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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 Li Xin, group 22ЭЭBma1, full-time mode of study

1 The topic of the graduation thesis: "International tourism service trade in China" was approved by the university order

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2 The deadline for the Master's degree student to complete the graduation thesis is 11.06.2024.

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 analysis of the development status of China international tourism service trade, international competitiveness of China's tourism service trade and strategies to enhance international competitiveness of China's tourism service trade.

5 The list of visuals contains tables and figures.

6 The date of setting the assignment is 28.11.2023.

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Schedule for completing the graduation thesis

№ п/п	Content of the thesis	Deadline for completion	Due date, signature of the academic adviser
First year of study			
1	Substantiating of the research topic and methodology, subject and object of research	1.09.2022 – 31.10.2022	
2	Framing the scientific concept of research	1.11.2022 – 18.12.2022	
3	Collection of scientific literature for the thesis	19.12.2022 – 15.01.2023	
4	Substantiating the relevance, concept, and novelty of the research	16.01.2023 – 19.02.2023	
5	Framing of a detailed plan and layout of the research	20.02.2023 – 12.03.2023	
6	Studying new literature sources within the topic of the thesis	13.03.2023 – 26.03.2023	
7	Conducting theoretical research within the first chapter of the thesis	27.03.2023 – 30.04.2023	
8	Preparing the first chapter of the thesis	1.05.2023 – 30.06.2023	
Second year of study			
9	Conducting analytical research within the second chapter of the thesis	1.09.2023 – 22.10.2023	
10	Preparing the second chapter of the thesis	23.10.2023 – 24.12.2023	
11	Conducting analytical research within the third chapter of the thesis	25.12.2023 – 25.02.2024	
12	Preparing the third chapter of the thesis	26.02.2024 – 21.04.2024	
13	Preparing the introduction and conclusion	22.04.2024 – 12.05.2024	
14	Completing the graduation thesis	13.05.2024 – 26.05.2024	
15	Handing in the thesis for compliance control and antiplagiat	27.05.2024 – 9.06.2024	
16	Getting acquainted with the feedback and review	10.06.2024	
17	Presenting the written thesis	11.06.2024	

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Summary

The graduation thesis comprises 74 pages, 3 chapters, 6 tables, 54 sources.

CHINA, RUSSIA, SERVICE TRADE, TOURISM SERVICE

Trade in tourism services has always occupied an important place in China's trade in services, so studying the international competitiveness of China's trade in tourism services is of great practical importance. Based on the current situation in China's tourism services trade, this document quantifies the international competitiveness of China's tourism services trade using appropriate indicators and suggests appropriate targeted countermeasures.

The goal of work is to identify patterns of functioning of the tourism industry of the People's Republic of China, strategies for national economic development, current trends, assessment of mechanisms for regulating economic processes in tourism, definition of a model for the transition of the sector to the market in a "mixed" economy, development of practical recommendations for comparative science in order to form a strategy for the development of a competitive sector in a "mixed" economy.

The methodological framework of the paper is formed by the complex of theoretical and practical methods such as It is formed by combining theoretical methods such as literature research, qualitative analysis, and comparative analysis with practical methods.

The results of research include: It was revealed that in the course of systemic reforms during the transition to the market, the weakening of administrative control measures (reform pricing, lifting of bans on visits to certain areas of the country, barriers to outbound travel, cancellation of licensing and quotas), the transition from direct management of tourism resources, hotels and agencies to indirect management through the formation of multi – layered forms of ownership, gradual change of direct levers of macro control indirect through fiscal policy (in particular, tax benefits for foreign investors for the construction of hotels at the initial stage) and currency policy (strict control over currency circulation in the country, availability of two courses - transferable and national yuan, temporary introduction

currency certificates for foreign tourists), the role of government agencies as a regulator, operator, educator, promoter and coordinator of the industry remains high. Gradualist reforms of macro control mechanisms in tourism were carried out by conducting experiments, debugging, adopting or cancelling them. Attempts at asymmetric

liberalization of the sector (display facilities, hotels, travel agencies) have shown the need to continue work on eliminating the negative consequences of the transition to the market, ensuring the institutional and legal basis for the activities of economic agents, further work on attracting investments, controlling pricing, maximum capacity of display facilities, etc. in order to improve the industry, transition to intensive, innovative, A "green" development path that can put China on a par with the key tourist powers of the world

Scientific novelty. The definition of integrated marketing communications has been clarified as a management process of conceptual and strategic integration of various communication channels, audience-oriented and measuring effective communication to achieve a long-term relationship between the brand and the customer.

Recommendations on the management of integrated marketing communications are proposed, taking into account the communication preferences of Chinese residents and the impact of the COVID-19 coronavirus pandemic on consumer behaviour: promotion of a new travel agency through the integration of various means via the Internet.

The practical significance of the final qualification work consists in the development of a project for the opening of a travel agency in Russia, specializing in the selection of tours and other additional services, including educational ones, for Chinese tourists.

Contents

Introduction.....	3
Chapter 1 Analysis of the development status of China's international tourism service trade	7
1.1 Overview of international trade in tourism services.....	7
1.2 Overview of China's international tourism services trade.....	9
1.3 Problems facing the development of China's international tourism services trade.....	15
Chapter 2 Analysis of the international competitiveness of China's tourism service trade	20
2.1 Analysis of factors influencing the international competitiveness of China's tourism service trade.....	20
2.2 Analysis of international competitiveness indicators of China's tourism service trade.....	32
Chapter 3 Strategies to enhance the international competitiveness of China's tourism service trade.....	43
3.1 Increase investment in factors of tourism services.....	43
3.2 Promote the development of tourism service-related industries.....	47
Conclusion.....	62
References	64

Introduction

Today, when residents' material conditions have been greatly improved, people's consumption patterns have gradually changed from tangible material consumption to intangible spiritual consumption. Among many spiritual consumptions, tourism has quickly entered the homes of ordinary people with its unique consumption methods., becoming a new consumption method for people to relax their body and mind. Due to the popularity of the concept of world integration and the improvement of residents' living standards, residents of various countries have gone abroad one after another, promoting tourism service trade among countries around the world.

Although my country's tourism service trade started late, relying on the strong domestic consumption power, the proposal of the "Belt and Road" initiative and the guidance of the government's relevant tourism service trade policies, tourism service trade is playing an increasingly important role in the rapid development of our country's economy. effect. Compared with other tourism powers in the world, China's tourism services trade still has many problems. For example, my country's tourism services trade deficit is expanding, the development of tourism services trade is uneven among regions, the trade structure of inbound tourists is unreasonable, and the quality of tourism industry employees Inconsistency and insufficient basic facilities in tourist attractions [9, p. 115]. If our country wants to transform from a major tourism country into a powerful tourism country, it must face up to these problems, turn disadvantages into advantages, and enhance the international competitiveness of our country's tourism service trade.

While social development has improved people's living standards, it has also improved people's quality of life. Tourism, as a concrete manifestation of the improvement of people's quality of life, has entered people's daily lives. Nowadays, it is not uncommon for people to travel. In the past, due to the underdeveloped material foundation and the lack of network communication information, people on the one hand had no money to travel, and on the other hand they did not know where to go even if they had a certain material foundation, which greatly hindered the development of tourism. At present, the

boom of the Internet and self-media has contributed to the development of the tourism industry. Everyone can share what they see and hear during the trip on a public platform through their own camera lens, and the beautiful scenery and scenery along the way. The new things encountered during the trip make people want to experience it personally. Therefore, tourism has become a way of life for people to relax after work and has been integrated into the daily lives of ordinary people, and the tourism industry has also prospered.

The purpose of this paper is to analyze the position of China's tourism service trade in the world, and then find out the factors that have a greater impact on the international competitiveness of China's tourism service trade through analysis, and put forward relevant countermeasures and suggestions. With the deepening of the degree of opening up to the outside world, trade in services plays an increasingly important role in the national economy, and has the momentum of gradually surpassing trade in goods. Trade in tourism services is an important part of trade in services and plays an irreplaceable role in the development of trade in services. At present, the momentum of the development of China's tourism service trade is very strong, and the scale of tourism continues to expand, both the number of inbound and outbound tourists and tourism consumption expenditure are rising year by year. However, due to the late start of China's tourism service trade industry, there is still a certain distance from the tourism trade industry of developed countries in the world. Affected by the new crown epidemic, the tourism service trade industry in all countries of the world has been seriously impacted, and China has also suffered losses in the development of tourism service trade, but at the same time, after the epidemic, it will also bring new opportunities for the development of China's tourism service trade industry [12, p. 3]. Based on this, this paper explores the theme of "Influencing Factors of International Competitiveness of China's Tourism Service Trade".

The main research methods are Literature analysis method and Comparative analysis method. The literature analysis method refers to the analysis method of exploring the nature and status of the research object through the collection of literature materials in a certain aspect, and deriving one's own viewpoint from it. It can help survey researchers form a general impression of the research object, which is conducive to a dynamic grasp

of the research object's history, and can also study research objects that are no longer accessible. The main content of literature analysis method includes:

- 1 Analyzing and researching the relevant archival materials found.
- 2 Analyze and study the collected personal diaries, notes, and biographies.
- 3 Analyze and research a collection of publicly published books and publications.

Literature analysis aims to clarify what the analyzed literature actually says, in order to provide search identification. Generally, there are two steps:

- 1 first identify the object of the literature discussion, and then further identify the specific problem of which aspect of the object to discuss;
- 2 Firstly, identify the various concepts involved in the literature, and then further investigate their relationships to form several complete themes.

The number of topics analyzed from a single literature can be multiple. This article summarizes and organizes a large number of domestic and foreign literature around the theme of the paper "China International Tourism Service Trade", And in accordance with the research needs of this paper, relevant ideas are sorted out, data is processed, and relevant conclusions are drawn.

The comparative research method is a method of studying and judging the degree of similarity or difference between things and between people. The comparative research method can be understood as a method of examining two or more related things based on certain standards, searching for similarities and differences, and exploring universal and special laws.

According to its own characteristics, Comparative law can be divided into vertical Comparative law, horizontal Comparative law, and vertical and horizontal Comparative law, which is compared with theory and facts.

Vertical Comparative law is a method to compare the specific forms of the same or similar things under different historical conditions. It has the characteristics of historicity, time sequence and depth, so it is also called historical Comparative law.

The horizontal Comparative law is a method of comparing different things on the same horizontal cross section according to a certain standard of identity. For example, the comparison of politics, economy, science and culture between China and India, which are

both the third world countries, Asian countries and major countries, is a horizontal comparison.

The vertical and horizontal Comparative law method is a combination of vertical comparison and horizontal comparison. Through vertical and horizontal comparison, one can not only understand the similarities and differences in the historical development of things participating in comparison, but also understand their similarities and differences horizontally [5, p. 295]. Therefore, a more comprehensive understanding of things participating in comparison can be obtained.

The method of comparing theory with fact is to compare the results of theoretical research with the data obtained from observational experiments. Through this comparison, it can be determined whether the conclusions obtained from the study are consistent with the observed data, and it can also be used to verify the authenticity of the data. This is of great significance for scientific discoveries.

This paper selects the countries ranking top in the tourism service trade industry in the world, and uses Panel data to comparative analysis was conducted on the international competitiveness of the tourism industry in various countries to identify the gaps between China and other countries, as well as the overall the trend of the body.

Chapter 1 Analysis of the development status of China's international tourism service trade

1.1 Overview of international trade in tourism services

Modern international tourism service trade began to emerge after the end of World War II. In the second half of the 20th century, with the emergence of the new scientific and technological revolution, the world economy has continued to develop rapidly, the international environment has been relatively stable, cultural exchanges between countries have become increasingly frequent, and tourism has increasingly developed into a popular consumer product and has become increasingly popular. Accepted by many people. At present, tourism service trade has become the fastest growing emerging industry with the broadest prospects in the world today. According to statistics from the World Tourism Organization: in 1950, the number of international tourists in the world was 25.3 million, and by 2004 it reached 760 million, an increase of 29.04 times. The World Tourism Organization predicts that international tourism services trade will maintain a good momentum of development in the next few years. The number of international tourists will reach 1 billion in 2010, 1.2 billion in 2015, and 1.6 billion in 2020. The average annual growth rate of international tourism activities from 2000 to 2020 is 4.4%. In 2020, international tourism consumption revenue will reach 2 trillion US dollars. The annual growth rate of international tourism service trade is 6.7%, which is much higher than the world's annual average wealth of 3. % growth rate. By then, the international tourist population will account for 3.5% of the world's total population. It can be seen that the proportion of tourism service trade in the world economy will become increasingly important. The development of modern international tourism service trade shows the following characteristics [7, p.121].

Tourism service trade has attracted increasing attention from various countries. The rapid development of tourism service trade has attracted widespread attention from various countries. Some traditional tourism countries such as France and Egypt are constantly launching new tourism products to maintain their dominant position; while emerging

tourism markets such as Vietnam, South Korea, and China in Asia are combining their own national characteristics and unique national customs. Attract overseas tourists. Many countries, especially developing countries, have supported tourism as a key industry for economic development, increased capital investment, launched unique tourism projects, improved related supporting facilities, and strengthened tourism management. In addition, many countries have also started with entry and exit procedures, simplifying visa procedures, shortening visa time, implementing visa on arrival or even canceling visa policies to encourage the development of international tourism service trade.

Diversified tourism demand structure. The arrival of the knowledge economy era has made the demand structure for tourism service trade increasingly diversified. Firstly, the improvement of production automation and labour productivity has led to an increasing amount of leisure time for people, increasing the demand for tourism in terms of total quantity; Secondly, with the rapid development of science and technology and the rapid development of the economy, people's values and consumption patterns have also changed. Some new tourism demands have emerged with the development of the times, such as adventure tourism, ecotourism, industrial tourism and so on, and their proportion in tourism service trade is increasing day by day; Once again, people's enthusiasm for knowledge and culture has made the cultural atmosphere of tourism products increasingly strong, and tourism products are constantly innovating [53, p.64]. Various exhibition halls, film and television centers, Disneyland, cultural and art corridors, and other cultural related tourism products are particularly favored by foreign tourists; Finally, the popularity of the information highway and the Internet has made it possible to spread tourism sales information and sell tourism products online, thus forming the globalization of tourism services and meeting the needs of tourism consumers in an all-round way.

The risk resistance of tourism service trade has been enhanced. Tourism service trade, as a sensitive industry, is susceptible to changes in international political and economic situations. With the continuous development and improvement of tourism service trade, its ability to resist risks has been strengthened since the 1990s. In 1997, the international financial crisis originating from Southeast Asia gradually spread to the Asia Pacific region, forming a financial crisis that had an impact on the global economy. In the

financial crisis, although international tourism service trade has been negatively affected, it has not been as severe as imagined. In 1997 and 1998, the income growth of international tourism service trade slowed down, but the growth in the number of visitors during the two years was not small, at 3.33% and 2.51%, respectively. This fully demonstrates the enhanced ability of international tourism service trade to resist risks.

The per capita consumption of tourists has grown rapidly. With the development of the world economy, the per capita consumption of tourists in tourist destinations has also shown a rapid growth rate. According to statistics from the World Tourism Organization, the growth of international tourism reception in the 1990s was smaller than the growth of total international tourism revenue. Over the past decade, international tourists have grown by 38%, with an average annual growth rate of 3.8%. The total revenue of international tourism increased by 68%, with an average annual growth of 6.8%. The above data reflects the increase in per capita consumption of international tourism from one aspect. Throughout the development of international tourism service trade, it has been increasingly valued by governments of various countries [12, p.3]. Tourism demand is becoming increasingly personalized and diversified, and the growth of per capita consumption of tourists has maintained a sustained growth momentum in tourism service trade.

1.2 Overview of China's international tourism services trade

China's tourism service trade has achieved remarkable achievements in the 40 years since the reform and opening up, most intuitively manifested by the rapid improvement of global tourism competitiveness and significant enhancement of international influence. In recent years, China's tourism service trade tourism product system has become more systematic, professional, and standardized than before. It has implemented institutional reforms in basic public services, tourism informatization, and tourism management, jointly promoting the enhancement of China's global tourism competitiveness. In recent years, the establishment of the International Tourism Association has increased the recognition of China's tourism image among foreign tourists. Since 2005, the number of inbound tourists has continued to increase, and foreign exchange income has also been increasing. With the

recovery of the global economy, China has built and rebuilt many tourism facilities, greatly improving the tourism service environment. The number of overnight tourists entering China has increased every year. This can be considered as a recognition of China's tourism construction level by tourism consumers in most countries around the world. With the gradual development of China's market economy, there has been a huge change in national consumption concepts, coupled with the improvement and preparation of transportation networks, which has led to the gradual popularity of domestic tourism.

Table 1.1 – Number of outbound tourists, number of inbound tourists and foreign exchange earnings from international tourism in China from 2005 to 2019 [50, p. 20]

years	Number of outbound tourists	Number of inbound tourists	Foreign exchange earnings from international tourism
2005	3102.6	12029.23	293
2006	3452.4	12494.21	339.5
2007	4095.4	13187.33	419.2
2008	4584.4	13002.59	408.43
2009	4765.6	12647.59	396.75
2010	5739	13376.22	458.14
2011	7025	13542.35	484.64
2012	8318	13240.53	500.28
2013	9519	12907.78	516.64
2014	9819	12850	569.13
2015	12786	13382	1136.5
2016	12298	13437.45	1200
2017	13051	13948	1234
2018	14972	14120	1271
2019	15500	14500	1312.54

Data source: WTO database

The above are the three statistical indicators of the number of outbound tourists, the number of inbound tourists and foreign exchange income from international tourism in my country from 2005 to 2019. Firstly, in terms of the number of outbound tourists, there was a continuous growth trend from 2005 to 2019, with the number of outbound tourists doubling nearly fivefold during these fifteen years. From 2010 to 2015, the number of outbound tourists grew rapidly, surpassing 100 million for the first time in 2015, achieving

a leapfrog growth. From the perspective of the number of inbound tourists, the global financial crisis has still had a certain impact on the tourism industry. In 2008, the number of inbound tourists decreased by more than one million compared to previous years, but the overall trend showed fluctuating growth. During these fifteen years, the overall quantity change was not particularly significant, fluctuating between 120 million and 150 million. Compared horizontally with the number of outbound tourists in China, the number of inbound tourists in 2005 was about four times that of outbound tourists. In 2018, the number of outbound tourists exceeded that of inbound tourists for the first time. In 2019, the number of outbound tourists still exceeded that of inbound tourists, and there is a continuous trend of expansion. From the perspective of international tourism foreign exchange income, in 2005, China's tourism foreign exchange income was less than 30 billion US dollars, and in 2019 it had exceeded 130 billion US dollars, an increase of about three times. Especially in 2015, international tourism foreign exchange revenue was about twice that of 2014, and tourism foreign exchange revenue achieved a leapfrog growth, which has since remained above 100 billion US dollars. Throughout the 15 years of international tourism foreign exchange income, it has consistently maintained a growing trend. Based on the analysis of the above three indicators, it can be seen that the scale of China's tourism service trade is constantly expanding.

China's outbound tourism development was relatively late. Before 1997, outbound tourism was only for visiting relatives in Hong Kong, Macao, and Taiwan, and there was little development in terms of outbound tourism. With the continuous enhancement of China's economic strength and the continuous increase of national wealth, the State Council issued the "Interim Measures for the Administration of Chinese Citizens' Self-funded Outbound Tourism" in 1997, officially opening the curtain on China's outbound tourism. From Table 1.1, it can be seen that the number of outbound tourists in China has experienced explosive growth since 2005, and the long suppressed outbound tourism has been released. The number of outbound tourists has increased from 31.26 million in 2008 to 155 million in 2019, and has maintained a positive growth rate of up to 15% annually over the past 15 years. However, the global average growth rate of outbound tourists is only 5% the following year. The increase in national wealth, the transformation of civic

ideology, the emergence of the Chinese middle class, simplified visas for destinations, and the relaxation of travel regulations have all contributed to this rapid growth. Although the absolute number of outbound tourists in China is large, ranking second only to the United States in the world in 2019, 179.3 million, the relative number is relatively low. Taking 2019, the year with the largest number of outbound tourists, as an example, the number of outbound tourists only accounted for 11.45% of the total population. In the same year, the number of outbound tourists in the United States reached 52.11% of the total population, Taiwan, China reached 41.27% in 2011, and South Africa has remained at about 10%.

In 2020, the outbreak of the COVID-19 caused serious damage to outbound tourism. The number of outbound tourists decreased from 154.6325 million in 2019 to 20.334 million in 2020, a year-on-year decrease of 86.25%. In 2021, the number of outbound tourists in China was 25.62 million, a year-on-year increase of 26%, but only 16.57% in 2019. China's outbound tourism was basically at a standstill. According to the latest survey, the emergence of the COVID-19 has greatly changed people's travel preferences. Short distance travel has become the first choice for Chinese tourists [18, p. 15]. In addition to China's current outbound and inbound travel restrictions, it is difficult for China's outbound tourism to recover quickly in the short term.

In terms of the number of inbound tourists, the number of inbound tourists in China has increased from 120 million in 2005 to 145 million in 2019, with a relatively slow growth. In 2020, due to the outbreak of the COVID-19, China's inbound tourism market experienced a depression never seen since the reform and opening up. According to the statistics of the World Tourism Organization, the total number of global tourism arrivals in 2020 decreased by 73% compared with that in 2019. At the same time, as of December 2021, China's tourism restrictions were still "completely closed", which reduced China's inbound tourism arrivals to 27.47 million in 2020, a year-on-year decrease of 81%. In 2020, 60% of inbound tourists in China came from Macau, China. The main reason is that in August 2020, China opened up entry to Macau, allowing tourists who meet epidemic prevention requirements to enter. This has resulted in a decrease of only 21% in inbound tourists from Macau compared to 2019. This to some extent indicates that when the global epidemic is effectively controlled and China gradually lifts tourism restrictions, inbound

tourism will recover quickly. However, the current prospects are not optimistic. In 2021, only southern Asia and the Caribbean region saw a recovery in tourism, returning to the same level as the same period in 2019, while other regions still showed no improvement. The current uneven vaccination rates around the world, Western countries' "herd immunity" policies, and the continuous evolution of viruses all make the recovery of international tourism full of uncertainty. According to a survey conducted by experts in 2022, 45% of the surveyed experts believe that the earliest time to recover to the level of 2019 is in 2024 or even later.

As shown in the figure, the following are the countries that entered China for tourism from 2016 to 2018. We can see that the top ten countries for inbound tourists to China have hardly changed, mainly concentrated in Asian countries such as South Korea, Vietnam, Japan, Myanmar, Mongolia, Malaysia, the Philippines, and Singapore; There is only one European country, Russia, and one North American country, the United States. Among the top ten countries for inbound tourism in China, there are five developed countries: South Korea, Japan, the United States, Russia, and Singapore.

Since entering the 21st century, China's international tourism foreign exchange income has shown an overall upward trend. As shown in Figure 1.1, China's international tourism foreign exchange income has increased from 29.3 billion US dollars in 2005 to 131.254 billion US dollars in 2019, with only a slight decline from 2008 to 2009. The main reason is the impact of the international financial crisis, which has led to a global economic recession and a significant decrease in the number of people traveling abroad, resulting in a decrease in international tourism foreign exchange income. But with the global economic recovery, tourism service trade has also developed rapidly, and China's international tourism foreign exchange income has risen rapidly, especially in 2015, with a growth rate of 103.97%, showing a leapfrog growth, indicating the rapid growth of China's tourism foreign exchange income.

From the perspective of the international tourism revenue structure of China's tourism service trade, tourism often focuses on the six major tourism demand elements of "clothing, food, housing, transportation, and shopping".

The international tourism revenue structure is decomposed into catering revenue,

accommodation revenue, long-distance transportation revenue, urban transportation revenue, tourism revenue, entertainment revenue, commodity sales, postal and telecommunications revenue, and other service revenue.

Table 1.2 – Main source countries of Chinese customers from 2016 to 2018 [50, p. 16]

2016		2017		2018	
1	Korea	1	Myanmar	1	Myanmar
2	Vietnam	2	Vietnam	2	Vietnam
3	Japan	3	Korea	3	Korea
4	Myanmar	4	Japan	4	Japan
5	United States	5	Russia	5	United States
6	Russia	6	United States	6	Russia
7	Mongolia	7	Mongolia	7	Malaysia
8	Malaysia	8	Malaysia	8	the Philippines
9	the Philippines	9	he Philippines	9	Singapore
10	Singapore	10	Singapore		

Data source: WTO database

From the structure of international tourism revenue in 2019, long-distance tourism transportation accounted for the largest proportion, reaching 30.6%, indicating that the development of transportation is crucial for the tourism industry. For example, the northwest region of China has abundant tourism resources, but due to the lack of transportation convenience, the development of tourism service trade is still weaker than that of the eastern region. Currently, China has the world's second-largest air transportation capacity and the longest high-speed rail network, providing strong convenience for international and domestic tourism. However, there are still certain deficiencies in ports and roads, and more investment is needed. The second largest proportion is mainly related to food and housing, accounting for 27.5%. This part is essential consumption for travel, with low elasticity and added value, and limited growth

potential. Finally, the proportion of consumption in tourism and entertainment, which can truly reflect the substantive consumption of tourism, is relatively low, accounting for only 4.47% and 3.37% respectively. This reflects the unreasonable structure of inbound tourism consumption in China and the still low total added value of tourism products[30,p.186].

1.3 Problems facing the development of China's international tourism services trade

In recent years, service trade has developed rapidly and has occupied a pivotal position in international trade. The development of international trade in services promotes economic globalization and high-quality development of the global economy. As one of the components of service trade, tourism trade is a prominent content and strategic focus of my country's foreign trade development. However, there are still many problems and development difficulties in my country's foreign tourism service trade.

In recent years, my country's tourism "chaos" has emerged one after another. Problems such as random littering of garbage in scenic spots, graffiti on historical monuments, over- opening of scenic spots leading to congestion and noise, disorderly competition among vendors in scenic spots and raising prices, and vulgar performances in scenic spots have occurred from time to time, repeatedly banned. Due to the low comprehensive quality of the citizens, weak awareness of environmental protection, and weak self-discipline; lax government supervision and management, imperfect laws and regulations related to the tourism industry, and insufficient investment in the construction of basic service facilities; lack of unified management of businesses in tourist attractions, Tourism companies blindly pursue profit maximization and lack brand awareness and service awareness; the employment threshold in the tourism industry is low, the quality of service personnel is low, there is a lack of training for relevant personnel and a lack of control over the service quality of service personnel, and a lack of professionalism and internationalization[49,p.39]. These social problems have seriously affected the development of my country's tourism industry, and have a negative impact on the reputation and image of my country's tourism industry in the world, creating a vicious

circle.

Lack of protection of tourism resources

There are still many deficiencies in the protection of tourism resources in our country, which are mainly reflected in the development and utilization of tourism resources. There is an extensive tourism development pattern of "first-rate resources, second-rate development, and third-rate services". In terms of tourism resource development, wastewater discharge planning from tourist accommodation facilities does not take into account environmental issues and is discharged directly into scenic spots, causing water pollution, destroying natural scenery, and greatly reducing the viewing value. For example, the water system of the ancient city of Lijiang in Yunnan is polluted; the natural scenery of tourist destinations The construction of buildings in the area destroys the original appearance, lacks aesthetics, and cannot be organically integrated with the natural beauty, destroying the beauty of the scenic area and causing construction pollution; the development of the scenic area blindly pursues economic benefits, the edges of the scenic area are over-exploited, and the habitats of wild animals are destroyed, exacerbating ecological pressure. This is mainly due to the blindness of tourism resource development planning. Duplicate construction, uncoordinated planning, planners' lack of aesthetics, and failure to fully utilize and retain original features have resulted in resource destruction.

The market is not highly internationalized

Since there is little or no international publicity for most scenic spots in our country, marketing investment is insufficient and there is a lack of internationally standardized tourism services. As tourism consumers in developed countries such as Europe and the United States with strong purchasing power and desire to consume, they pay more attention to independent choices and in-depth experience during travel. my country's service tourism trade mainly focuses on basic tourism consumption such as accommodation, food, and transportation, while high value-added tourism projects such as entertainment and shopping account for a small proportion. my country's tourism products and projects lack innovation and upgrading. There is a serious disconnect between domestic tourism theoretical research and industry practical development. The

development of tourism products and projects has failed to keep up with the rapid development of tourism service trade. The industrial layout is scattered and the improvement of tourism service quality has not been deepened. and extensive development, thus limiting the spending power and purchasing desire of overseas tourists for inbound tourism. Domestic tour groups often "go around" and "check in at the destination", which makes it difficult to satisfy their consumption preferences. Among the inbound tourists in my country, the top two source countries or regions are Hong Kong, China and Macau, China. Compatriots from Hong Kong, Macao and Taiwan account for about 80% of the number of inbound tourists. Tourists from overseas are also mainly concentrated in the country. In geographically adjacent Asian countries such as Myanmar, Japan, Vietnam, and South Korea. This shows that my country's international tourism service trade relies on the limited Asian market and is currently not favored by developed countries such as Europe and the United States. The degree of internationalization is not high and the ability to develop international markets is not strong.

The shortcomings in tourism talents are prominent

Talents engaged in the tourism sector and industry are one of the elements for the sustainable development of the inbound tourism industry. In order to achieve the steady development of inbound tourism, our country needs the assistance of a large number of professionals, especially those who can communicate with foreign tourists. However, the quality of employees in my country's tourism industry has always been unsatisfactory. The reasons are, on the one hand, because my country does not pay attention to the training of students majoring in tourism, and most of them follow the textbooks and cannot connect with the standards of the international tourism industry. Therefore, it is impossible to directly enhance the competitiveness of my country's tourism trade. On the other hand, my country lacks a reward and punishment system for tourism industry employees, and its service quality is uneven, resulting in the overall quality of my country's tourism industry being low, which indirectly leads to weak export competitiveness of tourism trade. Due to the uneven quality of our country's tourism industry employees, the starting point of the inbound tourism industry is low and its development lags behind, so there is a lack of employees with strong professional capabilities. Therefore, the cultivation of tourism

talents and foreign language talents is particularly important, which is of great significance to promoting the development of my country's inbound tourism industry.

Unbalanced regional development

Guangdong Province and Shanghai City, located in the southeastern region of my country, are my country's core tourist areas, while the tourism service trade located in the northwest and inland areas of my country is relatively backward. Our country's tourism industry has different levels of development due to different regionalization, especially in the economically developed southeastern region. The utilization rate of tourism resources in the southeastern region is relatively high. Although other regions are rich in resources, their tourism resources are idle, the degree of development is low, and the participation of the government and various tourism departments is not high. This current situation also reflects that the different levels of economic development in various regions of our country have also led to different development statuses of tourism in various regions. Regions with better economic development pay more attention to the development of tourism and therefore invest more human capital. However, transportation in backward areas is underdeveloped and there is no interconnection between scenic spots. Therefore, it is difficult to attract inbound tourists, and their tourism potential has not yet been tapped. It can be seen that the overall development of China's tourism industry is uncoordinated and lacks an overall and systematic development concept. Therefore, it is necessary to jointly develop from the perspective of globalization and regional tourism cooperation, integrate the uniqueness and particularity of tourism resources in each province, and form a distinctive tourist attraction image [5, p. 67].

My country's economic development not only presents an imbalance between the developed coast and the underdeveloped inland, but also in the development of tourism service trade, the east is better than the west, and the coast is far better than the inland. Jiangsu Province, Zhejiang Province, Guangdong Province and other coastal eastern provinces are among the best. Jiangsu Province ranks first with 23, followed by Zhejiang and Guangdong with 17 and 13 respectively. It is not difficult to see that the top three rankings are all eastern coastal provinces. According to the total tourism revenue released

by each province in 2018, the top five provinces are Guangdong Province, Jiangsu Province, Shandong Province, Sichuan Province, and Zhejiang Province. Except for Sichuan Province, which is located in the western region of my country, the other four top-ranking provinces are all located in the eastern region of my country, and are partially consistent with the number of 5A-level scenic spots in each province in my country. According to the National Economic and Social Development Statistical Bulletin issued by each province, Guangdong Province's foreign exchange revenue from international tourism was 20.521 billion in 2019, and it received a total of 37.31 million overnight tourists. However, in Yunnan, which has rich ethnic minority culture and gorgeous natural scenery, the foreign exchange revenue from international tourism in 2019 was only US\$5.15 billion, less than a quarter of Guangdong Province. Among inbound overnight tourists, 7.39 million were received in 2019, less than one-fifth of the number of inbound tourists received by Guangdong Province in the same year. In Shaanxi Province, the province where Xi'an is located, which has countless historical monuments and was the ancient capital of 13 dynasties, the foreign exchange revenue from international tourism was only US\$3.37 billion in 2019, about one-seventh of that of Guangdong Province. The number of inbound tourists received was 4.66 million, which is incomparable to Guangdong and Yunnan Provinces.

Chapter 2 Analysis of the international competitiveness of China's tourism service trade

2.1 Analysis of factors influencing the international competitiveness of China's tourism service trade

There are many factors that affect the competitiveness of service trade, such as the differentiation of tourism products, the professional quality of tourism practitioners, and the accessibility of tourist attractions. The factors that lead to any economic factor are multifaceted. There are also many classification criteria for factors that affect tourism in existing economic theories. This article selects Porter's "Diamond Model", which is more authoritative, as the theoretical support for selecting influencing factors.

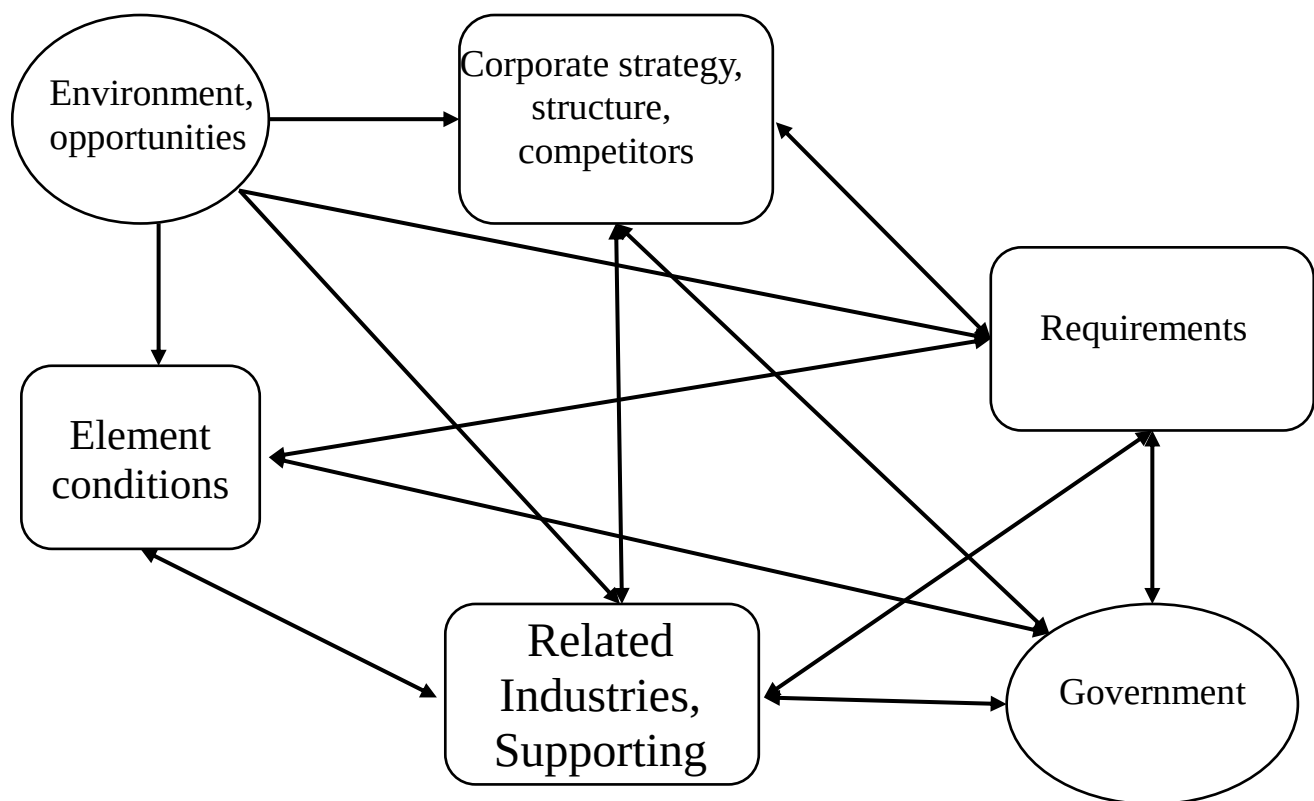


Figure 2.1 – Porter "Diamond Model" [35, p. 119]

Porter's theory of national competitive advantage emphasizes that there are four main factors that affect the international competitiveness of a country's industry: the degree to which the country owns the production factors of the industry, the level of

demand in the domestic market, the internal strategy of the industry enterprise and the strength of its competitors, as well as the development status of other industries that support and support the operation of the industry, all of which are very important influencing factors. In addition to these four influencing factors, there are also the current economic environment in which the industry operates and whether there are opportunities for development. The government is the coordinator of a country's power, and therefore, the level of government support for the industry is also an important force in promoting its development. Therefore, this article combines Porter's "diamond model" to explore the factors of China's international competitiveness in tourism service trade from six aspects.

Tourism production factors

The factor of production is the cornerstone of industrial development, and any enterprise that produces products requires input of factors. The quality of factors determines the quality of products; According to the theory of factor endowment, when a country has abundant factor ownership and low factor prices, it can reduce the production cost of the product, thereby providing profit space for the product to participate in international competition. The production factors of tourism include: tourism landscape, human capital, etc. Here, the production factors of tourism can be divided into basic elements and advanced elements.

The basic elements are tourist attractions and other factors with relatively small human resources. China has a wide variety of tourist attractions, an astonishing number, and obvious characteristics. Firstly, China is the only ancient civilization and culture that has been passed down among the four great civilizations, with a history of five thousand years. The culture that has been accumulated from a long history is unmatched by any country in the world today. Due to historical reasons such as isolation and the exclusion of China by Western countries in the early days of the founding of the People's Republic of China, many Westerners are curious about the true face of China. Chinese history and culture are even more mysterious and unpredictable to them, and the cultural landscape carrying historical culture is their way to explore the truth. Secondly, China has a vast territory, spanning the tropical and temperate zones, extending from the Pacific Ocean to the hinterland of Eurasia, as well as the Himalayas, the roof of the world. Countless

wonders formed by unique terrain are important elements of China's tourism development. Secondly, China has a vast territory, spanning the tropics and temperate zones, stretching from the Pacific Ocean to the hinterland of Eurasia, with a land area of 9.6 million square kilometers and rich natural resources: lakes (West Lake in Hangzhou, Qinghai Lake, Xuanwu Lake in Nanjing), mountains (Yanshan Mountain, Mount Huangshan Mountain, Mount Taishan Mountain), forests (Xishuangbanna, Zhangjiajie, Wolong, Sichuan), mountains and waters (Three Gorges of the Yangtze River, Lijiang River in Guilin), coastal scenic spots (Xiamen, Hainan Tianya Haijiao). China is one of the four ancient civilizations with 55 World Heritage sites, ranking first in the number of World Heritage sites. Undoubtedly, China has a significant competitive advantage in primary resources. Relying on such abundant natural resources, China has also launched many boutique tourism routes, such as the "Silk Road" tourism route, which is centered on Silk Road culture and spans six provinces. It is a typical international tourism route that has formed a significant response at home and abroad. The "Coastal Vacation" tourism route runs through the eastern coastal tourist destinations of China through sea and air routes, guiding residents to relax and vacation. The "West Beijing, Shanghai, Guangxi and Guangzhou" tourist route, which connects Beijing, Xi'an, Shanghai, Guilin, Guangzhou and other famous tourist cities in China, is known as the "classic China" tourist route, and the Himalayas, the roof of the world. Countless wonders formed by the unique terrain are important elements of China's tourism development. However, although our country has abundant primary resources, in terms of resource element development, due to excessive emphasis on short-term benefits, the sustainable development of the tourism industry has not received enough attention, and environmental pollution phenomena occur frequently. For example, the "Sky Mirror" of Chaka Salt Lake has become a garbage dump, which not only causes ecological damage, but also greatly reduces the tourism experience of tourists. In the 2019 World Economic Forum's Tourism Competitiveness Report, China ranked first in the world in terms of culture and tourism resources, but ranked 120th out of 140 countries in terms of sustainable tourism development, ranking last in the world. Finally, China is a multi-ethnic country, with 56 different ethnic cultures and distinct styles. The costumes of different ethnic groups vary greatly, and their customs are novel and

interesting. The creativity of tourism products is very strong. It can be said that China's tourism resources are very rich, ranking first in the world in various types of tourism resources, far surpassing the world's tourism powers. At the same time, China has 52 World Heritage sites, so the basic production factors of China's tourism industry are highly competitive.

The advanced production factors of the tourism industry include supportive facilities for tourism development, tourism human resources, and modern information technology related to tourism. These are not natural gifts or ancestral heritage, but require the joint construction of citizens, enterprises, and governments of a country. Compared to basic elements, advanced elements can be improved by human resources and are a key entry point for enhancing competitiveness. Primary factors determine whether we can develop, while advanced factors focus on how to make the industry develop better, which is the driving force for the long-term development of industrial competitiveness. Firstly, there are elements of tourism capital. Since the reform and opening up, after 30 years of efforts, China has become the world's third largest economy, with a total import and export trade volume ranking third in the world. The per capita national income has increased from 35 US dollars at the beginning of the founding of the People's Republic of China to 3266 US dollars in 2008, which is already at a lower middle level in the world. Its foreign exchange reserves are over 200 billion US dollars, ranking first in the world. Since 2003, China's economy has developed rapidly, contributing as much as 13.8% to world GDP growth, ranking second in the world. These rankings are still showing an upward trend. During the 2008 financial crisis, while the global economy was in recession, China still maintained an economic growth rate of 8%. The United Nations predicted that China's economic growth rate would reach 8.4% in 2009, attracting global attention and significantly improving its overall national strength. The deepening of China's economic system reform, the comprehensive progress of the economy and society, the development of opening up to the outside world, and the adjustment of industrial structure will all promote the development of international tourism industry and provide capital resources for the tourism industry. Secondly, there are elements of tourism human resources. Human resources are an important factor in the success or failure of an industry. More and more universities and

vocational schools in China are offering tourism majors. As of the end of 2008, there were a total of 1775 higher education institutions in tourism, as well as ordinary higher education institutions and secondary vocational schools offering tourism majors, with 844600 students enrolled. However, the number of tourism major students trained each year cannot meet the actual needs, and the proportion of tourism graduates in the tourism industry, especially in the central and western regions, is very small. However, due to the increasingly prominent contradiction between tourism theory and practice in China at present, there is still a lack of talent in some aspects, such as minority language tour guides, talents in tourism resource planning, planning, and development, and even in the operation and management positions of travel agencies and tourist hotels, many personnel, from managers to general practitioners, have not received professional education or training [18, p. 98].

The insufficient integration of tourism industry, academia, and research, as well as the serious shortage of advanced and specialized elements, is currently the biggest problem in China's tourism service human resources. This problem has led to the overall backwardness of China's tourism service level and also constrained the international competitiveness of China's tourism service trade. At present, China's participation in international market competition in tourism service trade is still based on basic tourism resources at a low level, rather than on advantages in quality, brand, and service [22, p.90].

Therefore, in order to enhance the international competitiveness of China's tourism service trade, China must follow the development path of promoting tourism through science and education and innovation, and increase capital investment in tourism services through national economic development; Applying advanced technological and cultural knowledge to enhance independent innovation capabilities; Accelerate the cultivation and cultivation of tourism professionals in China, and promote the evolution of international tourism competition to a higher stage. According to a survey by economist Krugman, the average wage of Chinese workers is only 4% of that of American workers. Therefore, China has abundant human resources, low prices, and development advantages. Improving the quality of labor has become the key to enhancing competitiveness. From this, it can be seen that the weak advantage of China's tourism service trade in the international market

mostly comes from basic production factors, so the competitiveness is not long-term enough. According to the endogenous growth theory, the competitiveness of human capital is irreplaceable and difficult to imitate, and is an important element for enhancing and maintaining competitiveness. Based on this, this article selects human resources as the production factor of the tourism industry to study the international competitiveness of tourism service trade.

Domestic tourism demand

The growth of demand has a huge driving effect on an industry, and the most direct driving force on a country's industry is domestic demand. In Porter's theory, the best cultivator of a country's competitiveness in a certain industry is its own consumption demand. The consumption demand of the country is closest to the enterprise, and the feedback to the enterprise is most direct. However, the demand preferences formed by consumers in different countries due to differences in cultural values and other factors are different. Therefore, the consumption demand feedback to the enterprise has its own unique characteristics, providing irreplaceable competitiveness for the enterprise in international competition. On the other hand, consumer demand is directly proportional to income. As mentioned earlier, the quality factor of domestic demand is emphasized here, which is the quantity of demand. The increase in domestic resident income can drive consumption, bring profits to enterprises, and also provide possibilities for enterprises to improve quality and expand production. Since the reform and opening up, China's productivity level and national income level have doubled several times, and the per capita GDP has increased from over 40 US dollars in 1978 to 8866 US dollars in 2016, an increase of two hundred times. People's lives have moved from basic needs to a moderately prosperous society, and some regions have even reached a level of prosperity [22, p. 99].

At present, China's domestic income level is sufficient to support the domestic consumption demand of the tourism industry. However, in 2016, the per capita consumption of domestic tourism in China was only 888.2 yuan, far lower than that of developed tourism countries. The national tourism consumption concept is not mature enough, and the pickiness of tourism products is not enough, which leads to insufficient

innovation and service improvement stimulation for the domestic tourism industry. The insufficient consumption leads to insufficient domestic tourism income, insufficient financial support for the tourism industry, and low endogenous motivation, resulting in insufficient international competitiveness of China's tourism products. Insufficient domestic consumption is difficult to provide impetus for China's tourism industry to participate in international competition. High domestic consumption demand can bring high profits to tourism enterprises, increase competition in the tourism industry, and enhance the service level and innovation awareness of various enterprises. High consumption can also provide funding for infrastructure construction, and improved facilities are the foundation for further development. Therefore, this article focuses on studying domestic tourism demand as an influencing factor to enhance China's tourism competitiveness [13, p. 45].

The status of tourism related and supportive industries

The tourism industry is an industry with its own unique way of activities, but it is also similar to people's daily lives. Therefore, all aspects of people's lives are still needed in the process of tourism. Therefore, the development of the tourism industry cannot be separated from the support of many other industries. Although they have different ways of influencing the tourism industry, they all provide positive impetus for the development of the tourism industry. The supporting industries for the tourism industry are divided into two parts: direct and indirect. Direct support industries include transportation, hotel and catering, retail, entertainment, and other industries that directly participate in tourism activities. The transportation industry has the greatest impact on the tourism industry and is the cornerstone of its development. Any connection between scenic spots and tourists needs to be completed through transportation. Good transportation support can make travel convenient and comfortable for tourists, save time, and improve satisfaction. Poor transportation support will deter tourists and the entire tourism process will not exist. So the support of the transportation industry is crucial. Another aspect is the catering and accommodation industry. Any tourism activity cannot do without food, and long-distance tourism activities cannot do without accommodation. A well-developed catering and accommodation industry can bring high satisfaction to tourists' travel and add color to the

competitiveness of scenic spots. Indirect support industries refer to various aspects of industries that we cannot do without in our daily lives. They are not dedicated to serving the tourism industry, but because tourism activities are also an aspect of people's lives, such as the communication industry, banking industry, insurance industry, etc., are also essential factors in the tourism process, providing tourists with convenience and life safety protection. All these industries and the tourism industry are mutually supportive and developing, and a complete and good supporting industry can greatly improve the attractiveness and satisfaction of tourist attractions, which is an essential support for the international competitiveness of the tourism industry. The transportation industry here is the most direct and fundamental supporting industry, so this article selects it as the supporting industry to study its impact on China's tourism service trade.

Strategy, structure, and competitiveness of tourism service enterprises

To attract tourists from various countries, the strategic structure of tourism enterprises ultimately needs to focus on two points: the quality of tourism services and the unique taste of tourism resources. At present, Chinese tourism enterprises have significant drawbacks in both aspects that cannot be ignored. Service quality is a guarantee for all industries, and the word-of-mouth effect of returning customers can attract more tourists, including tourism enterprises. However, at present, there are still several problems with the quality of tourism services in China that urgently need to be improved: firstly, due to the constraints of local economic conditions, many places, especially the central and western regions, have rudimentary tourism reception and service facilities, and some even have safety and health hazards. Secondly, some tourism practitioners have low professional ethics and service levels. Tour guides, drivers, service personnel, and others are driven by economic interests and do not provide services to tourists in accordance with regulatory requirements. Instead, they neglect service items and content, arbitrarily reduce service quality, and deceive tourists. These situations seriously damage the overall image of China's tourism industry and the rights and interests of tourists. The unique taste of tourism resources largely depends on the natural resources and cultural factors of the region, but at the same time, the development taste of tourism resources is also a very important aspect. At present, a large part of traditional sightseeing scenic spots in China

have not been deeply explored in terms of resource taste and cultural connotation due to low planning, planning, and development levels, as well as insufficient investment in funds; The level of artificial landscape is low, driven by interests, and many of them are repetitive constructions in close proximity. However, overall, high-tech tourism products have not been launched, which makes it less attractive to tourists; The low quality of the development personnel in scenic spots leads to unscientific and unreasonable development and construction, as well as the lack of coordination between scenic spots and the surrounding environment, resulting in the phenomenon of artificial and urbanization in scenic spots; The tourist souvenirs in the scenic area have no distinctive features and are of poor quality; The quality of tour guides is not high, and their explanations of some natural landscapes are not in place, etc.

In addition to the strategic structure of enterprises, fierce domestic competition is the most powerful factor in maintaining international competitiveness. Porter emphasized that strong domestic competitors are the most powerful stimulus for enterprises to generate and maintain competitive advantages in the long term. The competition between domestic tourism enterprises may lose some resources in the short term, but in the long run, the benefits will definitely outweigh the drawbacks.

At present, the competition among domestic tourism service enterprises in China is very fierce, but it is manifested as disorderly competition, filled with enterprises of all sizes, driven by interests, competing to cut prices, and even engaging in market fraud, resulting in a disorderly tourism market order. This not only damages the interests of tourism enterprises themselves and affects their long-term development, but also harms the interests of the target of competition - the tourists themselves. Therefore, it is imperative to standardize the competition order among tourism enterprises, cultivate truly large tourism enterprise leaders, and stimulate high-quality competition among tourism enterprises.

The ideology and management model of a country affect the organizational strategic structure of a company. The strategic organization of a company is the structural foundation for its future development, determining the success or failure of its operations. The competitive state among companies in the same industry is also an important determinant of the international competitiveness of the entire industry. A company's own

strategy and management that are perfect enough can enhance its competitiveness. Competitive companies competing with each other in the industry can stimulate greater creativity. Companies cooperating with each other, sharing new technologies and management methods, can progress and develop together, thereby enhancing the international competitiveness of the entire industry. The development of China's tourism industry started relatively late, without a unified industry standard. Each tourism enterprise only seeks immediate benefits and focuses on its own profits. The strategic management of enterprises is also difficult to talk about, and the competition between enterprises is also in a low-level vicious price war. Sometimes, in order to attract tourists, they are willing to deceive and sacrifice their interests to compete, making the already non-standard industry situation even more chaotic. Tourists even start to avoid and fear tourism enterprises. It is very detrimental to the improvement and development of China's tourism industry's international competitiveness [28, p. 67].

Opportunities for the development of tourism service trade and government support the development and operation of every industry are constrained by opportunities and government policies, so it can also be studied as a key factor affecting its international competitiveness. Opportunities have great uncertainty for the development of industries. Some opportunities are a gift from heaven, which can bring a favorable development environment for enterprises. The same opportunity environment may be bad news for some enterprises, forming obstacles that hinder their development. For the tourism industry, various large-scale international events and government policies that have emerged in recent years have brought opportunities for enterprise development. For example, the reform and opening up in 1978; Joined the WTO in 2001, the hosting of the 2008 Beijing Olympics welcomed tourism enthusiasts from all over the world; The 2010 Shanghai World Expo showcased China's legendary culture to the world, not only attracting tourists but also increasing the promotion of Chinese history and culture, providing opportunities for the development of the tourism industry. The Winter Olympics to be held in Zhangjiakou in 2020 is also another opportunity to support China's tourism industry. These opportunities, especially China's accession to the WTO, are still affecting the development of China's tourism service trade. Joining the WTO provides many rare

opportunities for the development of China's tourism trade, mainly manifested in: Firstly, the commitment to gradually opening up the domestic tourism market means that China will further increase its efforts to open up to the outside world. The exchanges between China and other countries in terms of commodities, technology, management, finance, etc. will become more diversified, which will undoubtedly greatly promote the development of China's international tourism service trade. Secondly, the opening up of the tourism market means a reduction in various restrictions. While introducing senior managers and tourists, it will also introduce foreign competitors. The attraction of foreign competitors will improve the competitive landscape of China's tourism services, enhance management level, reduce various costs of international and domestic tourism, and enhance the overall quality of China's tourism services. Finally, with the implementation of GATS in various contracting countries, international economic cooperation has further deepened, and joint venture travel agencies have begun to emerge in the domestic market. The establishment of joint venture travel agencies will expand the sales channels of existing tourism products; We will increase the promotion efforts for Chinese tourism products in foreign markets, thereby increasing the visibility of Chinese tourism products; It will force mainland travel agencies to learn and improve their business management. At the same time, Chinese travel agencies can also participate in international division of labor, establish branches abroad, and join the international economic cycle. Therefore, the actors and related industries of Chinese tourism services should seize opportunities, actively learn advanced management experience, and prepare for current development and future cross-border operations. The annual leave gradually implemented in the past two years, as well as the small and long holidays that are adjusted during various holidays, will be major opportunities for the tourism industry and should be well seized. So although opportunities have two sides, enterprises should also be prepared. Good opportunities should be seized tightly to promote the improvement of enterprise competitiveness, while bad opportunities should be prepared early to minimize losses. The government is the leader and organizer of a country, and the construction of the entire country's infrastructure, policies, and laws are all completed by the government. The role of the government is auxiliary but also indispensable for the tourism industry. The government directly or indirectly affects the

international competitiveness of enterprises and industries through policies in macro policies, capital markets, production standards, subsidies, competition regulations, and other aspects. On the one hand, government actions provide a good environmental advantage for tourism services, but on the other hand, due to the problems in government management of tourism enterprises, tourism services have not been able to play their due advantages. Firstly, there is environmental advantage. China's accession to the WTO has made commitments in tourism service trade, which has to some extent optimized the environment for Chinese tourism. It not only hopes that more powerful foreign tourism enterprises will invest and develop in China, but also actively promotes strong Chinese tourism enterprises to go abroad, accelerating the integration of China's tourism service industry and international tourism service industry. In July 2003, the National Tourism Administration of China fulfilled its WTO accession commitment more than four years in advance and approved Japan Airlines International Travel Service as the first wholly foreign-owned travel agency in China to enter the Chinese market. The improvement of China's accessibility and the implementation of convenient visa policies have directly increased the source of inbound tourists. With the increasing status and role of tourism services in China's national economy, the tourism industry has been identified as the top emerging industry in the active development of the tertiary industry. The National Tourism Administration has proposed the overall goal of building China into a world tourism powerhouse by 2020, which has also created an important development environment for the tourism industry in the new century. The problems existing in the government's management of the tourism industry, the incomplete development of China's tourism market, the development of tourism services involving multiple industries with complex interrelationships, and the failure of the coordination mechanism within the industry to play a normal role, seriously affect the development of China's tourism services. At present, the supervisory department of China's tourism industry appears to be the National Tourism Administration, but there are actually more than ten management departments, which makes the management of the tourism service industry complex and lacks coordination and monitoring. Moreover, the overall development plan of the tourism industry in a country or region has been arbitrarily disrupted, the market entry threshold

has been artificially lowered, the number of tourism enterprises and practitioners has rapidly expanded, and bad business practices have not been necessary constraints [26, p. 89].

The market operation is disorderly, which seriously affects the allocation effect of tourism resources and the optimization of industrial structure, weakening the uniqueness and competitiveness of products. However, there are still many functional gaps in tourism market management, such as tourism market research, strategic planning, regional tourism management, etc. This is mainly due to the ongoing reform of the management system of tourism bureaus at all levels, where the old management mechanism has been dissolved and the new management mechanism has not yet been established. In summary, the Chinese government has achieved remarkable results in implementing the government led tourism development strategy, providing a favorable, relaxed, and encouraging environment for the development of tourism service trade in China. However, due to the inherent problems of various industry management departments, there is still a contradiction between multiple government departments and functional deficiencies. Therefore, it is necessary to clarify the functions of tourism management departments at all levels and establish the mechanism of the government's role in the international tourism industry. The infrastructure built by the government is the cornerstone for the development of the tourism industry, the regulations and rules formulated by the government are the guarantee for the orderly development of the tourism industry, and the promotion policies issued by the government are opportunities for the development of the tourism industry. So, whether it is opportunities or the government, although the enhancement of the competitiveness of the tourism industry is auxiliary, the promotion of the competitiveness of China's tourism service trade cannot be ignored.

2.2 Analysis of international competitiveness indicators of China's tourism service trade

International market share index, it refers to the export volume of a certain product from a certain country or a certain region as a proportion of the total export value of this

product in the world. This indicator can reflect the competitiveness of the product in a country or a region in the international market. The larger the value, the more often it is. Indicates that the product is internationally competitive. This indicator focuses on the scale of trade, but cannot eliminate the impact of the scale of the country itself.

The share of a country's total exports in total world exports is an indicator of international market share. The formula is as follows:

International market share = (a country's tourism service trade export volume/world tourism service trade export volume) $\times 100\%$

The study of this indicator can effectively reflect the country's competitiveness in the world environment. The higher the indicator, the higher the competitiveness, which means that the country's products or industries have gained more market share in the international community. Based on market share, this article selects 6 major tourism service trade countries and conducts an analysis of their performance between 2005 and 2020. The data is detailed in Table 2.1.

As shown in Table 2.1, the six countries in the table combined have an international market share of nearly 30%. The highest among them is the United States, which has always maintained the first position. It is a major country in tourism service trade and has undisputed dominance. The highest international market share has reached 15.99%, other countries are still far behind the United States. Spain is also a traditional powerhouse in tourism services and trade. It has been rated as the world's best tourist destination by the WEF (World Economic Forum) for three consecutive years, with its highest international market share reaching 7.43%, there has been an overall downward trend in recent years, but overall, except for the impact of the new crown epidemic in 2020, the international market share has remained above 5% in the remaining years. China's international market share performed well from 2005 to 2013 and has been maintained at around 4%, which is much higher than Japan, and even slightly stronger than the tourism powers Germany and Thailand. However, since 2013, China's international market share has begun to trend downward, with its international market share reaching its lowest level of 2.0% in 2019. 35%, a decrease of nearly 2 percentage points, and was gradually surpassed by Germany and Thailand, and even surpassed by Japan in 2018-2019.

Table 2.1 – Tourism service trade market share of each country from 2005 to 2020

[46, p. 31]

years	China	America	Japan	Spain	Germany	Thailand
2005	4.19	13.36	1.78	7.43	4.16	1.37
2006	4.45	12.61	1.11	7.37	4.32	1.76
2007	4.23	12.15	1.06	7.22	4.10	1.89
2008	4.22	12.08	1.12	7.11	4.12	1.88
2009	4.46	12.45	1.16	6.72	3.91	1.81
2010	4.76	13.54	1.37	6.11	3.60	2.09
2011	4.50	13.20	1.02	6.26	3.61	2.52
2012	4.50	13.84	1.31	5.69	3.43	2.76
2013	4.30	14.22	1.26	5.70	3.43	2.76
2014	3.52	14.40	1.51	5.72	3.46	2.78
2015	3.73	15.99	2.07	5.19	3.06	3.43
2016	3.60	15.64	2.49	5.42	3.04	3.63
2017	2.92	14.78	2.56	5.67	3.00	3.94
2018	2.75	14.00	2.94	5.70	3.00	1.93
2019	2.35	13.58	3.14	5.43	2.84	4.08
2020	3.11	13.26	1.93	3.37	4.02	2.59

Data source: WTO database

China has a vast territory, beautiful mountains and rivers, splendid culture, numerous ethnic groups with different customs, rich local products and exquisite craftsmanship, and its delicious food is famous overseas. With the development of China's economy and the deepening of openness, tourism has become a new trend in economic development. At present, the number of tourist attractions in various parts of China is constantly increasing, infrastructure construction is constantly improving, and the number of foreigners traveling to China is increasing year by year; China's tourism resources are of various types and types, in terms of landforms and landscapes, ranging from 155 meters below sea level From the bottom of Aydin Lake in the Turpan Basin to

the world's highest peak, Mount Everest, with an altitude of 8,848 and 13 meters, the absolute height difference is 9,003 meters, which is unique in the world. China is one of the birthplaces of world civilization, with a glorious history and splendid culture. The precious heritage that has been handed down to this day constitutes extremely precious tourism resources. China has 56 ethnic groups, each with its own unique history, culture and customs [31, p. 790]. It constitutes a colorful and fascinating cultural landscape. However, it can be clearly seen from the table that China's market share is not high, and is even a little low. This is obviously not in line with the resources my country has, and its competitiveness is relatively weak. There is still a big gap compared with tourism powers such as the United States.

Trade Competitiveness

Trade Competitiveness Index, abbreviated as TC Index. This index is used to measure whether the efficiency of a country (region) in producing similar products in the international market is at a high or low level compared to other countries. As shown in Table 2.2.

The TC index focuses on measuring the competitiveness of product production efficiency, and the formula is as follows:

TC index=Net export value of China's tourism service trade/Total import and export value of China's tourism service trade.

From the above formula, it can be known that when a country's import value equals its export value, the numerator in the formula is zero, that is, the TC index is zero, indicating that the competitive advantage is moderate. If the country only imports, the index value is - 1, which means that the country has no advantage in foreign trade and relies entirely on imports; On the contrary, if there are only exports, the index value is 1, and the closer it is to 1, the greater the competitive advantage. Therefore, the range of TC index is (-1, 1). However, since 2008, China's TC index has started to turn negative and its absolute value has continued to increase. This is consistent with the continuous decline in China's international market share, indicating that China's competitiveness in tourism service trade is continuously declining, from 0.15 in 2005 to - 0.77 in 2020, with a significant competitive disadvantage.

Table 2.2 – Trade Competitiveness Index of Countries from 2005 to 2020 [39, p. 15]

Years	China	Germany	Japan	Spain	Thailand	America
2005	0.15	-0.44	-0.50	0.55	0.43	0.12
2006	0.17	-0.39	-0.52	0.54	0.49	0.10
2007	0.11	-0.39	-0.48	0.52	0.53	0.13
2008	0.06	-0.39	-0.44	0.54	0.57	0.16
2009	-0.05	-0.40	-0.42	0.55	0.57	0.15
2010	-0.09	-0.39	-0.36	0.55	0.56	0.21
2011	-0.20	-0.38	-0.43	0.59	0.65	0.24
2012	-0.34	-0.37	-0.31	0.61	0.66	0.26
2013	-0.43	-0.38	-0.18	0.61	0.71	0.30
2014	-0.68	-0.37	-0.0	0.60	0.66	0.30
2015	-0.69	-0.35	0.22	0.56	0.68	0.30
2016	-0.71	-0.36	0.25	0.56	0.66	0.28
2017	-0.74	-0.38	0.30	0.55	0.67	0.25
2018	-0.75	-0.38	0.35	0.51	0.65	0.23
2019	-0.76	-0.38	0.37	0.48	0.66	0.20
2020	-0.77	-0.30	0.32	0.36	0.66	0.34

Data source: WTO database

On the other hand, looking at Japan, its TC index had been negative before 2014, but since 2014, Japan's TC index has shown an upward trend, increasing from a relatively small competitive disadvantage of - 0.01 in 2014 to a competitive advantage of 0.32 in 2020. This indicates that Japan's international competitiveness in tourism service trade is constantly increasing.

As a major country in tourism service trade, the United States has consistently maintained a positive and stable TC index at around 0.22, indicating a weak competitive advantage. According to the US IMS index, it has an absolute advantage, while the TC index is not very high. This to some extent indicates that the US tourism service trade relies on imports.

After removing influences such as market size and price levels, the tourism service trade between Spain and Thailand has become one of the most internationally competitive countries. Spain's TC has always been positive, with an average of around 0.54, but overall it shows a fluctuating downward trend (from 0.55 in 2005 to 0.36 in 2020); The average TC index of Thailand has remained around 0.61, showing a wave like upward trend (increasing from 0.43 in 2005 to 0.66 in 2020), and even reached a high of 0.71 in 2013. The average TC index of both Spain and Thailand is greater than 0.5, indicating that they have a significant competitive advantage.

Finally, Germany's TC index has been consistently negative, with an average of -0.38, showing an overall fluctuating upward trend (increasing from -0.44 in 2005 to -0.30 in 2020), but still at a relatively small competitive disadvantage.

Revealed Comparative Advantage

In addition to the efficiency and competitiveness reflected by the TC index, the intensity and specialization advantages of export trade are also worth pondering. This requires mentioning another index: RCA, which is the Revealed Comparative Advantage Index, which is a country's relative export performance index.

$$\text{RCA index} = (\text{China's tourism service trade exports} / \text{China's total service trade and goods trade exports}) / (\text{World tourism service trade exports} / \text{World service trade and goods trade total})$$

The RCA index excludes the impact of the total volume in tourism trade and examines the dynamic trend of a country's comparative advantage in tourism service trade on the formation of its competitiveness in tourism service trade.

The range of RCA values and the meanings represented by their numerical values are shown in Table 2.3.

Table 2.3 – RCA Indicators [27, p. 25]

The range of RCA values	The meaning of the corresponding RCA value range
$RCA < 0.8$	Weak competitiveness
$0.8 \leq RCA < 1.25$	Moderate competitiveness
$1.25 \leq RCA < 2.5$	Strong competitiveness
$RCA \geq 2.5$	Strongest competitiveness

As shown in Table 2.4, comparing China's data with Japan's, it can be found that China's RCA index shows a completely opposite trend. In 2005, China's RCA index reached 1.41, indicating strong competitiveness. However, since then, it has shown a fluctuating downward trend, reaching its lowest point of 0.51 in 2019, indicating weak competitiveness. On the other hand, in Japan, the RCA index was only 0.31 in 2006, indicating weak competitiveness. Since then, there has been a trend of upward volatility, and in 2019, the RCA index reached 0.95, indicating moderate competitiveness. Looking at Germany, which has comparable competitiveness to China, although its RCA index has been consistently lower and very stable, with an average of around 0.61, indicating weak competitiveness, it surpassed China for the first time in 2020. This fully demonstrates that China's tourism service trade competitiveness is weak and showing a downward trend, and its development is not optimistic.

Looking at the three countries with strong competitiveness, Thailand, Spain, and the United States. The RCA index of Spain and the United States is very stable, with Spain maintaining a strong competitive advantage at around 2.10, while the United States is lower than Spain and has maintained a moderate competitiveness at around 0.91.

Table 2.4 – Revealed Comparative Advantage Index from 2005 to 2020 [27, p. 37]

Years	China	Germany	Japan	Spain	Thailand	America
2005	1.41	0.69	0.47	2.12	1.82	0.97
2006	1.42	0.71	0.31	2.10	2.14	0.93
2007	1.12	0.69	0.32	2.14	2.26	0.91
2008	1.04	0.69	0.32	2.13	2.29	0.93
2009	1.12	0.63	0.35	2.12	2.16	0.89
2010	1.05	0.64	0.41	2.10	2.39	0.94
2011	0.99	0.65	0.32	2.08	2.69	0.93
2012	1.01	0.63	0.44	2.07	2.70	0.94
2013	1.00	0.62	0.46	2.12	2.78	0.98
2014	0.83	0.61	0.49	2.16	2.79	1.01
2015	0.85	0.55	0.65	2.11	2.92	1.05
2016	0.87	0.53	0.73	2.09	2.87	1.03
2017	0.70	0.52	0.77	2.16	3.04	0.99
2018	0.61	0.52	0.93	2.20	3.06	1.00
2019	0.51	0.51	0.95	2.13	3.10	0.98
2020	0.55	0.65	0.61	1.85	4.04	0.95

Data source: WTO database

The revealed Comparative Advantage

In the actual calculation of competitiveness, imports can also have a certain impact on its accuracy. In order to obtain the true competitive advantage of a country's certain industry or product, it is necessary to exclude the comparative advantage of imports in that industry. This leads to another index: the CA index, which is the Competitive Advantage Index. By studying this index, we can more accurately position the position of China's tourism industry in the international community.

CA index=RCA - (China's tourism service trade imports/China's total service trade and commodity trade imports)/ (World tourism service trade imports/World service trade and commodity trade total imports)

The range of CA index values and the meanings represented by their values are shown in Table 2.5.

Table 2.5 – CA Indicators [52, p. 21]

CA value range	The meaning of the corresponding CA value range
<0	Relative competitive disadvantage
=0	Trade self balance
>0	Relative competitive advantage

As shown in Table 2.6, the CA indices of Spain and Thailand are significantly higher than those of other countries, with their CA indices consistently above zero, reaching an average of 0.96 and 2.03, respectively, indicating a relatively strong competitive advantage. This is consistent with the TC index and RCA index, demonstrating a strong competitive advantage. The CA index of the United States was negative before 2009, indicating a competitive disadvantage, but has since maintained a fluctuating upward trend, reaching a high of 0.27 in 2020, indicating a competitive advantage. Compared with the IMS index of the United States, the advantage shown by the United States in the CA index is not significant, indicating that although the scale of tourism service trade in the United States is large, its advantage in tourism service trade is not significant, significantly lower than Thailand and Spain. The CA index in Germany has undergone relatively small changes and has remained below zero, presenting a competitive disadvantage.

The development trend of the CA index in Japan and China is completely opposite. The CA index in China has changed from positive to negative, and has shown a decreasing trend year by year from 0.39 in 2005 to -2.33 in 2020, from having a competitive advantage to having a competitive disadvantage. On the other hand, the CA index in Japan has changed from negative to positive, from -0.6 in 2005 to 0.36 in 2020, from having a competitive disadvantage to having a competitive advantage. In nearly 10 years, Japan has transformed its tourism service trade from a disadvantage to an advantage, which is worth

learning from. From a numerical perspective, China's CA index reached a low of -2.33 in 2020, and the gap between China and other countries in terms of competitiveness in tourism service trade has become increasingly large.

Table 2.6 – Indicative Relative Comparative Advantage Index from 2005 to 2020 [46, p. 36]

Years	China	Germany	Japan	Spain	Thailand	America
2005	0.39	-0.71	-0.60	1.12	1.26	-0.05
2006	0.42	-0.66	-0.48	1.08	1.56	-0.07
2007	0.15	-0.67	-0.39	1.05	1.69	-0.06
2008	0.03	-0.71	-0.37	1.02	1.81	-0.02
2009	-0.06	-0.76	-0.35	1.04	1.61	-0.05
2010	-0.18	-0.64	-0.33	0.98	1.80	0.03
2011	-0.30	-0.63	-0.36	0.97	2.14	0.04
2012	-0.55	-0.60	-0.21	0.99	2.11	0.07
2013	-0.64	-0.56	-0.09	0.96	2.20	0.11
2014	-1.30	-0.53	0.08	1.06	2.15	0.18
2015	-1.49	-0.50	0.28	0.97	2.18	0.18
2016	-1.45	-0.48	0.33	0.94	2.03	0.14
2017	-1.51	-0.52	0.38	0.91	2.13	0.09
2018	-1.56	-0.53	0.52	0.88	2.16	0.05
2019	-1.59	-0.54	0.52	0.77	2.19	0.00
2020	-2.33	-0.46	0.36	0.64	3.53	0.27

Data source: WTO database

This article uses the IMS index, TC index, RCA index, and CA index to measure the international competitiveness of China's tourism service trade from 2005 to 2020. Each of these four indicators has its own focus, and although they are not perfect, each indicator still has certain limitations. However, they have strong reference significance for measuring a country's tourism service trade competitiveness. This section takes the average of IMS index, TC index, RCA index, and CA index from 2016 to 2020 to

comprehensively evaluate the international competitiveness of China's tourism service trade.

As shown in Table 2.7, China's tourism service trade has certain advantages in the IMS index, while the other three indicators are at a comparative disadvantage and do not have international competitiveness. From the high value of the IMS index, it can be seen that China is a major country in tourism service trade.

Table 2.7 Summary of Various Indicators of International Competitiveness in China's Tourism Service Trade [46, p. 40]

	IMS	TC	RCA	VRCA
Index size	2.95%	-0.75	0.65	-1.69
International competitiveness	Weak competitive advantage	Having a competitive disadvantage	Weak competitiveness	Having a competitive disadvantage

Data source: WTO database

However, when considering imports and exports comprehensively, excluding the influence of scale, the TC index and CA index are at a competitive disadvantage. It can be seen that there is a serious trade imbalance in China's tourism service trade, which is constantly increasing. From the RCA index, it can be seen that China's tourism service trade has been facing export obstacles in recent years. In the past 15 years, although the scale of China's tourism service trade has been continuously expanding, its international competitiveness has gradually shifted from a country with relatively small comparative advantages to a country with comparative disadvantages. Based on the above analysis, China is a major country in tourism service trade, but not a strong country in tourism service trade.

Chapter 3 Strategies to enhance the international competitiveness of China's tourism service trade

3.1 Increase investment in factors of tourism services

Increasing investment in factors of tourism services, mainly capital and human resources, are key factors in improving the international competitiveness of tourism services trade. Increase fixed asset investment in the tourism industry. The capital elements of the tourism industry must rely on the promotion of national economic development. Only when a country has a high level of economic development and is powerful, the government, as the organizer and coordinator of productivity factors in a country's economic and trade development, will take appropriate measures to improve the competitiveness of my country's tourism service trade. Therefore, fixed asset investment in the tourism industry still depends on the government [11, p. 118].

Usually, the government can take direct control measures. First of all, the government should increase continuous investment in tourism service infrastructure and technical facilities, increase the scale of industry assets, and announce clear industrial policy trends. For example, my country has identified tourism as the first among emerging industries with "active development" in the tertiary industry. The National Tourism Administration has proposed the overall goal of building China into a world tourism power by the year 2020, which will encourage investment in tourism fixed assets. Secondly, there is currently a huge gap in capital investment in tourism infrastructure construction in my country, and it is necessary to further increase capital investment. The government can attract foreign investment through diversified investment methods, such as public bidding for engineering projects. This not only increases capital investment in tourism services but also promotes tourism services to the international market. Poor international tourism communication channels are one of the important factors restricting the development of my country's inbound tourism market.

Our country must pay attention to the transformation of international tourism communication thinking in the Internet era. In terms of external publicity, we should pay more attention to internationally renowned social networking sites such as "Facebook" and

"Twitter". According to the cultural differences of various countries, we should try our best to promote tourism in languages acceptable to people of various countries. Learn to use the language of the world and modern way to tell the story of my country's tourism. In the process of international publicity, it is necessary to play a combination card. In the face of international publicity, it is insignificant to only consider the strength of a single province. The country should build a large platform for international publicity, integrate the strength of each province, promote several routes, and promote my country's inbound tourism. Market expansion [8, p. 480].

On the basis of mutual respect for cultural diversity, we will deepen exchanges with the tourism markets of neighboring countries, carry out multi-level exchange activities, promote personnel exchanges, build people-to-people bonds, and build a new type of international relations. Since the "Belt and Road" cooperation initiative was proposed in 2013, exchanges between my country and countries along the "Belt and Road" have become increasingly frequent. The tourism industry in the countries along the "Belt and Road" has developed rapidly. From 2013 to 2019, the average annual growth rate of tourism revenue reached 9.2%, total revenue reached \$651.41 billion in 2019. Our country should attach great importance to the role of overseas Chinese in promoting cultural tourism and connecting people, strengthen cultural and tourism exchanges in the region, simplify mutual visa procedures, and create a better international environment and atmosphere for the "Belt and Road Initiative", which will greatly It will greatly promote the development of inbound and outbound tourism, especially the development of inbound tourism, which will also help promote the tourism development of cities in western my country and improve the current imbalanced development of the east-west tourism industry.

As the largest ancient civilization in Asia, my country has the richest natural and cultural tourism resources in the world. Tourism resources are the premise and foundation for the development of tourism. Moderate protection and reasonable and efficient integration of tourism resources are the key to enhancing the core competitiveness of my country's tourism industry in the international tourism market. It is also the key to the high-quality and sustainable development of my country's international tourism service

trade. protection. First of all, in terms of tourism resource protection, the first is to control the intensity of development. With the development of the trend of popularization of tourism activities, tourism development is becoming more and more popular, but tourism development cannot exceed the resource carrying capacity; secondly, focus on protection and restoration, and strengthen the protection of natural landscapes so that they can be used continuously, and the cultural landscapes Damage must be repaired promptly[13,p.8]. The third is to strengthen Yichuan education and improve the environmental awareness of tourists and developers. The fourth is to establish and improve laws and regulations related to tourism development, and incorporate the protection of tourism resources into the path of legalization. Finally, it is necessary to strengthen the construction of tourism buffer zone infrastructure and reduce the environmental pressure on scenic spots. Secondly, in terms of integration of tourism resources, scenic spots with imperfect infrastructure need to fully rely on the support of special tourism funds to improve relevant tourist attraction facilities. On the other hand, special funds or departments from multiple departments such as agriculture, transportation, etc. must be promoted. Funds provide direct or indirect services for the opening of tourism projects, and promote the coordinated development, common progress, and mutual complementarity of various projects. In addition, modern financing methods can also be used, such as direct foreign investment promotion for domestic tourism companies, hotel groups, hotels, shopping malls and other powerful and well-funded enterprises or consortiums. From the perspective of investors, select Some tourism projects, these projects have considerable investment value and benefit rate of return, and allow investors to fully understand tourism projects, trust projects, and increase investment. In terms of fund management, we must pay attention to supervision and management, severely punish corruption, ensure project quality and construction efficiency, and give full play to the effectiveness of the use of funds.

Increase the investment and development of tourism human resources. Human factors are a key factor in improving the international competitiveness of my country's tourism services trade. However, the current lack of professional talents and high-end talents in China's tourism services is a fatal factor limiting the development of China's tourism services. Therefore, it is necessary to not only improve the quality of employees,

but also cultivate professional human capital. First of all, the quality of employees must start from the company's decision-makers. The quality of decision-makers is related to the scientific and correctness of their decisions, as well as the quality of subordinate service personnel [15, p. 40]. Therefore, it is necessary to strengthen the training and guidance of existing leaders and decision-makers. And can adopt the method of introducing talents. Secondly, to improve the quality-of-service personnel in tourism enterprises, in addition to strengthening professional education in tourism colleges and universities at all levels, tourism enterprises must also change their concepts, establish and improve tourism job training mechanisms, use scientific training methods, and improve various types of the training syllabus and training plan combine skill training and quality training. Thirdly, to cultivate more high-quality talents, this requires continuous development and improvement of tourism management education and a multi-disciplinary and interdisciplinary comprehensive teaching and scientific research system, running a good tourism training base, and integrating theory with practice for education and research. Training; strengthen the construction of tourism teachers and teaching materials, advocate the use of the latest foreign original professional teaching materials, and introduce talents when necessary.

Our country currently needs to establish and improve the human resources management and development system related to tourism services as soon as possible, and establish a tourism professional talent training model that adapts to international tourism competition. It not only relies on college education, but also strengthens continuing education for current staff and improves tourism talents. Cultivation mechanism. The characteristics of tourism service trade determine that tourism practitioners must have good professional ethics, and professional ethics can generally be classified into professional knowledge level, work attitude, and style. To cultivate senior professional talents who can adapt to the international development of tourism, it is especially necessary to strengthen the cultivation of comprehensive talents with foreign language skills and rich tourism professional knowledge. Our country should fully mobilize social forces to create good conditions for the study and employment of college students majoring in tourism, such as strengthening cooperation between universities and tourism

enterprises, providing professional counterpart extracurricular practice opportunities for students in tourism-related majors, and strengthening students' theoretical connections. Actual capabilities [20, p. 30].

At present, it is not only necessary to strengthen the professional teaching level of higher tourism colleges, but also to strengthen the training of talents in secondary vocational tourism colleges, so that students can appropriately apply the knowledge they have learned, and at the same time, it can provide guidance for the further study and employment of students in secondary vocational colleges, so that Its characteristics of adapting to the development of tourism service trade are more rapid and serving the development of tourism service trade. Strengthen service standard training for tourism employees. While enhancing professional knowledge, we must also improve their overall quality, guide and restrict the behavior of tourism employees, and prevent similar behaviors that force tourists to shop. Establish and improve the human capital evaluation mechanism, enhance the enthusiasm of employees, and enable them to continuously enhance service quality and improve efficiency in fierce competition, thereby achieving the purpose of contributing to improving the international competitiveness of my country's tourism service trade. It is very necessary to train tourism employees to become compound talents who are practical, diligent, honest, good at communication, willing to consider others, have broad knowledge, and have high foreign language proficiency. For a qualified tourism employee, one should be willing to accept new things, pay attention to and be prepared to accept reforms and changes, have a broad mind, have a sense of time, live and work in a planned way, understand and respect others, have a sense of dependence and trust, and dare to challenge.

3.2 Promote the development of tourism service-related industries

With the improvement of living standards, the demand for tourism products has become more and more diversified, which has raised new topics for China's tourism services. Therefore, it is necessary to adopt various methods to meet the diversified tourism needs to enhance China's tourism services trade. means. Innovative tourism products. Although there are many types of tourism products in my country, their

structures show similarities in different regions. The disordered development of scenic spots and scenic spots has intensified unreasonable excessive competition between regions, resulting in a decline in tourism economic benefits. Moreover, similar tourism product structures lack a multi-level product structure system and cannot effectively meet the needs of different tourists in the target market. Therefore, in order to innovate tourism products, we must first increase the technological content of tourism products and increase the application of science and technology in tourism resource development and protection, tourism product development, tourism enterprise management, etc.; secondly, we must upgrade tourism products, Promote the transformation of tourism products from a single structure to a multi-level result that includes sightseeing products, vacation products, specialty tourism products and eco- tourism products; finally, we must combine tourism products with Chinese characteristics, avoid copying foreign models, and adapt tourism products to the international tourism market for development. At present, useful explorations have been carried out in some places in China. For example, Jinggangshan and Ruijin in Jiangxi have combined tourist attractions with the Red Revolution; Lijiang and Guilin have combined scenery with national characteristics; Beijing and Shanghai theaters have combined excellent and elegant art with the essence of national culture combine [23, p. 7].

Only when high-grade culture and tourism are combined will there be broad development potential. We should make tourism a stage and window to display and spread the excellent culture and art of the Chinese nation and elegant art.

The development of the tourism industry is ultimately based on tourism content. The appeal of the natural environment to visitors cannot be overstated. According to surveys, more than half of Japanese tourists coming to China come to learn about our country's history, culture and historical sites. Our country has 5,000 years of historical and cultural connotation, 56 ethnic cultures, 55 world heritage sites, and a variety of strange scenery on 9.6 million square kilometers of land. The resource endowment must be fully developed. and utilization. In the development process, we first need to pay attention to the sustainable development of tourism. Enhancing environmental sustainability is an important competitive advantage in ensuring a country's future attractiveness as a

destination. The sustainability of tourism development should focus on three aspects: industrial sustainability, cultural sustainability and ecological sustainability. Our country should promulgate laws and regulations for the protection of tourism resources as soon as possible and increase penalties for damage to tourism resources. It is emphasized that industrial laws must be followed during development to avoid damage to the natural environment and regional culture, and the development concept of "lucid waters and lush mountains are invaluable assets" of General Secretary Xi Jinping should be implemented, and the general principle of ecological priority and scientific utilization should be adhered to. While giving priority to ecology, we must also learn to use it scientifically. Tourism is the carrier and culture is the soul. Our country has different cultural characteristics and history. Each region has its own tourism resources. Our country should tap the potential and advantages of its own products. While focusing on innovation, we should retain local characteristics and history, add more high-quality tourism resources with cultural symbols, continue to diversify and enrich tourism products, give Chinese and foreign consumers more choices, and improve consumer satisfaction. This can effectively boost tourism consumption and increase "selling points", thus attracting more Chinese and foreign tourists [35, p. 72].

Pay attention to the balanced development of tourism regions. Our country has a vast territory and tourism resources in various regions have different advantages and characteristics. To optimize the regional structure of the tourism industry, we must first rationally allocate tourism resources and projects in different regions to increase their overall functions. Places that are geographically adjacent or have complementary resources can form a clustering effect when developing tourism resources, forming organically integrated tourism products and routes under unified layout and planning. Secondly, the current regional structure of tourism services in my country is characterized by "the east is more important than the west", but the west has unique tourism resources, and related industries such as catering and transportation in the west have also been greatly developed. Therefore, in the process of adjusting and optimizing the tourism industry structure, special attention should be paid to the development of tourism resources in the western region to promote the balanced development of my country's tourism industry. In

order to make up for the regional and economic disadvantages, the western region must jointly develop. This requires the implementation of government-led strategies, giving full play to the leading role of provincial and district governments, establishing regional tourism cooperation organizations, strengthening inter-regional tourism cooperation, and actively developing related tourism routes in neighboring areas and cultivate the tourism industry chain so that it can become an important pillar industry of the western region's economy as soon as possible [39, p. 15]. At the same time, the western region must improve the level of tourism education in colleges and universities, establish internship and training bases jointly with tourism companies, conduct practical training for students, train practitioners, and reserve manpower.

The tourism service trade in the eastern coastal areas has developed too fast and exceeded the load, causing environmental pollution, over-exploitation of resources, congestion and noise in scenic spots, and declining service quality in the eastern region. The development of tourism service trade in the western region lags behind, resulting in the richer tourism resources in the western region not being fully utilized and tourism infrastructure being idle. This kind of uneven regional development is not conducive to the healthy and sustainable development of my country's tourism service trade. Although in recent years, our country has formulated a strategy for the development of the western region, giving priority to the development of transportation and hardware facilities in the western region, and increasing tourism promotion in the western region. However, due to the lack of relevant high-quality tourism talents and advanced tourism management experience in the western region, the consumption preferences of inbound tourists, and international Due to issues such as insufficient publicity, the development of tourism service trade in the western region still lags behind. Secondly, when formulating tourism industry development strategies, our country's provinces often "draw a solid map" and lack cooperation and integration among provinces and cities. They usually formulate tourism development plans one-sidedly based on administrative regions, resulting in wide differences in tourism management levels among provinces and the gap continues to widen. big. This has severed the internal connections between tourist attractions and reduced the agglomeration effect and scale effect on the promotion of the tourism industry.

Therefore, in order to narrow the development gap between tourism regions, relatively underdeveloped regions first need to improve the quality of tourism products and services, improve the service facilities of scenic spots, increase the landscape value of scenic spots, create new participatory tourism projects, and extend the quality of scenic spots. value chain to attract tourists' attention and consumption; secondly, we must pay attention to innovative marketing, innovate methods and methods based on the tourism resources owned by the current tourist areas, and implant appropriate experiential projects based on the current situation. We must not blindly follow the trend. Large projects are moved into scenic spots. At the same time, the government can increase policy preferences for backward areas in the tourism industry to improve the imbalance of regional development.

Tourism-related and supporting industries have the most significant effect on improving the international competitiveness of tourism service trade. This is mainly because tourism services, as a special service and industry, are inseparable from the development of tourism service-related industries such as catering, transportation, and hotels. and cooperation with supporting industries. This aspect requires government support and capital investment in tourism-related and supporting industries. On the other hand, there is a greater need for awareness among tourism service-related industries such as hotels, restaurants, and transportation. With the opening up of the tourism industry and the impact of foreign enterprises, the development of some tourism resources has been restricted and failed to exert economic benefits. This should be reopened from various aspects and further improve transportation, accommodation, entertainment and other supporting facilities [41, p. 111]. At the same time, it is necessary to strengthen cooperation among various industries and prevent the phenomenon of neglecting other industries due to profit-driven reasons. Moreover, various industries can cooperate with each other. For a tourism project, it is impossible to complete a certain company in a certain industry alone. Various industries can form partners. Therefore, we should pay attention to the horizontal integration of tourism service-related industries. Examining the experience of international powers, large tourism enterprise groups have become symbols of tourism in various countries, such as Holiday Inn Express and American Express, etc., which are playing an increasingly important role in the development of world tourism.

However, China has not yet established itself internationally. Influenced tourism conglomerates. Therefore, we should learn from the experience of developed countries in Europe and the United States, adopt the method of mergers and acquisitions, take existing backbone enterprises as the core, use property rights as the link, and use famous brand products as the leader to cultivate a number of large-scale enterprise groups across regions, departments, and industries. In order to increase industrial concentration, reduce operating costs and achieve optimal allocation of resources. There has been similar experience in China. For example, in November 2004, China International Travel Service Group, which merged with China Duty Free Corporation, planned to link more than 130 loose "CITS system" travel agencies across the country with asset ties. By cultivating large-scale tourism enterprise groups, it will further change the situation in which China's tourism enterprises are numerous but not strong, have disorderly competition, chaotic market order, and loose connections between industries, thereby further enhancing the international competitiveness of my country's tourism service trade. Therefore, in the short term, cooperation and collaboration among tourism-related industries should be strengthened, and in the long term, large-scale tourism enterprise groups should be vigorously supported to include many related industries and accelerate integration with international standards.

Strengthen the construction of supporting industries. Compared with countries with developed tourism industries in the world, our country's tourism industry and supporting industries are relatively backward and are not enough to provide impetus for the international competitiveness of our country's tourism service trade. Therefore, we must intensify rectification efforts. First, for the development of tourism, transportation is a crucial link. No matter how beautiful the scenery is, it cannot allow more people to see it without convenient transportation. 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 my country's high-speed railways and high-speed trains has improved significantly, which is obvious to all the world. However, the development of roads leading to tourist attractions is still relatively poor and should be focused on development. Second, relevant entertainment facilities

should be more complete. In addition to enjoying tourist attractions, more entertainment and participatory projects are more expected by tourists. Therefore, the entertainment supporting facilities of scenic spots should be improved and combined with the characteristics of the scenic spots, so that tourists can participate in the cultural experience of the scenic spots while appreciating the beautiful scenery. Go and enhance the experience satisfaction of the attractions. Third, accelerate the development of tourism-related industries such as the information industry and finance industry to provide more convenient services for tourists. The development of the tourism industry is inseparable from all aspects of life. Tourists have to continue to live while traveling. Therefore, communication networks and financial services that are inseparable from life must be in place so that tourists can travel anytime and anywhere. If you want to use extremely fast network communication, you can enjoy financial services such as depositing and withdrawing cash, exchanging RMB and so on anytime and anywhere, so that tourists can travel as conveniently as at home, instead of low-quality tourism.

Improve the tourism industry chain. A complete tourism industry chain mainly includes food, accommodation, travel, shopping, and entertainment. At present, my country's tourism industry chain mainly covers three aspects: accommodation, food, and travel. In recent years, distinctive tourist souvenirs have everywhere around some tourist attractions, but there is no brand effect. The problem of cheating and robbing customers is very prominent, resulting in the current situation that tourists are unwilling to buy things in tourist attractions. The food in tourist attractions is expensive and unpalatable, which is the biggest feeling of many tourists after returning from travel. Therefore, it is urgent to strengthen the development of all links within the industry chain, improve the entire tourism industry chain, and put an end to the one-time business philosophy. We can focus on scenic spots to develop a set of unique food culture, residential features, souvenir shopping, and entertainment facilities that are in line with the current scenic spots. We must establish a brand, maintain and market the brand, and rectify the scattered and unorganized small traders and hawkers. , improve the tourism experience and cultivate shopping trust. In particular, it is necessary to monitor the phenomenon of arbitrary price marking and shoddy goods that corrupt the market and reduce 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. Integrate together to develop and progress together, jointly resist saboteurs, and create a good industrial and business circle.

By closely following the "One Belt, One Road" initiative, the implementation of the "One Belt, One Road" initiative has greatly improved the transportation conditions in the central and western regions of China, greatly enhanced the accessibility of the central and western regions rich in tourism resources, and also promoted the development of border tourism between my country and countries in central Asia. Countries along the "Belt and Road" have signed cooperation agreements with each other to simplify the entry and exit procedures for people from various countries, facilitate people's entry and exit, and pave the way for the development of tourism [3, p. 10]. All parts of the tourism industry should seize the opportunity and focus on creating tourism products and tourist souvenirs with Silk Road characteristics. The "One Belt, One Road" initiative is a strategy that benefits the people and provides opportunities for all walks of life. The tourism industry should seize this opportunity, use the government's preferential policies, use funds from all parties in strategic projects, and step up efforts to improve the industry's disadvantages. Development, factors that have not had the opportunity to change for a long time. Most of the provinces along the Overland Silk Road are relatively backward in 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 various ports should cooperate in development to allow Cruise tourism and maritime tourism have reached a new level.

Accelerate the integration of the "Internet + tourism" industry. The new era is the era of big data and the era of the Internet. The development of the tourism industry should keep pace with the times, accelerate the development of artificial intelligence applications, promote the integration of tourism and the Internet, and let "Internet + tourism" become a new driving force for my country's economic development. The convenience brought by e-commerce makes our lives more relaxed, and the combination of e-commerce and tourism can make our travels more comfortable and relaxed. Therefore, it is necessary to promote various online tourism services: ticket booking, hotel reservations,

scenic spot queuing reservations, real-time query of tourist flow, etc., improve the professional quality of information practitioners, develop more services, and help improve the competitiveness of the tourism industry. In the new era, the penetration rate of electronic products such as mobile phones and computers has become quite common. Online payments such as Alipay and WeChat have become popular and universal. Tourism, an industry that is similar to life but higher than life, should follow the people's life changes, developing easy-to-use clients. At present, the more prominent Internet tourism companies: Ctrip, Qunar, and Fliggy are all developing relatively well, but they should also strive to improve the seamless connection between online and offline, so that tourists can perfectly complete online purchases, offline experiences, and more Online purchasable items must be explained in detail to avoid tourists being deceived. The Internet industry should encourage innovation and cater to the development trend of tourism, so that the traditional industry of tourism can go further with the promotion of new technologies.

Tourism enterprises, as the main actors in tourism services, play a decisive role in the international trend and development of domestic tourism services. Therefore, planning the strategic structure of tourism enterprises and rationally guiding competition among tourism enterprises are crucial to improving the internationalization of China's tourism services trade. The role of competitiveness is particularly prominent. Strengthen cooperation and alliances among tourism enterprises. At present, my country's tourism enterprises generally suffer from the situation of too many but not strong, disordered competition, and chaotic market order. To improve this situation, cooperation and alliances between tourism enterprises should be strengthened to improve domestic performance. For the establishment of leading enterprises, it manifests itself as strategic alliance in the international field. Tourism companies must realize that no one company can be strong enough to have all the resources and conditions for success. They are always just one point in the production value supply chain and need to cooperate with other organizations to reduce costs and maximize resource allocation. As the trend of liberalization of trade in services has taken shape, strengthening international strategic alliances has become a general trend. Strategic alliance agreements include business

licenses, R&D cooperation, franchising, joint ventures, technology transfer and other forms [10, p. 117]. The current strategic alliances of my country's tourism enterprises include franchising and corporate cooperation, such as Beijing Tourism and Jinjiang's cooperation with AccorHotels in France in their five-star hotels; the intra-regional horizontal alliance "Guilin Jiatianxia Tourism Consortium"; the cross-regional horizontal alliance Alliance "China Tourism Federation". Our country's tourism enterprises can currently try other forms of strategic alliances, such as technology transfer, introduce new technologies, and create unique monopoly advantages for alliance enterprises, thereby improving the overall international competitiveness.

Travel agencies are 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 tourism enterprise level. The services of travel agencies should be closer to high-end and differentiated. At present, my country's travel agencies are filled with a lot of negative ideas, and news about forced shopping, ripping off customers, and scolding customers are common. Moreover, the poor service awareness of tour guides and the lack of tour guides speaking small languages are the main reasons for the low competitiveness of travel agencies. Therefore, our country's travel agencies should actively move closer to international standards and improve their service levels. First of all, the service concept should be corrected, so that every tourist can experience the real purpose of tourism during the travel process: comfort, relaxation, and liberation, rather than making money as the main goal. Secondly, when hiring tour guides, you should pay more attention to them, hire tour guides with high service levels and good quality, and pay attention to increasing the number of tour guides who speak small languages to provide adequate services for tourists from countries with small languages. Finally, we should 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 popular. Enterprises can launch tour guides based on their service characteristics. More personalized teams to meet the needs of high-spending groups. 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. They are a relatively weak link of my country's tourism enterprises. Our country is rich in tourism resources, with colorful national characteristics, profound historical characteristics, and charming mountains, rivers and green waters that cannot be replaced by other countries in the world. Therefore, travel agencies should seize this advantage and explore the needs of the international tourism market.

Tourist hotels and hotels are another large enterprise group in the tourism industry and are the foundation of the tourism industry. It is also urgent to improve the competitiveness of tourist hotels and hotels. The main problems currently existing in our country's tourist hotels and restaurants are 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 be internationally oriented, respond to international tourism needs, update and improve facilities to meet the most basic hygiene and facility requirements of international hotels, strengthen the construction of their own corporate culture, strictly manage service personnel, conduct regular training, and regularly learn advanced management at home and abroad. Service experience, pursuit of high quality and high standards, and service to customers. At the same time, we must develop service products with Chinese characteristics that are different from other hotels in the world to improve our international competitiveness [36, p. 700].

Promote tourism enterprise system innovation. Nowadays, the competition situation in the tourism market is becoming increasingly clear, and the country is filled with a large number of small and medium-sized tourism companies. If they want to succeed in the competition, the way for tourism companies to save themselves is to innovate the corporate system, establish a modern corporate system, and transform the corporate operating mechanism. Tourism enterprises can take the form of joint-stock companies, limited liability companies, joint-stock cooperatives, etc., and can be listed when the time is ripe and their own strength has grown. At present, there are some listed tourism companies in our country, including tourism hotels as the main business, scenic spots as the main business, and comprehensive tourism joint-stock enterprises, and have achieved good economic and social benefits. Tourism enterprises should first standardize their own

business philosophy, change the traditional business philosophy of winning by quantity, focus on the improvement of tourism products and services, and put customer needs first. At the same time, our country's tourism enterprises can also learn from the group development methods of Western developed countries, implement mergers and reorganizations, build good corporate brand advantages, enhance their competitiveness, change the current situation of "small, scattered, weak and poor", and promote our country's tourism Enterprise groupization, branding, and professional development are used to enhance the image of my country's tourism enterprises. Secondly, we must innovate our business philosophy and build a cross-regional and cross- cultural IP image with an international perspective. At the same time, we must improve the global supply chain, establish an integrated OTA international tourism platform, and proactively cooperate closely with international hotels, scenic spots, and airlines, build a benefit-sharing mechanism to create barriers to resources, products, and services to improve international competitiveness. The tourism industry is a borderless industry. It promotes the integration of tourism with culture, sports, study, health care and other forms to meet the expectations of different groups of people for cross-border travel, promotes the in-depth application of "tourism +", and integrates scientific and innovative technologies. The results are transformed into projects that tourists can access, insisting on innovation to drive high- quality development to enhance the competitiveness of products. Thirdly, due to the current stagnation of international tourism, tourism companies should delve into the domestic market and expand the sinking market. There is currently a lot of room for exploration in my country's sinking market. There is still a vast tourism demand in counties, towns and rural areas that has not been stimulated. Tourism companies It can be self-operated or franchised to bring stores to counties and promote the development of lower-tier markets. This can not only become a recovery point and growth point for performance, but also lay a solid foundation for becoming a world-class tourism group in the future. Finally, since the current tourism enterprises are greatly affected by the epidemic, it is necessary for the state and the government to support and rescue tourism enterprises. The government can improve the flexibility of tax payment by implementing a package plan including deferring tax payments, and provide relief to tourism enterprises

that are greatly affected. Provide liquidity support, etc. Appropriate support and assistance can speed up the recovery of my country's tourism enterprises and enable them to gain certain advantages in international competition.

Giving play to the government's leading role, the development practice of China's tourism services trade shows that China's reform and opening up in 1978 and 2001 were two major turning points for China's tourism services trade. The development of China's tourism industry should be a combination of government leadership and market. Therefore, when developing tourism service trade, we must not only give full play to the market mechanism, but also strengthen the government's organizational coordination function: First, the government must proceed from the overall situation, comprehensively consider the coordination relationship between the various elements of tourism industry development, and coordinate domestic tourism market and the international tourism market to create a good environment for the development of China's tourism service trade. Secondly, it is especially necessary to strengthen the linkage between the government and various tourism enterprises, pay attention to the coordination of interests of different stakeholders, establish a fair and orderly tourism market order, and create a good environment for the development of China's tourism service trade. Competition among enterprises provides a fair and free market environment, safeguards the legitimate rights and interests of tourism operators and tourists, and promotes the healthy development of the tourism industry. The government can also give industry associations corresponding price management powers and help them establish a price agreement system for the same industry. Finally, our country can learn from the experience of developed countries. Countries with relatively developed international tourism services, such as Spain, France, and the United Kingdom, have all implemented a "government-led" tourism development strategy [5, p. 300]. The government is responsible for the overall promotion, development planning, and human resources of tourist destinations. A lot of work has been done in development, market research, tourism infrastructure and other aspects. This will greatly improve the quality of tourism services and the psychological value of tourists.

The most direct way to increase national income, implement paid holidays, and enhance the international competitiveness of a country's industry is to increase domestic

demand for the industry. The domestic market with large demand, high requirements and picky taste is the most direct driving force to enhance the tourism service trade. The most direct way to increase domestic tourism consumption is to increase national income so that citizens can afford to travel, which can truly stimulate domestic demand. Therefore, national income is an ambitious goal that requires long-term persistence. It requires multifaceted coordination by the government and full social development to achieve it. Increasing national income is only one aspect of expanding domestic demand for tourism. "Wanting to travel but not having time" is a problem faced by most people at present. Although the country has successively established many holidays in recent years, the time is too fragmented to meet the requirements of long-distance travel, coupled with the fact that some companies do not strictly implement the holiday system, this problem is more prominent, and the phenomenon of unrealized annual leave has seriously aggravated the problem of insufficient domestic demand for tourism. Therefore, the government should strictly rectify it to ensure the rationality and implementation of holidays. Let some companies that have the conditions to implement the holiday adjustment system implement a holiday adjustment system, which allows them to alternate holidays and ensure the length of the holidays; companies that do not strictly implement the statutory holidays and employee annual leave systems will be severely punished and will never be tolerated. This allows citizens to not give up the opportunity to travel due to lack of time, thereby effectively expanding domestic demand.

As a factor with a strong influence on tourism service trade, the government has not been added to the model because its nature cannot be quantified. However, the government's policies have a strong guiding role in the development of the tourism industry. The government's Legislation plays a great supporting role in the development of tourism. Tourism has now developed into one of the pillar industries in my country's tertiary industry. However, relevant legislation has not kept pace, which is a major flaw that restricts the development of tourism and is contrary to the comprehensive rule of law. Therefore, government departments should strengthen tourism laws. The construction of perfect laws and regulations should be based on reality and be meticulous to the key

points. It should not just list vague rules and regulations, but should form a complete legal system to provide an effective reference for every tourism participant. Both tourists and enterprises have a constraint. the framework for one's own behavior. Secondly, legal documents must specify the punishment for violations. Finally, we must avoid the phenomenon of rampant local protectionism and disobedience to law enforcement.

Playing the auxiliary role of tourism associations, the China Tourism Association has established associations involving various major industries since 1999, including travel agencies, tourist hotels, tourist vehicles, travel newspapers, etc., and has also established city branches, which together constitute the China Tourism Association. complete system. These industry associations are conducive to industry self-discipline in China's tourism industry [35, p. 77]. However, since the operation of the association has just started and is still very immature, it still needs to be improved in all aspects. First of all, the China Tourism Industry Association must overcome the common problems of Chinese industry associations such as "the government is too strong and ignores the interests of industry members" and serve as a bridge between the industry and the government; secondly, it must pay attention to the hot spots and focuses within the industry Issues such as dealing with vicious competition among enterprises internally and encouraging enterprises to pursue differentiated competition and cooperation externally; industry associations in various industries within the tourism industry must coordinate with each other and cooperate with cross-regional tourism management agencies to jointly promote cross-regional tourism collaboration and create high-quality tourism products Travel routes [23, p. 7]. The current collaborative method is mostly joint promotion, which has obvious effects, and joint promotion emphasizes collaboration. Collaboration is the most important factor among cross-regions, between industry associations and the same industry, between the government and the same industry, and between the government and the industry association.

Conclusion

Since entering the 21st century, the import and export volume of my country's tourism service trade has been increasing, but the growth rate of import volume has been greater than the growth rate of export volume since 2005. This has caused my country to change from a trade surplus to a trade deficit after 2009, showing an expanding trend. Although the deficit has decreased with the outbreak of the COVID-19 epidemic in 2020, the pattern of the deficit has not fundamentally changed. In terms of inbound tourists, although the number of inbound tourists is constantly increasing, the current inbound tourists in our country are still mainly compatriots from Hong Kong, Macao and Taiwan, accounting for nearly 80%. Among the incoming foreign tourists, Asian tourists are the main ones, accounting for 60%. There is a problem that the overall source of tourists is relatively single. Through the analysis of the number of tourist receptions in various parts of our country, we found that the current development of my country's tourism service trade has the problem of unbalanced development between the east and the west. my country's foreign exchange income from international tourism is constantly increasing, but foreign exchange income from tourism is mainly low-value-added accommodation and transportation, and accounts for a relatively small proportion in sightseeing and entertainment that truly reflect the substantive consumption of tourism.

Through the import and export data of tourism service trade, we constructed IMS, TC, RCA, CA and other indicators to measure the international competitiveness of my country's tourism service trade, and compared with other countries, we found that currently, my country The international competitiveness of tourism service trade has gone through a development stage from weak international competitiveness to loss of international competitiveness. Thanks to my country's market size, my country has a certain degree of competitiveness in IMS indicators, but it is also currently showing a continuous downward trend.

Judging from Michael Porter's diamond model, the number of tourism practitioners in our country is constantly increasing, but it still cannot meet the needs of the current industry, and there is a lack of senior professionals. Therefore, the government should

increase investment in tourism education. The school should change the traditional school-running idea of only focusing on theoretical teaching, innovate the school-running mechanism, actively cooperate with tourism enterprises, take into account the cultivation of theoretical education and practical skills, and improve the comprehensive quality of tourism employees. The number of tourism enterprises has a significant negative impact on the international competitiveness of my country's tourism service trade. In recent years, the number of tourism companies in our country has continued to increase, but the increase is mainly small businesses with only a few dozen employees. There are fewer large tourism companies. These small tourism companies have low operating efficiency and chaotic management. This has reduced the number of tourism companies in our country. The increase has instead led to a decline in the international competitiveness of China's tourism service trade. Large tourism companies, including OTA companies such as Meituan and Ctrip, have performed well. During the epidemic, their operating income has reached the level of world-class tourism groups. However, they still lack well-known products and international influence. Therefore, our country's tourism enterprises can learn from Western tourism enterprises to implement mergers and reorganizations, which can greatly improve the competitiveness of enterprises. At the same time, it can also optimize the current structure of our country's tourism enterprises and change the status quo of "small, scattered, weak and poor". Domestic tourism consumption has a significant positive impact on the international competitiveness of China's tourism service trade. Today, when international tourism is temporarily stagnant, domestic tourism companies can continue to deeply explore the domestic tourism market while expanding into lower-tier markets. This can not only help restore performance points and growth points, laying a solid foundation for becoming a world-class tourism group in the future. At present, the desire of domestic and foreign tourists to enter and exit is very strong. Our country can find some places to conduct inbound tourism pilots and gradually expand the scope of the pilots. Today, when the epidemic is raging around the world, our country, as one of the most successful and experienced countries in epidemic prevention in the world. It will be extremely attractive, which will greatly improve the international competitiveness of China's tourism service trade.

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