Study on Construction of Modern Tourism Market System in Heilongjiang Province

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Abstract. Modern tourism market system is such a problem that attracts more and more scholars’ attention. It refers to the organic unity formed by the relationship between various tourism markets and their internal markets and the relationship between various elements in tourism market. This paper says it is better to build a complete modern tourism market system which is composed by organization structure system, operating mechanism system and control system in Heilongjiang province on the basis of investigating and analyzing current tourism market system.

Definition of Modern Tourism Market System

Fewer papers are on tourism market system at present. Modern tourism market system refers to the organic unity formed by the relationship between various tourism markets and their internal markets and the relationship between various elements in tourism market.

Modern tourism market system includes three subsystems: organization structure system, operating mechanism system and control system. Organization structure system refers to the structure and organization form of tourism market. Operating mechanism system is the internal mechanism and operating method of tourism market. Control system means macro-control and micro-management system of tourism market. The above three interdependent and organic subsystems constitute a complete tourism market system.

Building Urgency of Modern Tourism Market System in Heilongjiang Province

Demand of Tourism Industry Achievements in Heilongjiang Province

Tourism industry in Heilongjiang province has become an important industry in national economy. There have been remarkable achievements since 1985 with high quality of ice and snow tourism resources. Tourism image, “great beauty of Heilongjiang” has attracted worldwide attention. These obtained achievements request to establish corresponding modern tourism market system urgently.

First of all, tourism market in Heilongjiang province development situation is good. The scale of tourism market is huge. These provide a good customer base for establishing modern tourism market system. According to NBS survey office of Heilongjiang province, there are 88.1623 million tourists traveling in Heilongjiang province for the first three quarters in 2015, with year-on-year growth of 22.3 percent. Tourism income is 100.786 billion yuan, with...
year-on-year growth of 35.58 percent. And according to statistics of mobile terminal, tourists
asked for mobile roaming service to Heilongjiang province for the first three quarters in 2015
come to 20.0575 million, with year-on-year growth of 25 percent. Tourism consumption is
83.236 billion yuan by card across different banks, with year-on-year growth of 28.1 percent.
Second, the number of tourism enterprises was booming in Heilongjiang province. And these
tourism enterprises have accelerated the opening to the outside world and investment attraction.
This provides good tourism market organization foundation for establishing modern tourism
market system. To begin with, the scale of tourism enterprises becomes larger. There are 377 A
grade scenic spots in Heilongjiang province up to February, 2014. Among them, 4 scenic spots
are 5A grade, 61 scenic spots are 4A grade, 124 scenic spots are 3A grade, 165 scenic spots are
2A grade and 23 scenic spots are 1A grade. And there are 253 star-rated hotels, including 5
five-star hotels, 50 four-star hotels, 126 three-star hotels, 54 two-star hotels and 3 one-star
hotels. And the number of economy hotel and family hotel become 3069 and 439 separately.
There are 670 travel agencies and two newly increased Taiwan tour organizing travel agencies,
including 62 outbound travel agencies, 51 border travel agencies, 557 domestic and inbound
travel agencies. Next, the pace of opening to the outside world and attracting investment
accelerates all the time. The government and tourism administration introduce extra capital on
tourism project positively. Dalian Wanda Group invested 20 billion yuan to build Harbin
Wanda City. Malaysia KWzone Group invested 8 billion yuan to build Harbin Universal
Marine Theme Park. These will increase the orientation of cultural tourism industry in Harbin
considerably and make industrial promoting effect to the province. In 2014, the investment for
139 tourism projects under construction in Heilongjiang province comes to 22.81 billion yuan,
with year-on-year growth of 14.5 percent.

Necessary Way in Solving Current Problems of Tourism Market in Heilongjiang
Province

Disorder of Tourism Market. Although the development of tourism industry in
Heilongjiang province is booming, there are many problems in tourism market. One of the
problems is disorder in tourism market which involves the development of industry and vital
interests of consumers and tourism operators. At present, the expressions of disorder in tourism
market are mainly as follows. First, some tour operators don’t have business licenses. They use
format contract for making uncertain promise. And they even don’t serve customers according
to the contract or set pitfall for customers on tourism transportation, hotels and scenic spots.
Second, it is common phenomenon that a small travel agency is usually contracted by the
individual or affiliated to the larger one. So this lead to predatory operation, buying and selling
tour groups, acquiescence of temporary changing or increasing scenic spots by tour guide with a
variety of reasons and irregular charge of concocting various pretexts. They Also, Some big
travel agencies expand blindly at the expense of their reputation. They put small travel agencies
to their own use and implement competition at fire sale prices. This will disrupt tourism market.
Third, some travel agencies offer free-of-charge outbound tours or even negative-charge
outbound tours to allure tourists. Then tour leader and local guide may add self-financed
projects to the itinerary optionally and force tourists to go shopping. Fourth, the service of some
shops and restaurants in scenic spots is poor. There are too many counterfeit and shoddy
products and the price is inflated. Fifth, some tourism companies cheat and overcharge tourists
and force them to go shopping. And the guide may pilfer rebates, ask for tips or tag after tourists for selling.

**Perfecting Tourism Market Management System.** Tourism market management system in Heilongjiang province is not perfect. There are some problems such as multiple management and ambiguity of responsibilities. Firstly, diversification on membership function of scenic spots cause poor management or co-operation of different branches of an administration. For example, scenic spots belong to construction department, nature reserves belong to forestry department, geological parks belong to the department of land and resources, monasteries and temples belong to religion department and cultural relics and museums belong to cultural department, and so on. In the process of tourism management, these departments struggle for benefit and shuffle for obligation which makes it difficult to manage. Secondly, most county tourism bureaus in Heilongjiang province are public institutions. They don’t have independent administrative power and law enforcement power. And most scenic spots are within the county administrative region. As a result, it is quite difficult for county tourism bureau to manage in the process of law enforcement by the lack of power.

**Construction Way of Modern Tourism Market System in Heilongjiang Province**

**Perfecting Organizational Structure System of Tourism Market**

**Promoting the Development of Tourism Industry.** First of all, it is necessary to speed up system and mechanism innovation. Tourism management system should be adapted with industry characteristics. It will play an important role in coordinating industry development, integrating and utilizing tourism resources, executing tourism laws and regulations, public service guarantee and safety emergency management, etc. Second, it is necessary to speed up the transformation and upgrading of tourism industry. There are abundant tourism resources in Heilongjiang province. We may launch excellent products on health leisure, ecology vacation, natural sightseeing and business tourism on the basis of resources and current industrial development. In order to strengthen attraction and competitiveness of traveling in Heilongjiang province, we may focus on building three unique tourism brands, such as snow and ice, vacation and border. Last, it is necessary to speed up the benefit for people from the development of tourism industry. Development of rural tour can promote construction of rural demonstration base, expand employment, contribute more and more to agricultural production, industry increment and farmer’s income. We encourage all A-leveled scenic spots in Heilongjiang province to offer discount tickets or “Free Open Day” in low season.

**Establishing a Prosperous Tourism Commodity Market.** In recent years, tourism commodity market in Heilongjiang province has rapid growth and a multi-level tourism commodity market system has been set up basically. But our tourism commodities are similar to each other with no unique feature. It takes only a small proportion of tourism consumption. Therefore, we should develop tourism commodity vigorously, establish the system of souvenirs and promote industrialization development of tourism commodities. And we need to build a batch of tourism commodity bases and tourism shopping malls with local and cultural characteristics which meet market demands. We may hold several activities, such as China-Russia Tourism Investment Fair and Tourism Commodity Exposition according to regional advantages.
Improving Tourism Market Organization Subsystem. Tourism industry is a service industry which characterizes strong comprehensiveness and extensive relevancy. The closest related factors are as follows: tourism transportation, travel agency and hotel. We may improve driving conditions, highway classification and traffic capacity between scenic spots and city or different scenic spots. We may cultivate a batch of demonstrative tourism enterprise on standardization for guiding direction of standardization to tourism enterprises in Heilongjiang province. We may accelerate the construction of tourism accommodation, not only star-rated hotels, but also economy hotels, motels, self-driving tour camp and family inns.

Attaching Great Importance to Market Construction of Tourism Talents. Tourism talents is the key to the development of tourism industry. To establish perfect tourism market system, we must attach great importance to market construction of tourism talents. First, the government has to provide policy support and funding support. And it is better to provide macroscopic guide guidance, such as suggestion guidance and institution guarantee on cultivating tourism talents. Second, we should train the existing staff in various ways to improve the quality of overall staff. Last, we may try to cultivate tourism talents with international vision by cooperative education, joint supervision, staff exchange, academic exchange, etc.

Improving Operating Mechanism System of Tourism Market

Operating mechanism system of tourism market is one of multiple market operating systems. It consists of price mechanism, supply and demand mechanism and competition mechanism. These three basic elements correlate and restrict with each other for promoting normal operation of tourism market system.

The price mechanism is the core of tourism market operation and the most important operation mechanism. Its functions are as follows: passing on information, allocating resources, providing competition and incentive, regulating income distribution, and so on. Supply and demand mechanism plays a role in maintenance of market equilibrium. in the contradiction between supply and demand, It causes market price fluctuating around the value and achieves market equilibrium ultimately. Competition mechanism is a necessary part of market mechanism. Tourism enterprises achieve profit maximization and survival of the fittest in competition. This will promote tourism enterprises to improve the quality of service continuously and realize improvement of the quality of service in the whole tourism market.

Improving Control System of Tourism Market

Improving Macro-control and Micro-management Subsystems of Tourism Market. Macro-control and micro-management of the government can solve the problems of failure and defects of market mechanism effectively. Macro-control refers to the overall guidance and adjustment on operation and development trend of modern tourism market economy. It applies plan, information, economic means, legal means and administrative means to guiding, regulating and controlling the overall operation of tourism market. Micro management mainly refers to self-discipline management and administrative management of tourism market in order to prevent unfair trading, eliminate unfair competition, safeguard the tourism market order and the consumers and business operators’ rights and interests.

Creating Perfect Tourism Regulations and Industry Standard Subsystems. Literature References Tourism industry is a comprehensive one which needs the coordination of different
departments, industries and products. We must establish matching systems of tourism regulations and industry standards to solve contradictions and disputes in tourism market impartially. On the one hand, we have to strengthen the construction of tourism regulations and promote the revision of relevant laws and regulations in our province. And we need to strengthen the enforcement of tourism regulations and the ability and level of tourism regulations enforcement. On the other hand, we must promote the standardization in tourism. Tourism standard is the technical regulations of tourism. Its formulation and implementation is of significant on improving tourism service quality and normative development of the tourism market.

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