market, the industry's own strategy and its competitors. The strength of the industry and the development status of other industries supporting and supporting the operation of the industry are all very important influencing factors. In addition to these four influencing factors, there are the current economic environment of the industry and whether there are opportunities for development. The government is the dispatcher of a country's power. Therefore, the degree of government support for the industry is also to promote the development of the industry. Important force. Therefore, this article combines Porter's "diamond model" to find factors from several aspects, and explores the factors of China's tourism service trade international competitiveness [13, p. 60].

Factors of production are the cornerstone of industrial development. "It is difficult for a clever woman to cook without rice." Any enterprise needs to input factors to produce products. The quality of the factors determines the quality of the product; according to the factor endowment theory, when the country has abundant factors and the price of factors is low Can reduce the production cost of the product, thereby providing profit space for the product to participate in international competition.

According to the causes of tourism resources or their attribute classification, tourism resources can be divided into three categories: natural tourism resources, humanities tourism resources, and social resources. Natural tourism resources, also known as natural scenic tourism resources, refer to natural landscapes composed of various geographic environments or organisms that can make people feel beautiful or interested. They are usually formed through long-term development and evolution under the action of some dominant factor and the participation of other factors. Humanistic tourism resources are things and factors created by mankind that reflect the political, economic, cultural, and social customs and conditions of various eras and nationalities, and have tourism functions. Human tourism resources are wide in content and diverse in types, including various historical sites, ancient and modern great buildings, national customs, etc., which are the artistic crystallization and cultural achievements of human activities. There are also compound tourism resources called social resources [33, p. 189].

China's natural resources and human resources complement each other, ancient civilization and modern achievements are integrated, and its tourism resources are unparalleled in the diversity of varieties, the complexity of resource types and the breadth of resource distribution. China ranks fourth in the world in total historical and cultural heritage, behind Italy, Spain and France.

Natural tourism resources are roughly divided into geomorphic tourism resources, water landscape tourism resources, meteorological and climate tourism resources and biological landscape tourism resources.

1 Geomorphic tourism resources

Geomorphological tourism resources refer to the general term for the surface forms with ornamental value and certain attractive functions. China's three mountains and five sacred mountains and the four famous Buddhist mountains are typical tourist resources of mountainous landforms. The three mountains refer to the three sacred mountains on the sea, Penglai, the abbot and Yinglai. It does not actually exist. The five mountains refer to Mount Tai in Dongyue, Huashan in Xiyue, Songshan in Zhongyue, Hengshan in Nanyue and Hengshan in Beiyue. They are famous all over the world in different forms, and they are known as Taishan Xiong, Huashan Xianxian, Hengshan Secluded, Songshan Mountain, and Hengshan Mountain. The four famous Buddhist mountains in China are Jiuhua Mountain in Anhui, Wutai Mountain in Shanxi, Putuo Mountain in Zhejiang, and Emei Mountain in Sichuan. With the introduction of Indian Buddhism, the four famous mountains began to build temples and monasteries since the Han Dynasty in China, and continue to this day. After the founding of the People's Republic of China, the People's Republic of China has been protected by the government as a key cultural and cultural relics management unit, and the temple has been repaired. Now it has become a well-known religious and tourist attraction both at home and abroad. Karst landscapes are divided into above-ground and underground landscapes. Common surface forms with tourism value mainly include stone buds, stone forests, peak forests, etc., and underground forms mainly include karst caves, underground rivers, and underground lakes. China's karst landforms are widely distributed, large in area, diverse in landforms, typical, and rich in biological ecology. It is one of the largest karst areas in the world. The landscape of Guilin in Guangxi, the Stone Forest in Lunan in Yunnan, Zhijin Cave in Guizhou, Dragon Palace in Anshun, Yaolin Wonderland

in Zhejiang, and Qixing Rock in Zhaoqing, Guangdong are all famous karst landscapes. Representatives of tourism resources of Danxia Mountain in Guangdong, Wuyi Mountain in Fujian and Chishui City in Guizhou. In addition, China's landform tourism resources also include volcanic landforms, loess landforms, aeolian landforms, glacier landforms, coastal landforms and other tourism resources.

2 Waters scenery tourism resources

The water landscape is an important part of the natural scenery, the basic element of the composition, and the "reiki". Rivers, lakes, seas, waterfalls, springs, ice mountains and snow peaks not only form the scenery alone, but also embellish the surrounding landscape, making the mountains live by the water, the forests are beautiful by the water, and the heaven is by the water and gods, forming a beautiful natural scenery. According to the nature of the water body, it can be divided into four types of tourism resources, namely, scenic lakes, scenic lakes, scenic springs, and scenic waterfalls.

There are many famous lakes in China, including Hangzhou West Lake, Poyang Lake, Dongting Lake, Taihu Lake, Dianchi Lake, Erhai Lake, Qiandao Lake, Qinghai Lake Wudalian Lake, Jingbo Lake, Yangzhou Slender West Lake, Sun Moon Lake, etc. Hangzhou West Lake is China's main ornamental freshwater lake and one of the first batch of national key scenic spots in China. On June 24, 2011, Hangzhou West Lake was included in the World Heritage List. The waterfall is a water landscape formed by flowing water pouring down from the steep cliffs of the river bed, which is shockingly beautiful. The main landscape elements that affect the waterfall are the form, the degree of beauty, the degree of peculiarities and extremely unique cultural connotations. The three most famous waterfalls in my country are: Huangguoshu Waterfall, Hukou Waterfall on the Yellow River, Jingbo Lake Waterfall. A spring is a natural outcrop of groundwater. Springs with special ornamental value and use value are called scenic springs. There are many tourist places and scenic spots in our country that are famous for their springs as the main tourist resources. The most representative ones are: Butterfly Spring in Dali, Yunnan, Crescent Spring in Dunhuang, Gansu, Jinci Nanlao Spring in Taiyuan, Shanxi, Lishan Huaqing Hot Spring in Xi'an, Hupao Spring in Hangzhou West Lake, Baotu Spring in Jinan, Shandong, Laoshan Mineral Spring in Qingdao, etc.

3 Weather and climate tourism resources

Meteorological and climatic weather tourism resources refer to meteorological and climatic conditions and wonderful and colorful weather and meteorological phenomena that are attractive to human tourism activities. The weather and climate can directly create landscapes and cultivate landscapes to attract tourists. In addition, as a tourism resource, weather and climate can also cooperate with other natural elements to indirectly attract tourists. China's meteorological and climatic tourism resources mainly include cloud and mist sceneries, cloud sceneries, rain sceneries, summer sceneries, rising sun sceneries, rime and rain sceneries, mirage scenes, and treasure scenes.

There are many famous scenic spots in China related to clouds and fog, such as "Huangshan Yunhai", "Lushan Yunwu", "Thatched Cottage Smoke", "Taishan Yunhai Jade Plate" and so on. In China, many areas with snow in winter have some famous snow scenes. Such as "Taibai Snow", "Jiangtian Muxue", "Xishan Qing", "Broken Bridge Remnant Snow", "Lin Haixue Yuan", etc. are all famous snow scenes. In addition to viewing and tourist objects, the ice and snow itself can also be developed into various experiences, Holiday and leisure landscapes, often used to develop ice and snow sports, ice lanterns, and ice sculpture festival tourism activities. There are many famous rain scenes in China. Misty rain in the south of the Yangtze River, plum rain in the Meiyu, night rain in Bashan, "Hong Chun Xiaoyu" in Mount Emei, Hunan's "Xiaoxiang Misty Rain" and Penglai's "Silver Rain" are all highly appreciated. The most famous of China's Xiajing is the "Sunset Sunset", one of the four wonders of Taishan Daiding. In addition, the "Dawn of the East Wall" in Bijie, Guizhou, the "Liuxia" in Pengze of Jiangxi, and the "Xiayu Suolan" in Dongqian Lake, Zhejiang. "And so are the famous Xia Jing. The famous viewing spots in China include the Riguan Peak of Mount Tai, the East Peak of Mount Hua, the Hanyang Peak of Mount Lu, the Golden Summit of Mount Emei, and the Yingjiao Pavilion of Beidaihe. Rime, also known as tree hanging or snow hanging, is a white and soft condensate formed by small droplets of mist on branches, wires and other objects in low temperature and foggy weather. When super-cooled precipitation hits the surface of an object with a temperature equal to or lower than zero degrees Celsius, it forms a glass-like transparent or matt surface rough ice cover called rime, also called ice and tree condensation. The rain that forms rime is called freezing rain. Rime is more common in mountains and lake areas. A mirage, also called a mirage, is an atmospheric optical phenomenon in which light rays undergo significant refraction after

passing through layers of air of different densities, making distant objects appear in mid-air or on the ground. It often occurs on the sea or in desert areas. The mirage can be divided into upper and lower mirages. The phantom is a "mirage from the top", which generally appears on the sea at the turn of spring and summer. The Penglai Wonderland in Shandong is the most famous. The phantom is inverted as a "mirage underneath", and more than half of it appears in summer desert areas. "Baoguang" is also called "foguang", which is a natural scenery formed by a specific mountain at a specific time and under a specific condition. The golden peak of Mount Emei is the most common. Therefore, the phenomenon of Buddhism is simply called "Emeiguang" in meteorology. The conditions for the appearance of Baoguangjing are that the sky is clear and there is no wind, the sun, the clouds and the human body (object) are in a straight line inclined at 45 degrees, and the human is between the clouds and the sun. In recent years, it has also been found in Mount Huangshan, Mount Lu, and Mount Tai. The Buddha light in the Bixia Temple area of Daiding Mountain in Taishan is called "Bixia Baoguang" by the locals.

4 Biological landscape tourism resources

Biological landscape tourism resources refer to the general term for various biological processes and phenomena composed of individual organisms, populations, communities and ecosystems that can be developed and utilized and can meet the tourism needs of tourists. The attraction of biological tourism resources has formed ecological tourism projects such as flower viewing tourism, bird watching tourism, hunting tourism, fishing tourism, scientific investigation tourism, and forest tourism. Biological tourism resources are mainly divided into plant tourism resources and animal tourism resources. China has been listed as a national first-level protected plant, such as ginkgo, ginkgo, *Davidia involucrata*, and metasequoia known as "living fossil plants". These rare and endangered plants are the main objects of human protection, which have both scientific value and tourism value. China is rich in ornamental plant resources. Typical ornamental plants include various famous flowers such as pine, cypress, fir, bamboo, ginkgo, *Davidia involucrata* and peony. The flower is the most beautiful part of the plant body with its four major aesthetic characteristics of color, fragrance, charm and posture, and it has become the main object for people to watch. The most expensive ones are China's top ten traditional famous flowers. China ranks sixth in the world in terms of forest area, with 2,800 species of forest trees, including 1,000

species of trees with excellent texture and high economic value. At present, the tourism activities carried out in the forest area mainly include: sightseeing, recreation and vacation, scientific investigation, adventure hunting, gathering and hunting. In order to fully protect and rationally develop forest tourism resources, China has absorbed successful foreign experience and established forest parks, such as Zhangjiajie National Forest Park, Beijing Xishan National Forest Park, Shanxi Wutaishan National Forest Park, and Sichuan Tiantaishan National Forest Park.

China has a large number of animal species. There are only 3,700 vertebrate species and 420 beasts. Mammals account for 11,2 % of the world's total. At 1175 species of birds account for 15,3 % of the world's total. 520 species of amphibians and reptiles account for the world. Of 8%. Rare animals refer to rare and precious animals with high social value and extremely rare existing numbers among wild animals. China has a vast territory, rich fauna, and many species of special products. There are 68 species of national first-class protected animals, including giant pandas, golden monkeys, white dolphins, white-lipped deer, takins, Siberian tigers, South China tigers, wild camels, Asian elephants, Tibetan antelopes, Chinese alligators, red-crowned cranes, brown horse chickens, crested falcons, etc. Some of them are unique to China. The giant panda, golden monkey, white fin dolphin and white-lipped deer are called China's four national treasures.

The development of China's nature reserves has gone through more than 50 years of history. In 1956, my country's first nature reserve-Dinghushan Nature Reserve was established. By the end of 2008, 2,538 nature reserves of various types and levels had been established across the country, with a total area of about 148, 943 million hectares. Among them, there are 303 national nature reserves with an area of 91,203,000 hectares, accounting for 11.9 % and 61.2 % of the total number and total area of nature reserves in the country, respectively. Twenty-eight nature reserves have joined the UNESCO "Man and Biosphere Reserve Network. Over 20 nature reserves have become part of the World Natural Heritage Sites" [38, p. 93].

Humanistic tourism resources are also called humanistic landscape tourism resources. Refers to the cultural landscape composed of various social environments, people's lives, historical relics, culture and art, ethnic customs, and material production. Because of their traditional characteristics, they have become the objects of tourists. They are the

crystallization of human history and culture and the concentrated reflection of the national style. They not only contain the spiritual and material wealth left over from the long river of human history, but also include all aspects of today's human society. Different from natural landscape tourism resources, human landscape tourism resources can be consciously created by people, through the construction of museums, art galleries, amusement parks, cultural palaces, sports centers, and the organization of cultural festivals, theater festivals, film festivals, music festivals, and Various folk festivals and other distinctive cultural activities enrich the tourism content, attract tourists from afar, and form a modern cultural tourism resource [9, p. 18].

China's humanistic tourism resources have several major characteristics: China is one of the countries with the richest tourism resources in the world, with a wide variety of resources, various types, and various functions; China's tourism resources are not only diverse in types, but also rich in accumulation of each resource. Resource characteristics of various scales, ages, forms, regulations, and categories; China is one of the birthplaces of ancient humans and one of the birthplaces of world civilization. The precious heritage that has been passed down to this day constitutes extremely precious tourism resources, many of which are based on It is famous for its long history, ancient culture, and profound heritage; China has countless unique tourism resources. Due to differences in geographical location, climate, soil, hydrology, altitude, etc., as well as differences in history, culture, customs, etc., each country has differences in natural tourism resources or human resources, and has obvious regional characteristics, such as the Nordic Gorge The tourism resources of the Bay, the Amazon rainforest, my country's ancient city walls and the Mayan civilization in the Americas have their own characteristics due to different branches.

Humanistic tourism resources are also called humanistic landscape tourism resources. Refers to the cultural landscape composed of various social environments, people's lives, historical relics, culture and art, ethnic customs, and material production. Because of their traditional characteristics, they have become the objects of tourists. They are the crystallization of human history and culture and the concentrated reflection of the national style. They not only contain the spiritual and material wealth left over from the long river of human history, but also include all aspects of today's human society. Different from natural landscape tourism resources, human landscape tourism resources can be consciously

created by people, through the construction of museums, art galleries, amusement parks, cultural palaces, sports centers, and the organization of cultural festivals, theater festivals, film festivals, music festivals, and Various folk festivals and other distinctive cultural activities enrich the tourism content, attract tourists from afar, and form a modern cultural tourism resource.

China's humanistic tourism resources have several major characteristics: China is one of the countries with the richest tourism resources in the world, with a wide variety of resources, various types, and various functions; China's tourism resources are not only diverse in types, but also rich in accumulation of each resource. Resource characteristics of various scales, ages, forms, regulations, and categories; China is one of the birthplaces of ancient humans and one of the birthplaces of world civilization. The precious heritage that has been passed down to this day constitutes extremely precious tourism resources, many of which are based on It is famous for its long history, ancient culture, and profound heritage; China has countless unique tourism resources. Due to differences in geographical location, climate, soil, hydrology, altitude, etc., as well as differences in history, culture, customs, etc., each country has differences in natural tourism resources or human resources, and has obvious regional characteristics, such as the Nordic Gorge The tourism resources of the Bay, the Amazon rainforest, my country's ancient city walls and the Mayan civilization in the Americas have their own characteristics due to different branches.

Ancient cultural sites refer to sites where ancient humans engaged in political, economic, and cultural activities since humans have written records, including ancient cities, ancient battlefields, and ancient sites. Among the many historical cities in China, the most historically significant are the seven ancient capitals, namely Beijing, Xi'an, Kaifeng, Luoyang, Nanjing, Hangzhou, and Anyang. The seven ancient capitals of China were the capitals of many dynasties in history, and became the political, economic, and cultural centers of a specific period. They inevitably gathered the essence of people and things in the whole country, and they inevitably undergo large-scale construction, which can best reflect These ancient capitals have the highest achievements in various fields in a certain period. Nanjing City Wall is the largest ancient masonry wall remaining in the world today; Xi'an City is the best-preserved large-scale ancient city wall in my country. Pingyao, Shanxi, Dali, Yunnan, etc. are famous for their ancient city style and features. The Beijing-Hangzhou

Grand Canal, Zhejiang-Fujian Seawall, and Xinjiang Karez are the three famous water conservancy projects in ancient China.

Since the Opium War, China has many historical cities with outstanding revolutionary historical significance. Such as Zunyi in Guizhou, Yan'an in Shaanxi, and Shanghai, Wuhan, Nanchang, Guangzhou and so on. Architecture is an extremely important part of human history and cultural heritage. The building is known as "solidified music" and "stone history book", attracting tourists with its unique charm. Ancient Chinese architecture is a wonderful work in the history of world architecture. It is famous for its unique structure, beautiful shape, rich artistic decoration and elegant interior and exterior furnishings. The Ming and Qing Forbidden City, Qufu Confucian Temple and Taishan Dai Temple are the three largest ancient architectural complexes in the country, all of which belong to the palace and ritual architecture.

2.2 Analysis of market demand for tourism sources

The influence of domestic demand on competitive advantage is realized through the structure of domestic buyers and the nature of buyers. Domestic demand and the size of the domestic market not only affect the scale of production, but more importantly, affect the speed and scope of product or service renewal and transformation by domestic enterprises. According to the above theory, although the international tourism industry participates in international market competition, its competitiveness is derived from the development of the domestic tourism industry, the development and maturity of the domestic tourism market, and the complex conditions of domestic tourism demand. The developing countries are disadvantaged, and their international tourism must have inherent "defects". This also shows that regions with more developed domestic tourism and international tourism are easier to obtain international tourism competitiveness, and facts have also proved this. The demand of tourists is not only the driving force of tourism enterprises' innovation, but also the direction of their development. Although China's domestic tourism has begun to show signs of scale after years of development, the overall level of domestic tourism is still very low, the awareness of tourism rights of tourism consumers is relatively weak, and the

consumer psychology is not mature enough. China's tourism industry is taking the unconventional route of developing international tourism first and then domestic tourism [35, p. 213].

Although domestic tourism has made considerable progress in recent years, it is still at the stage of mass tourism tourism. The variety and quality of domestic tourism products, the level of organization is low, and domestic tourism demand cannot play a role in enhancing the competitiveness of international tourism. The biggest problem of China's tourism industry is that the domestic demand level is lower than the international demand level, and there is a lack of careful and picky buyers on the whole, thus failing to form strong innovation pressure on tourism enterprises.

According to the "Diamond Model" in analyzing the tourism demand conditions that affect China's international tourism service trade, this article uses the number of Chinese inbound tourists, Chinese tourism income and the source of tourists inbound to China as indicators to analyze China's tourism demand conditions (table 2.1).

Table 2.1— The growth and changes in the number of Chinese tourists from 2000 to 2019 [22, p. 78]

year	Number of domestic tourists Million people)	growth rate	Number of inbound tourists (Million people)	growth rate
2000	744	3.48%	83.44	14.63%
2001	784	5.38%	89.01	6.67%
2002	878	11.99%	97.91	9.99%
2003	870	-0.91%	91.66	-6.38%
2004	1102	26.67%	109.04	18.96%
2005	1212	9.98%	120.29	10.32%
2006	1394	15.02%	124.94	3.87%
2007	1610	15.49%	131.87	5.55%
2008	1712	6.34%	130.03	-1.40%
2009	1902	11.10%	126.48	-2.73%
2010	2103	10.57%	133.76	5.76%
2011	2641	25.58%	135.42	1.24%

continuation of table 2.1				
2012	2957			
2013	3262	10.31%	129.08	-2.51%
2014	3611	10.70%	128.50	-0.45%
2015	4000	10.77%	133.82	4.14%
2016	4400	10.00%	138.44	3.45%
2017	5001	13.66%	139.48	0.75%
2018	5539	10.76%	141.20	1.23%
2019	6006	8.43%	145.31	2.91%

According to table 2.1, the number of domestic tourists in China far exceeds the number of inbound tourists. In 2000, the number of domestic tourists in China was 744 million, while the number of inbound tourists was only 83,44 million. The number of domestic tourists was 9 times the number of inbound tourists. By 2004, the number of domestic tourists in China exceeded 10 billion, reaching 11 billion, and the number of inbound tourists exceeded 1 billion in 2004, reaching 109 billion. At the same time, 2004 was also the year with the fastest growth in the number of domestic tourists and inbound tourists in China in 20 years, with growth rates of 26,67% and 19,96% respectively. The development of tourism is affected by environmental, social and other factors. It can be seen from the table that both the number of domestic tourists in Xinjiang and the number of inbound tourists in Xinjiang have been affected by the financial crisis in 2008. It's just that the impact on China's domestic tourism is more than the impact on inbound tourism. In terms of growth, the number of domestic tourists in China decreased by 0,91% in 2003, but the number of tourists in other years was in a state of growth or even increased significantly. In the 13 years from 2006 to 2018, with the exception of a 6,34% increase in 2008, all growth rates reached more than 10%. The growth rate of China's inbound tourism is not only small, it has even been in a state of negative growth for several years (figure 2.1).

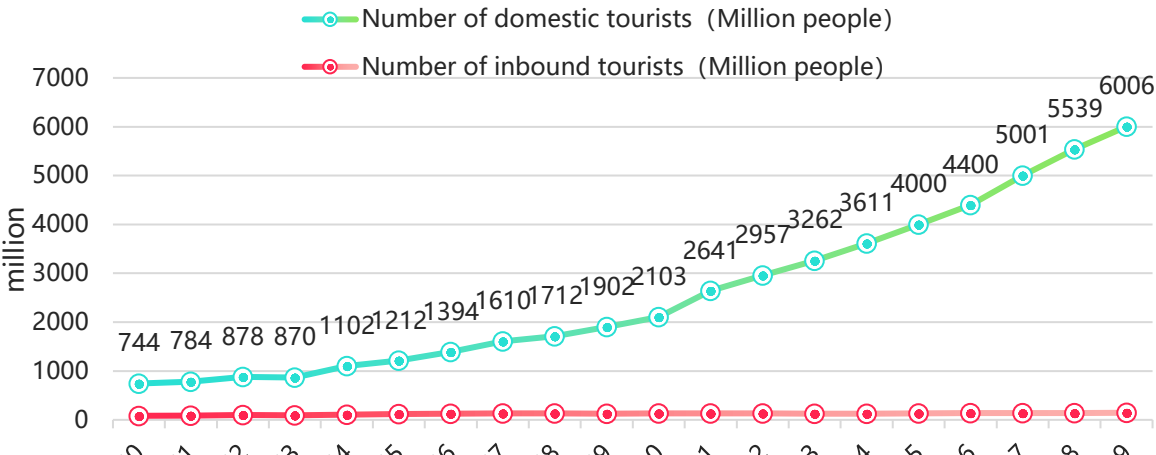


Figure 2.1— Comparison of the number of domestic tourists and the number of inbound tourists in China from 2000 to 2019 [12, p. 45]

It can be seen from Figure 2.1 that the number of domestic tourists in China has changed greatly, while the increase in the number of inbound tourists is very small, basically in a parallel straight line. In 2000, the number of domestic tourists in China was 744 million, and the number of inbound tourists was 83,44 million. On average, the number of domestic tourists was 9 times the number of inbound tourists. From 2000 to 2003, the growth rate of the number of domestic tourists and the number of inbound tourists in China was relatively small, and the number of domestic tourists was basically 10 times the number of inbound tourists. Beginning in 2004, the growth rate of the number of Chinese tourists has further increased. By 2019, the gap between the number of domestic tourists and the number of inbound tourists has also further widened. In 2009, the number of domestic tourists in China was 6,006 million, and the number of inbound tourists was only 145,31 million. The number of domestic tourists in China was 40 times the number of inbound tourists [37].

Whether it is China's domestic tourism or inbound tourism, there have been varying degrees of growth between 2000 and 2019. Data shows that the number of domestic tourists in China has grown faster than the growth of inbound tourism. In recent years, the development of the international tourism service trade industry has been getting better and better. However, the proportion of domestic tourism has not exceeded that of domestic tourism. The number of inbound tourists has also increased compared with the number of domestic tourists. In recent years, the growth rate of the number of inbound tourists in China has increased. There are still more people than inbound tourists. Mainly because in recent years, China has greatly increased its promotion of tourism, whether it is the holding of large-scale events, or the use of multimedia and Internet propaganda. China's economic development in recent years has made rapid progress.

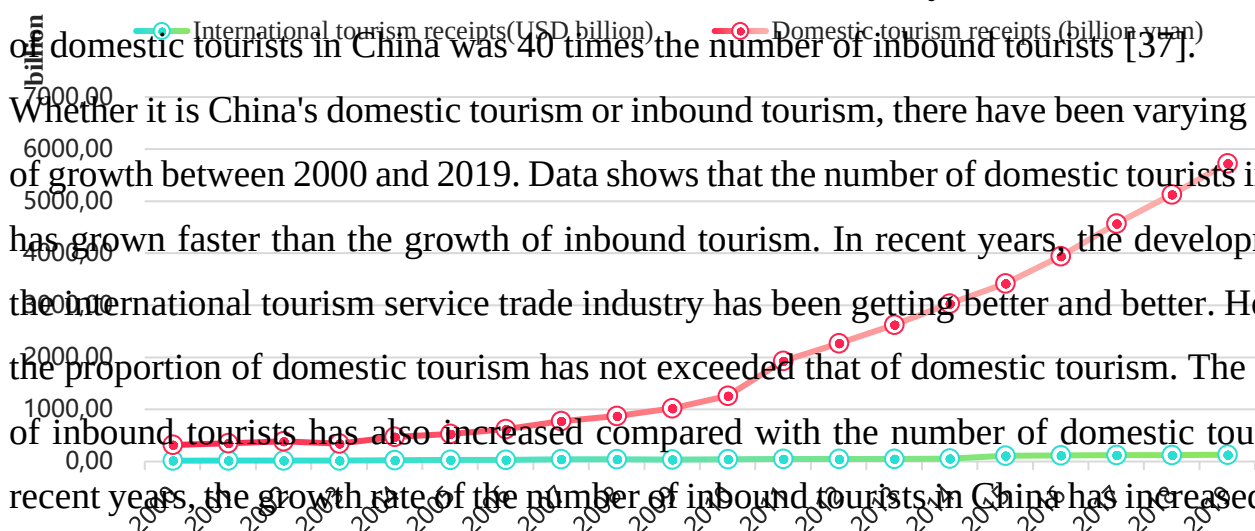
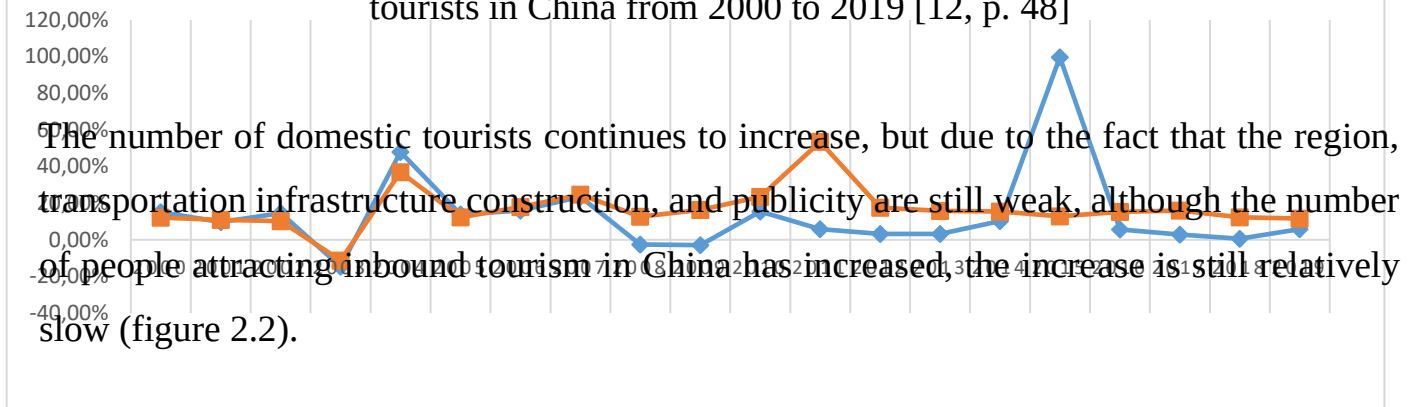


Figure 2.2— Comparison of the number of domestic tourists and the number of inbound tourists in China from 2000 to 2019 [12, p. 48]



The number of domestic tourists continues to increase, but due to the fact that the region, transportation infrastructure construction, and publicity are still weak, although the number of people attracting inbound tourism in China has increased, the increase is still relatively slow (figure 2.2).

Figure 2.3 — Comparison of China's Domestic tourism receipts and International tourism receipts from 2000 to 2019 [12, p. 51]

It can be seen from Figure 2.2 that from 2000 to 2019, both the foreign exchange income and domestic income of China's tourism industry have been increasing in general, but the growth rate of foreign exchange income has been generally slow. In 2000, China's domestic tourism revenue was 31,755 billion yuan. In 2003, domestic tourism was 34,423 billion yuan, a growth rate of only 8,4%, which is a very small increase. From 2004 to 2010, although the growth rate of China's domestic tourism revenue has increased compared with previous years, it is still relatively small. Domestic tourism revenue has increased from 47,101 billion yuan in 2004 to 125,98 billion yuan in 2010. China's domestic tourism revenue has grown rapidly since 2010, and the gap between China's domestic tourism revenue and international tourism foreign exchange revenue has further widened. By 2019, China's domestic tourism revenue has increased to 572, 09 billion yuan. In 2019, domestic tourism revenue will be about five times that of 2010. Regarding the foreign exchange income of international tourism, the foreign exchange income of international tourism in

2000 was 16,22 billion U.S. dollars, and it increased to 131,25 billion U.S. dollars in 2019, and the growth rate was very slow. At this time, China's domestic tourism income is 6 times the foreign exchange income of international tourism [11, p. 18].

As can be seen from Figure 2,3, except for 2003, China's domestic tourism income has been growing positively during the 20 years from 2000 to 2019. China's foreign exchange income from international tourism has been growing negatively for three of these 20 years. From 2000 to 2007, the growth rate of China's domestic tourism income was basically the same as the change of international tourism foreign exchange income. After 2008, except in 2015, the growth rate of China's foreign exchange income from international tourism was higher than the growth rate of China's international tourism income. In other years, the growth rate of China's domestic tourism income was higher than the growth rate of international foreign exchange income. Both China's international tourism foreign exchange income and China's domestic tourism income were affected by the 2008 financial crisis. The impact on China's international tourism foreign exchange income was greater than that of China's domestic tourism income. Therefore, in 2008 and 2009, China's international tourism Foreign exchange income from tourism is in negative growth. However, whether it is China's domestic tourism or China's inbound tourism, there have been varying degrees of growth in the 20 years from 2000 to 2019. Data shows that China's domestic tourism revenue has grown faster than China's inbound tourism growth. In recent years, international tourism service trades. The development of the industry is getting better and better, but the proportion still does not exceed that of domestic tourism. Inbound tourism revenue has also increased compared to domestic tourism revenue. In recent years, the growth rate of China's inbound tourism revenue has increased, but in general, China's domestic tourism revenue is still more than the foreign exchange revenue of international tourism. China's rapid economic development in recent years has led to a continuous increase in China's domestic tourism revenue. However, due to the fact that the region, transportation infrastructure construction, and publicity are still weak, the income of China's inbound tourism has increased, but the increase is still relatively large. slow.

With the development of China's tourism industry, the source of tourists for China's inbound tourism is also changing. From the previous dominated by Europe, it gradually shifted to the Asian region.

Figure 2.4 –The composition of Chinese inbound tourists in 2019 [23, p. 45]

As can be seen from Figure 2.4 and table 2.2, in 2019, the distribution of inbound foreign tourists from China's tourism service trade is as follows. The proportion of tourists in the Asian market is relatively high, reaching 63 %, which is about 19120.7 thousand visitors, while other regions account for a small proportion. This is followed by Europe with about 6044,3 thousand visitors, accounting for 20 %. The third is North America with about 3,334.8 thousand visitors, accounting for 11 %.

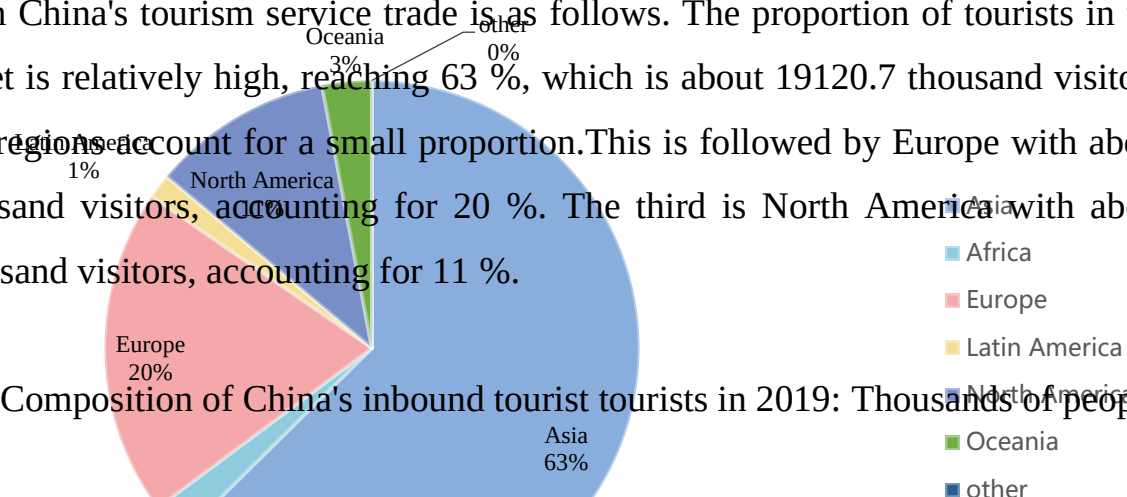


Table 2.2— Composition of China's inbound tourist tourists in 2019: Thousands of people [23, p. 46]

Thousand people		Thousand people	
total	30542.9	France	499.6
Asia	19120.7	Italy	278.1
North Korea	165.2	Netherlands	196.4
India	863	Portugal	56.3
Indonesia	711.9	Sweden	110.1
Japan	2691.4	Switzerland	74
Malaysia	1291.5	Russia	2415.5
Mongolia	1494.3	Latin America	453.7
Philippines	1205	North America	3334.8
Xinjiapo	978.4	#Canada	850.2

Korea	4193.5	United States	2484.6
Thailand	833.4	Oceania	913.1
Africa	674.1	islands	898.7
Europe	6044.3	Australia	752.2
United Kingdom	608.2	New Zealand	146.5
Germany	643.7	other	2.2

The composition of Chinese inbound tourists in Central Europe is twice that of North America. Among the tourists from North America, American tourists are the main ones, with about 2484,6 thousand visitors. Africa has at least 674,1 thousand visitors, accounting for 2 %. The reason why the number of tourists from Africa entering China is relatively small is mainly due to the relatively remote area, the level of economic development, and the promotion of Chinese tourism. It can also be seen from the figure that the distribution of Chinese inbound tourists is extremely different. On average, there is a very large gap between Asia, which has the largest source of Chinese inbound tourists, and Africa, which has the least source of Chinese inbound tourists. It can be seen that the current source of tourists for the tourism service trade in China is mainly concentrated in the Asian market, while the proportion of European and American markets is obviously low. Most of the tourists in Africa, Oceania and other countries are in a hovering state, which is not very important for the tourism resources in China. To understanding. Therefore, in the current state, it is very important and necessary to vigorously strengthen the publicity and promotion of the Chinese tourism market in the international tourism market. We should strive to broaden the status of the Chinese tourism market in the international tourism market, actively expand the international tourism market, and obtain Tourism resources to enhance the competitiveness of China's tourism service trade [21, p. 205].

Tourism income mainly comes from the income of tourists from various tourism activities in the destination country or region. Understanding the structure of tourism income is very necessary for us to formulate corresponding measures. Therefore, we conduct a further analysis of China's international tourism revenue, analyzing the characteristics of China's international tourism revenue from six aspects: food, accommodation, transportation, travel, shopping, and others (table 2.3).

It can be seen from Table 2.3 that in 2019, China's total foreign exchange income from

inbound tourism was US \$ 131,254 million. Among the overall composition of China's tourism foreign exchange income, the long-distance traffic spent by inbound tourists was the largest, accounting for US \$ 40,191 million. Accounting for 30,6 %, followed by civil aviation, accounting for 36,902 million US dollars, accounting for 28,1 only 2,5 % less than Long-distance traffic.

Table 2.3 – The composition of foreign exchange income from China's inbound tourism in 2019 [13, p. 22]

Refers to the standard	Number	Specific gravity
Total	131254	100.0
Long-distance traffic	40191	30.6
Civil Aviation	36902	28.1
Railway	1410	1.1
Automobile	1593	1.2
Ship	285	0.2
Sightseeing	5866	4.5
Accommodation	20049	15.3
food	16041	12.2
Merchandising	30297	23.1
Entertainment	4421	3.4
Post and Telecommunications	747	0.6
Traffic in the city	3453	2.6
other service	10189	7.8

Civil aviation accounts for the largest proportion because inbound tourism is a country that is a certain distance from China, and choosing an airplane is the quickest and most convenient way. The cost of transportation in the city is only 3,453 million US dollars, accounting for only 2,6 %. This is mainly due to China's vast territory, and most of the tourist attractions are concentrated in different places across the country, and even in the same province, the scenic spots are also distributed in different places. Locally, long-

distance transportation fees have become the main part of foreign exchange income from inbound tourism, while intra-city transportation accounts for the smallest proportion. This is mainly due to the scattered distribution of scenic spots in China. Tourists' transportation expenses in the city mainly go to passenger stations, railway stations, etc. Transit costs, so the cost is the least. This also shows that the development of China's tourism resources is flawed to a certain extent. There is no systematic and holistic consideration in the overall planning, which has led to the fact that the consumption potential of Xinjiang's Chinese tourism city has not been fully tapped. China's natural tourist attractions are mostly located outside the urban areas, but in addition to natural attractions, tourist attractions are also There are artificial scenic spots, customs and culture, etc., such as the traditional Chinese festival Spring Festival, which to a large extent shows the charm of Chinese customs and culture to foreign tourists. To a certain extent, Spring Festival activities stimulate the consumption of Chinese tourist goods and the consumption of transportation in Chinese tourism cities. Wait.

Catering accounts for 12,2 % of China's tourism foreign exchange income, and catering revenue is US\$16,041 million. There is a strong correlation between catering and the number of tourists. Catering accounts for only 12,2 % of China's inbound tourism foreign exchange income, indicating that tourism in China The loss of income from the catering industry in the service trade is relatively serious. Accommodation accounts for 15,3 % of China's tourism foreign exchange income. Accommodation income is US \$ 20049 million. Like catering, accommodation has a strong correlation with the number of tourists. The proportion of foreign exchange income is not very high, indicating that the length of stay of foreign tourists in China has been shortened [29, p. 102].

The proportion of tourism in tourism service trade revenue is not very high, at 4,5 %; other services account for 7,8 % of China's tourism service trade revenue, indicating that China's tourism service trade tourism project is single, which is one of China's tourism services. The big drawback is also a potential growth point for China's tourism foreign exchange income.

2.3 Analysis of tourism-related and auxiliary industries

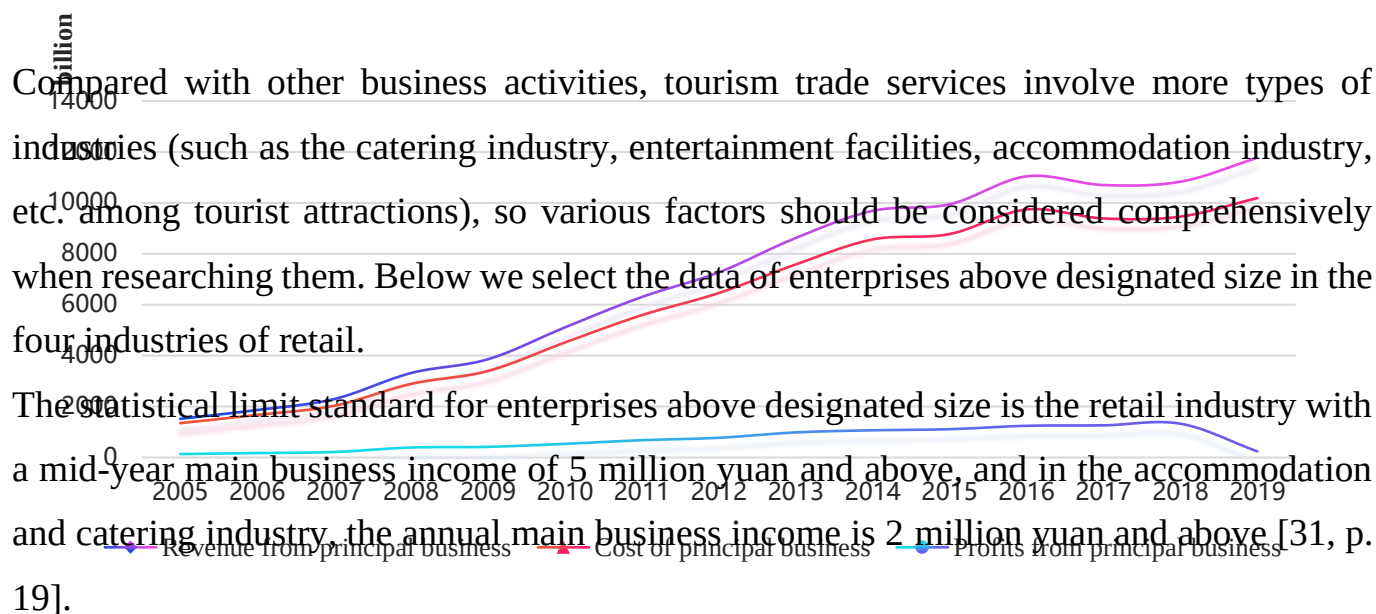


Figure 2.5 –Analysis of China's retail enterprises above designated size from 2005 to 2019
[19, p. 56]

From Figure 2.5, we can clearly see the development of retail enterprises above designated size in China from 2005 to 2019. The main business income of retail enterprises above designated size has basically shown a tortuous rise, especially after 2009, the rise has accelerated significantly. During the 11 years from 2005 to 2016, the main business income of retail enterprises above designated size in China has shown a continuous upward trend, from 151.909 billion yuan in 2005 to 1104.281 billion yuan in 2016, an increase of more than 7 times compared with 2005. Compared with 2016, 2017 showed a downward trend, from 2016's 1104,281 billion yuan to 1.0701.58 billion yuan, a decrease of 3,1 %. In 2018 and 2019, there was an upward trend again. By 2019, the main business income of China's retail enterprises above designated size reached 11771,122 billion yuan. In contrast, the growth of the main business profits of Chinese retail enterprises is slower than the growth rate of the main business income of Chinese retail enterprises, indicating that the

development of Chinese retail enterprises above designated size is still based on "small profits but quick turnover" as the Chinese retail industry. The development strategy of the Chinese retail industry is weak in the development of the differences and characteristics of the Chinese retail industry. It can be seen that Chinese retail companies have huge potential in the industry [27, p. 140].

It can be seen from Figure 2.6 that among the accommodation companies above the designated size, the number of accommodation companies above designated size in China is basically showing an increasing trend. In 2005, the number of legal person enterprises in the accommodation industry in China was 9,444, and in 2006 it exceeded 10,000. The number of legal person companies in the accommodation industry in China reached 10,269, an increase of 825. It took 11 years to increase from 10,269 in 2006 to 20,614 in 2018. 2008 was the fastest-growing year for accommodation companies above designated size in China, from 10,971 in 2007 to 14,628, a growth rate of 33.3%. In addition, the growth rate in 2019 was also a relatively fast year, with a growth rate of 33.3 %. That's 15.4 %.

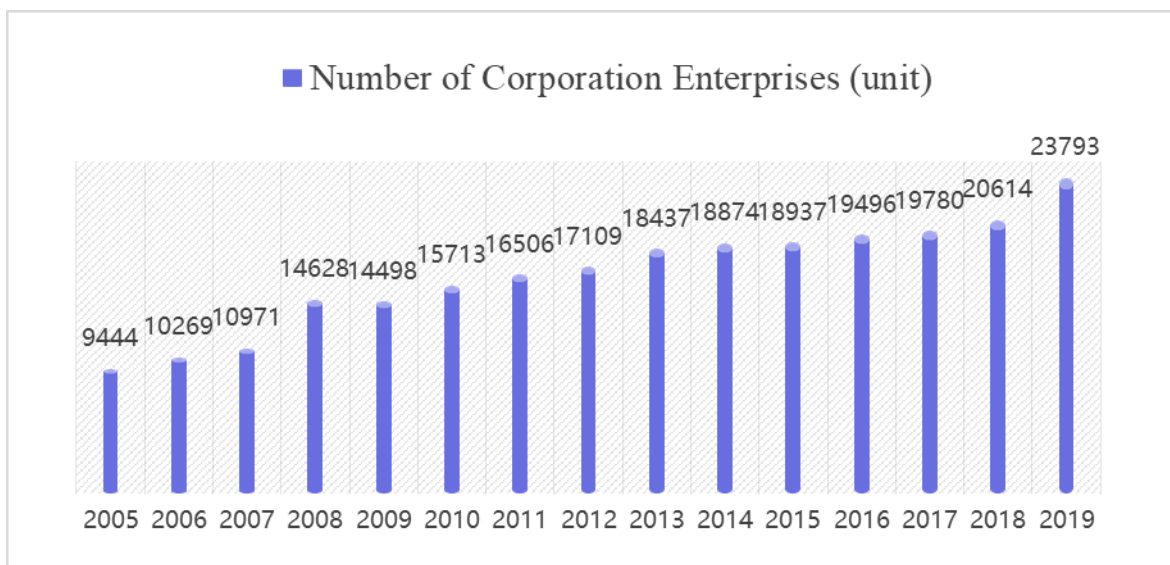


Figure 2.6 – China's accommodation industry above designated size from 2005 to 2019
[22, p. 76]

In the remaining years, the growth of the number of legal person companies in the accommodation industry above designated size in China has basically remained stable. In 2014, the number of legal person companies in the accommodation industry above designated size was 18,874, and in 2015, the number of legal person companies in the accommodation industry above designated size was 18,937. 63 more. It can be seen that the

development of China's accommodation industry has been relatively slow.

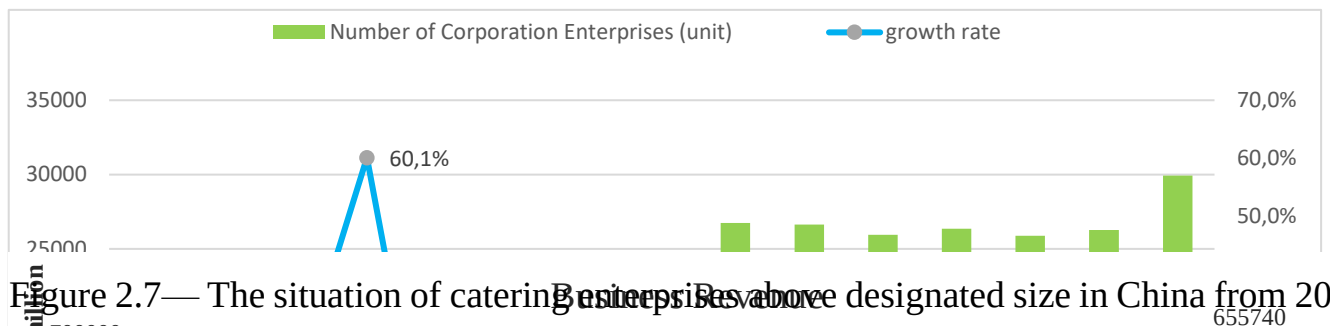


Figure 2.7— The situation of catering enterprises above designated size in China from 2005 to 2019 [22, p. 56]

From 2006 to 2007, the number of legal person companies in the accommodation industry in China has developed rapidly, mainly due to the 2008 Olympic Games in Beijing, and the number of foreign tourists visiting China will greatly increase. Therefore, China's accommodation industry enterprises vigorously develop the accommodation industry, resulting in an increase in the number of accommodation industries in China. In 2010, China's accommodation industry above designated size has developed well, but China's accommodation industry is still far below the global average. In terms of the number of industries in the accommodation industry, Chinese companies still have a long way to go compared with the global tourism developed regions. The main reason is that China's accommodation industry has a relatively low starting point for development, and its development speed is relatively slow compared to the developed regions in the world.

According to Figure 2.7, the number of catering companies above designated size in China has fluctuated from 2005 to 2019. In 2005, the number of catering companies above designated size in China was 9,922, and by 2008 it had increased to 22,523.

Figure 2.8 — The turnover of catering enterprises above designated size in China from 2005 to 2019 [22, p. 45]

Compared with 2005, the number of catering enterprises above designated size in China in 2008 was 2.2 times that of 2005. 2008 was also the fastest growing year for catering companies above designated size in China. In 2007, the number of catering companies above designated size in China was 14,070, and in 2008 it had increased to 22,523, a growth rate of 60.1 %. In 2009, the number of Chinese catering companies above designated size dropped again. From 2010 to 2013, the number of catering companies above designated size in China continued to grow. In 2013, the number of catering companies above designated size in China was 26,743. From 2014 to 2018, the number of catering companies above designated size in China remained basically stable, and even dropped slightly. In 2019, the number of catering companies above designated size in China was 29,918, an increase of about 20,000 compared to 2005.

According to Figure 2-8, among the catering enterprises above designated size, the turnover of the catering industry above designated size in China from 2005 to 2013 increased from 126017 million yuan in 2005 to 655740 million yuan in 2019. The increase in turnover and the number of legal person enterprises in the Chinese catering industry is mainly due to the increase in the number of tourists visiting China due to the 2008 Olympic Games in China. Therefore, the turnover of the catering industry above designated size and the number of Chinese catering enterprises have both a faster increase. The low development level of China's catering industry's turnover is mainly due to the fact that on the basis of a weak development foundation, the development speed is still lower than that of the catering industry in the more developed regions of the world. Therefore, whether China is in the catering industry's business turnover or the number of legal entities in China's catering industry is relatively backward, but also shows that China has a lot of room for development in the catering industry [37, p. 16].

Chapter 3 Countermeasures to enhance the competitiveness of international tourism service trade in China

3.1 Improving corporate services

The 2008 financial crisis has had a large impact on both China and the world economy. According to the Global Tourism Report released by the United Nations World Tourism Organization, the growth of international tourism has slowed since 2008, and China's tourism service trade began in 2009. A deficit began to appear. Through the quantitative analysis and empirical analysis of the previous indicators, we have learned that although China's international tourism service trade has developed rapidly in recent years, there is still a big gap in the level of competitiveness compared with other regions in the world; factors affecting competitiveness On the one hand, domestic demand and capital investment have a great impact on China's international tourism service trade, but the competitiveness of tourism companies themselves is not obvious. The level of international competitiveness of China's tourism service trade is not high and shows a downward trend year by year. Based on the current situation, it is difficult for China's tourism service trade to stand out in today's increasingly competitive international tourism market. Therefore, measures should be taken to change this. status quo. There are many factors that affect the development of a country's international tourism service trade. Therefore, this chapter makes countermeasures from the enterprise level, industry level and government level [21, p. 10].

Travel agency is an important part of tourism enterprises and the leader of the entire tourism industry chain. Improving the overall quality of travel agencies is currently the most critical factor at the level of tourism companies.

The services of travel agencies should be closer to high-end and differentiated services. At present, travel agencies in our country are full of a lot of negative ideas, and news of forced shopping and swearing at customers is not uncommon. Moreover, poor service awareness

of tour guides and lack of guides in small languages are the main reasons for the low competitiveness of travel agencies. Therefore, Chinese travel agencies should actively move closer to the international level and improve their service levels. First of all, the service concept should be corrected, so that every tourist should experience the true purpose of tourism during the journey: comfort, relaxation, and liberation, rather than making money as the main goal. Secondly, when hiring tour guides, we must pay more visits, hire high-level and good-quality tour guides, and pay attention to increasing the number of small-language tour guides to provide in-place services for tourists from small-lingual countries. Finally, we must pay attention to the differentiation of tourism services. With the improvement of people's living standards, people are increasingly pursuing high-level and personalized spiritual consumption. Private customization is becoming more and more sought after. Enterprises can launch according to the service characteristics of tour guides. More personalized teams to meet the needs of high consumer groups [13, p. 349].

The tourism products of travel agencies should be diversified. Tourism products are the key to the entire tourism service, the focus of tourist consumption, and the core competitiveness of tourism enterprises, which is a relatively weak link in my country's tourism enterprises. China is rich in tourism resources, with colorful ethnic characteristics, profound historical characteristics, and charming mountains and rivers that are irreplaceable by other countries in the world. Therefore, travel agencies should seize this advantage and explore the needs of the international tourism market.

Tourist restaurants and hotels are another large group of enterprises in the tourism industry, and they are the foundation of the tourism industry. It is also urgent to improve the competitiveness of tourist hotels and hotels. The current problems of Chinese tourist hotels and restaurants are mainly that the service quality is not high, the facilities cannot meet the requirements of international standards, and the products are not distinctive and unattractive. Therefore, tourist hotels should face the international and meet the needs of international tourism, update and improve their facilities, meet the most basic sanitary and facility requirements of international hotels, strengthen the construction of their own corporate culture, strictly manage service personnel, regularly train, and regularly learn advanced management at home and abroad. Service experience, pursue high quality and high standards, and serve customers. At the same time, it is necessary to develop service products

with Chinese characteristics that are different from other hotels in the world, so as to improve its international competitiveness.

3.2 Promote industrial development

Compared with countries with developed tourism industries in the world, my country's tourism industry and supporting industries are relatively backward, and they are not enough to provide impetus to the international competitiveness of my country's tourism service trade. Therefore, we must intensify rectification and reform efforts [18, p. 10].

First, for the development of tourism, transportation is a vital part. No matter how beautiful the scenery is without convenient transportation, it will not be possible for more people to see its style. Therefore, we should learn from the transportation routes of famous international tourist attractions to develop our country's tourism transportation support. In recent years, the development level of China's high-speed railways and high-speed trains has increased significantly, which is obvious to all in the world. However, the development of roads into tourist attractions is still relatively poor, and development should be focused on.

Second, relevant entertainment facilities should be more complete. In addition to admiring scenic spots, more entertainment and participation projects are more expected by tourists. Therefore, the entertainment supporting facilities of scenic spots should be improved, combined with the characteristics of scenic spots, so that tourists can participate in the cultural experience of the scenic spots while enjoying the beautiful scenery. Go and deepen the experience satisfaction of the scenic spots.

Third, speed up the development of tourism-related industries such as the information industry and financial industry to provide tourists with more convenient services. The development of the tourism industry is inseparable from all aspects of life. Tourists have to continue to live during the travel process. Therefore, the communication network and financial services that are inseparable in life must be in place, so that tourists can anytime, anywhere I want to use extremely fast network communication to enjoy financial services such as depositing and withdrawing cash and exchanging renminbi anytime and anywhere, so that tourists can travel as convenient as at home, rather than a lost connection.

A complete tourism industry chain includes eating, housing, traveling, shopping, and entertainment. At present, my country's tourism industry chain only includes housing, eating and traveling. In recent years, characteristic tourist souvenirs have spread around some scenic spots. However, there is no brand effect. The problem of slaughtering customers is very prominent, causing tourists to be unwilling to buy things at tourist attractions. The meals at the attractions are expensive and unpalatable, which is the biggest feeling many tourists return from tourism. Therefore, it is urgent to strengthen the development of all links in the industry chain, improve the entire tourism industry chain, and eliminate one-off management concepts. It is possible to develop a set of distinctive food culture, residential features, souvenir shopping, and entertainment facilities that are in line with the scenic spots. Brands should be established, brand maintenance and marketing should be done well, and scattered and unorganized small merchants and hawkers should be rectified. Enhance tourism experience and cultivate a sense of trust in shopping. In particular, it is necessary to control disorderly bidding and shoddy prices, which will corrupt the market and corrupt the reputation of scenic spots. It is also necessary to form a unified sense of identity within the industry and integrate all parts of the industry chain. Get up and develop together, resist disruptors, and create a good industrial chain business circle.

The "Belt and Road" initiative has greatly improved the traffic conditions in the central and western regions of China, greatly improved the accessibility of the central and western regions, which are rich in tourism resources, and promoted border tourism between China and countries in central Asia. Industry development. The countries of the "Belt and Road" signed cooperation agreements with each other to simplify the entry and exit procedures of the people of all countries, facilitate the entry and exit of the people, and pave the way for the development of the tourism industry. All parts of the tourism industry should seize the opportunity and focus on creating tourism products and souvenirs with Silk Road characteristics. The "Belt and Road" initiative is a strategy that benefits the broad masses of people and provides opportunities for all walks of life. The tourism industry should seize this opportunity, make use of the government's preferential policies, and use the funds from all parties in the strategic projects to speed up the improvement of the industry's disadvantages. Development, factors that have not had a chance to change for a long time. Most of the provinces along the land Silk Road are provinces with relatively backward

tourism development in the west. They should seize the opportunity and use resources to reverse the backward situation. The 21st Century Maritime Silk Road should vigorously promote the development of cruise tourism, and all ports should cooperate in development. Cruise tourism and maritime tourism have taken a new step.

The new era is the era of big data and the Internet. The development of tourism should keep up with the pace of the times, accelerate the development of artificial intelligence applications, promote the integration of tourism and the Internet, and make "Internet + tourism" a new aspect of China's economic development. power. The convenience brought by e-commerce makes our life easier, and the combination of e-commerce and tourism can make our travel more comfortable and relaxing. Therefore, it is necessary to promote various online tourism services: booking tickets, booking hotels, queuing reservations at scenic spots, and real-time querying of tourist flow at scenic spots, etc., to improve the professional quality of information practitioners, and develop more services to help improve the competitiveness of the tourism industry. The penetration rate of electronic products such as mobile phones and computers in the new era has become quite common. Online payments such as Alipay and WeChat have become civilians and universal. Tourism, an industry that is the same as and higher than life, should closely follow the people. Changes in life, development of easy-to-use clients. The current prominent Internet travel companies: Ctrip, Qunar, and Fliggy are all developing well, but they should also try their best to improve the seamless connection between online and offline, so that tourists can perfectly complete online purchases, offline experience, and more. It is necessary to elaborate on the items that can be purchased online to avoid the experience of being deceived by tourists. The Internet industry should encourage innovation, cater to the development trend of the tourism industry, and make the traditional industry of tourism a step forward under the impetus of new technologies.

3.3 Increase government support

The most direct way to improve the international competitiveness of a certain industry in a country is to increase domestic demand for that industry. The domestic market with high demand, high requirements, and picky is the most direct driving force for the promotion of

tourism service trade. The most direct way to increase domestic tourism consumption is to increase national income and let the people have money to travel in order to truly stimulate domestic demand. Therefore, national income is a long-term and ambitious goal that needs to be coordinated by the government and the society can develop fully. Increasing national income is only one aspect of expanding domestic demand for tourism. "If you want to travel, you don't have time" is a problem faced by most people. Although the country has established many holidays in recent years, the time is too fragmented to meet the requirements of long-distance travel. In addition, some companies do not strictly implement the holiday system, which has caused this problem to be more prominent. Moreover, the phenomenon of the famous and unrealized annual vacation has also aggravated the problem of insufficient tourism domestic demand. Therefore, the government should strictly rectify to ensure the reasonableness and implementation of the holiday. Let some companies with implementation conditions implement a holiday adjustment system, which can be changed and rotated to ensure the length of the holiday; companies that do not strictly implement the statutory holiday and annual leave system for employees will be strictly punished and will not be tolerated. Let the people not give up the opportunity to travel for lack of time, thereby effectively expanding domestic demand [9, p. 105].

As a factor that has a strong influence on tourism service trade, the government has not been added to the model because its nature cannot be quantified. However, government policies have a strong guiding role in the development of tourism. Legislation has a great supporting effect on the development of tourism. The tourism industry has now developed into one of the pillar industries in my country's tertiary industry, but the relevant legislation has not kept pace. This is a major defect that restricts the development of the tourism industry and runs counter to the overall rule of law. Therefore, government departments should strengthen tourism laws. The construction of laws and regulations is perfect, based on reality, and meticulous to the point. You must not just list out vague rules, but form a complete legal system to give every tourist participant an effective reference. Whether it is a tourist or a business, there is a constraint. The framework of one's own behavior. Second, the legal documents must clearly dictate the penalties for violations. Finally, it is necessary to avoid rampant local protectionism and law enforcement dissatisfaction [34].

Transportation is the first step in the development of the tourism industry. Good

transportation has a very obvious promotion effect on the development of the tourism industry. The number of international air routes has the greatest impact on the international competitiveness of China's tourism service trade, so it should be focused on development. In international tourism, trains and cars cannot play a huge role due to geographical factors, but once they enter the country, railway and land transportation are used. The role of transportation in promoting tourism is very obvious. The government should increase investment Vigorously develop infrastructure transportation near tourist attractions to promote the competitiveness of the tourism industry. Secondly, in combination with the characteristics of international tourism, the government should combine the characteristics of local attractions and visitor sources, and increase international flight routes accordingly. In some famous scenic spots with a large number of people, special airports can be built and dedicated flights can be opened to enhance the attraction of tourists. Pave the way for the improvement of the international competitiveness of the entire tourism industry.

Conclusion

This paper analyzes the theory of China's international tourism service trade, analyzes the status quo of the competitiveness of China's international tourism service trade, and finds out the advantages and disadvantages of the various factors influencing the competitiveness of China's international tourism service trade from the perspective of influencing factors. In recent years, a high impact factor of China's competitiveness in international tourism service trade. Finally came to the following conclusions:

China has become the second largest country in the overall scale of international tourism service trade, and its tourism trade has an important position both internationally and domestically. First of all, from the research results of tourism growth and tourism export market share, it is concluded that China, as the development engine of Asia-Pacific tourism, drives the growth of world tourism. The market share of tourism exports in the Asia-Pacific

region has surpassed Europe and the Americas to become a new growth engine, while China's export scale far surpasses other Asia-Pacific countries and is the core country for tourism exports in the Asia-Pacific region. As the main force, China has promoted the formation of a new tourism pattern with the Asia-Pacific at its core. Secondly, China's tourism trade has always accounted for a large proportion of service trade, and the proportion has increased in recent years. In 2015, it accounted for half of service trade exports. Compared with other service industries, China's tourism industry has a relatively strong comparative advantage, and it occupies an increasingly important position in China. Although China's international tourism service trade occupies an important position in the international arena, it shows weaker competitiveness relative to developed countries in tourism. The status of China's international tourism service trade in the world stems from the huge trade scale. China is a large country in tourism service trade rather than a strong trade country. The export capacity of China's tourism service trade is very strong, but since 2006, China's tourism imports have been increasing at an even stronger rate. In 2009, China's tourism service deficit began for the first time. Previously, many scholars attributed the reason to the decrease in demand caused by the financial crisis. However, from the perspective of the situation after 2009, China's international tourism service trade deficit has become larger and larger, and the reason for the deficit is due to the level of competitiveness of China's international tourism service trade itself is relatively weak, and the relatively developed international competitiveness of China's tourism service trade is relatively low. Although the export market share is relatively large, excluding the country's size, fluctuations in the world's total volume, and inflation, competitive advantage and demonstrated advantage show insufficient competitiveness.

The reason for the weak competitiveness of China's international tourism service trade lies in the insufficiency of its various elements. In terms of production factors, China has strong tourism resources and cheap labor, but the current situation is a lack of high-level production factors such as knowledge, technology, and management talents. In terms of demand factors, the source of Chinese inbound tourists is mainly limited to Hong Kong, Macao and Taiwan, and the demand for inbound tourism is insufficiently internationalized and consumption is low. In terms of corporate organizational elements, tourism companies have expanded in scale but have poor operating efficiency. In terms of related supporting industries and

auxiliary industries, supporting and related industries cannot form industrial clusters. Compared with developed countries, China's hotel industry lacks management experience and is unable to deploy globally, and is only at the initial stage of development; the Internet penetration rate has only reached the world average level, far below that of developed countries.

In the past 15 years, the number of employees in higher tourism colleges, the number of travel agencies, and the degree of openness of service trade constituted the influence model of China's tourism service competitiveness. China's current tourism development has passed the stage of relying solely on the endowment of tourism resources. High-level and dynamic elements such as knowledge, technology, and information are becoming more and more important for China's tourism service trade to maintain its long-term competitiveness. In recent years, the training of senior tourism talents in China has achieved initial results and needs to continue to be strengthened. Enterprise organization plays a key role in the formation of the competitiveness of tourism service trade. This is completely consistent with the theory. As the core element of tourism service trade, tourism enterprises are still facing many difficulties to overcome.

The domestic tourism demand is forward-looking and internationally inadequate, and the imperfection of related supporting industries restricts the improvement and progress of China's tourism service trade competitiveness. China has the world's largest domestic tourism demand market. China's domestic tourism demand far exceeds the inbound tourism demand, and it has been maintaining a rapid growth trend. This situation in China makes China's tourism model completely different from other countries in the world. The formation of a mature domestic tourism industry chain, and the forward-looking and critical nature of domestic demand have prompted a country to produce the world's most refined and most valuable industry. For China, the strong domestic demand is undoubtedly a big opportunity for China's tourism in the future. However, China's domestic tourism demand is currently only in the stage of large quantities and has not yet reached a qualitative improvement. China's current tourism demand is more affected by foreign influences, novel gameplay, deep pursuit of humanities, etc. It will take a certain time for China to shift from the quantitative stage to other stages. With the continuous advancement of China's leisure wave, a new life With the gradual and spontaneous growth of personalized and diversified needs,

China's domestic market will be able to form a qualitative change in domestic tourism demand and demand. On the other hand, although China's Internet and transportation infrastructure has reached a relatively good level in the world, it still lags far behind the developed countries. Various supporting industries have not formed a healthy and complete mobile network and advantageous industrial clusters, and have not yet reached the level where they can give full play to group advantages and promote the interaction and integration of tourism and supporting industries.

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