Study on Innovation and Development of Tourism Management System

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Abstract. With the integration of the international economy, China’s accession to the WTO, China’s tourist economy and the tourism industry has become the most dynamic part of the industrial system of China’s national economy and the world economy. Tourism management professional is a cross comprehensive professional of tourism, management science, culture, science and other disciplines. Its goal is to develop senior specialized professionals that possess tourism management expertise, and can be engaged to do the work of tourism management and modern enterprise management at all levels of the tourism administration department, tourism enterprises and enterprises of all types.

Introductions

Although the generation of this discipline, in our time of less than two decades, with the rapid of socio-economic and cultural development and the continuous expansion of the foreign relations, China’s tourism industry develop rapidly, not only become an important aspect of China’s tertiary industry, and has formed a new economic growth point, thus have an urgent need for management talented person who possess knowledge of culture, geography and economy. Tourism management discipline is gradually developed in this context and has become an important subject in the system of business management disciplines.

1. Training Objectives

Tourism management professional face to modern tourism to support the party line, according to the situation of tourism development, and adapt to the production, management, services the first, tourism management English first-line needs moral, intellectual, physical, and other aspects of the comprehensive development of the advanced technology application specialized talents. Students should focus on mastering the essential basis of theoretical knowledge and expertise on the basic skills in practical work in the field of the tour guides, travel agencies, scenic tourist attractions, travel, shopping outlets, and has a good work ethic and professionalism. Grasp the theories and methods of modern tourism business management, competent to operation and management of tourism enterprises and other related industries, teaching and research work of the senior specialized talents and entrepreneurial talent.

2. Problems of Tourism Management System

It is undeniable that the government override control management, and interfere with the normal operation of the enterprise, with the opening to the outside world and the gradual maturity of China’s tourism industry, China’s tourism industry in a number of measures has been operated in accordance with international, the industry management and services of the tourism has been worked out a series of industry rules for Chinese characteristics, and to developed effective rules and regulations and made the tourism industry has rules to follow. But we should also see that the phenomenon of witch hunt in the management system of China’s tourism industry still exist in...
many regions, known as the “Chinese characteristics”. The existence of the inharmonious relationship has its far-reaching historical reasons, but more helpless reality contact.

2.1 The confusion, disorder state of levels management

The current World Heritage Site Management mode presents a negative status quo of “first-class resources, visibility of second-rate, third-rate development, four-flow traffic, five flow management”. Management of scenic spots affiliation is very complex; uneven quality of tourism development company managers and government agencies a large number of attractions of many World Heritage Site recently developed or built have different size, with the same type of tourism resources in several small scenic often operate independently, leading to extreme waste of tourism resources and even destruction. Around the Tourism Bureau is no right of approval of the World heritage tourism development projects, tourism facilities such as, in the heritage sites, tourism management and the lack of authoritative difficult to play its due role in the management of heritage sites and market. In addition, within the tourism industry it is lack unified and effective coordination industry organizations, and lack coordination bodies and mechanisms to solve the major travel problems.

2.2 Deal with the relationship between decentralization and centralization scientifically

There are too much of the local tourism bureau decentralization in China’s travel management systems, leading to national level tourism strategy difficult to implement. From the experience of the running of the national tourism management system, under the conditions of the government-led, moderate of centralization and decentralization combination are basic principles. Where a decision-making of tourism macro level, permissions of management and regulation should be concentrated to the central, then grasped by the National Tourism Administration and its competent authorities; where a regional economic decision-making management and regulation authority should be delegated to the place, local governments and Tourism Bureau at all levels of discretionary; where the market can automatically adjust things should be decentralized to the enterprise, the central, the place to carry out their duties, reasonable division of labor, and to participate in decision-making and management of the tourism economy. Third, a reasonable definition of professional management and macro-administration relations multispectral professional management there is a certain contradiction in the overall arrangements for the requirements of a large extent with the development of tourism requirements. Along with raising the level of administration, constantly enhance the status of tourism, and the tourism experience continue to accumulate, conditional combination of professional management and macro administration to explore some of the new department management mode of the division of powers.

2.3 Analyses the influential factor of community-based ecotourism management

The internal factors affecting the development of community-based ecotourism mainly including the support and participation of the local government, tourism enterprises, local communities, community residents, and four mutually affect each other, the interaction between the role has a decisive influence on the formation of community-based ecotourism management mode. Because they have main interests between each other, they participate in community-based ecotourism activities and play an independent role, so as to constitute community-based ecotourism development interest groups.

3. The Reform Attempt of Tourism Management

To establish more suitable for the development of tourism, tourism management system to adapt to the new task of the management of the tourism industry, the new target, around are exploring more effective management mode in recent years. After Shanghai, in 1998, Guilin carried out the reform attempts of the tourism management system, namely the establishment of a Tourism Management Committee (hereinafter referred to the brigade management committee) and the CPC Guilin Tourism Working Committee (referred to as the brigade MIC), the travel management
committee, Journey Work Committee comprehensive instead of the Tourism Bureau to exercise the functions of the tourism administration. Tourism Management Committee consists of the Vice Mayor in charge of tourism director, the City Planning Commission, the Public Security Bureau, Guilin garrison, the Foreign Affairs Office, the Board of Building Regulations, the Department of Transportation, the Tourism Bureau, the Bureau of Parks, the Board of Trade, the Department of Cultural Affairs, the Trade and Industry Bureau, the Price Bureau, the Bureau of Technical Supervision, Guilin Gangjian at Yangshuo County, City Tourism Development Corporation, and other members of the unit, as the departments of the municipal government to exercise all the functions of the original Municipal Bureau of Tourism (Tourism Bureau institutions revocation, but retains brand), and authorized by the municipal government, and other members of the unit entrusted the exercise of the functions of the relevant units and Tourism Management, responsible for leading members of the unit, and complement each other, support each other, and the implementation of the unified leadership of the tourism industry, unified planning and management, unification coordination.

3.1 The local tourism management agencies

Based on the experience and practice of the reform of tourism management system in many provinces and autonomous regions, the Tourism Administrative Commission of Shanghai is more in line with the characteristics of a model for China’s tourism industry. According to the Shanghai model, Tourism Management Committee is the highest decision-making body for the province’s tourism and comprehensive coordination of departments, travel management committee directed by major provincial leadership, a member of the person of the Tourism Bureau or related bureau in charge deputy director, and has relevant function department and advisory bodies.

3.2 Centralization management system

Thailand is the typical of Centralized management system. The highest level of travel management agencies Tourism Management Committee, which consists of senior officials of the Ministry of Internal Affairs, the Ministry of Transportation and Communications, the Ministry of Foreign Affairs, the National Environment Commission, the National Economic and Development Committee, the Legislative Committee and president of Thai Airways, the Secretary of the Tourism Authority of Thailand and the trade unions composed of leaders such as the management and supervision of the work of the Tourism Bureau. Tourism Authority of Thailand Tourism Committee, under the leadership of the tourism administration institutions, whose main duty is the promotion of tourism, develop plans and industry management of regional tourism. Local travel agencies in Thailand are set directly by the Tourism Authority of Thailand, stationed personnel and funding. Thai tourism management system practiced a highly centralized government tourism macroeconomic management, the establishment of a centralized management of tourism economic activities across the country to the regional offices. Its administrative level is equal to Secretaries and funded by national funding. The main function is coordination with the local government, the organization of local tourism development projects and large-scale tourism activities, and the development of the local market rules and maintains the market order.

3.3 Market-oriented management model

From the national tourism development model, the market-driven is an inevitable trend, while the government-led transition choice. Government-led stages of the mature market economy require government to fade out of the tourism business activities, to the market to yield the right of way. When tourism developed to a certain stage, only convert government-led development model to a market-oriented model of development can ensure that tourism remained stable development. Under the market-driven the tourism resource allocation will mainly depend on the market, but the market-oriented management model does not completely deny the role of government in the development of tourism, but compared with the market, the government is in the auxiliary, supplementary status, mainly to play macro-control functions.
3.4 Government-led mode

As China’s market economic system has not yet been fully established, the market mechanism is not yet mature, wide areas of market failure, the degree of depth. Tourism is a very high degree of correlation, comprehensive and strong industry, and need to co-ordinate the various social resources. This period government’s “visible hand” of regulation is particularly important. Government-led model can give full play to the government’s ability to lead, through the government’s industrial policy means actively guide and regulate the tourism market behavior. Through the strong government guide the formation of a government-led scrotal collaboration, the operation of the market, the whole society to participate in the development of pattern.

4. The Current Situation and Its Restructuring Views of the Tourism Management System

Compared with the rapid development of the tourism industry, the macro-management system of China’s tourism industry is essentially still used in extremely concentrated patterns of the planned economy. It can be said, the contradiction between the ahead development of tourism with the lag management system has become the biggest obstacle to China’s tourism industry continue to develop. Many problems caused by the travel management system are mainly manifested in two aspects: first, in the beginning of the development of tourism, many of our sightseeing tourism products have powerful attraction to Western tourists, and thus constitute China’s tourist reception system a greater demand pressures. In this regard, we follow the “five together on” approach to encourage all walks of life to do the travel, tourism administrative barriers breakthrough. Meanwhile the tourism higher profit margins in a seller’s market conditions to attract investors in various industries, their business behavior and mode of operation has been obvious with the tendency of the market and socialization.

4.1 Competition is the core of the market economy

As China’s tourism industry is developed on the basis of the original Foreign Affairs, and tourism around the Tourism Bureau and the tourism enterprises directly under the recent years are differentiated by the Foreign Affairs Office and the department out. Therefore, the strict foreign affairs discipline makes existing travel management system is affected relatively large by the planned economy, the market economy into is more difficult compared to the other sectors. Tourism industry has to accelerate the implementation of the meter delisting into and the introduction of competition mechanism. For the competition are the core of the market economy and the essence of a market distinct from the plan. Tourism in the past only stayed in the low levels of tourism products price competitive, while ignoring the factors of the higher levels of production and quality of service competition. Tourism industry introduce competition mechanism, first of all, have to improve the level of competition, such as the introduction of competition in the funding mechanism to introduce competition mechanism in tourism planning, personnel training, the selection of the introduction of competition mechanism, introduced in the quality and management competition mechanism and so on. Secondly, the government as soon as possible to exit from the business activities, a notary public image, the identity of the referee for tourism enterprises to create an open, fair and just competitive environment in which to play an active role.

4.2 The contradiction between tourism industry development and centralized management

The tourism industry in the driven of first, second tourism development have formed a certain industrial base. However, in the wave of reform and development, the concept and policy constraints line travel management system on the development of tourism has great limitations and adaptability. If the tourism can or not break the concept of planned economy under the conditions of formation, methods and policy constraints, and fully mobilize the enthusiasm, made a breakthrough and leapfrog development, became the key issue. Reform is the way out, the development is overriding, the tourist tide of the shore and to rely on executive orders can not about the situation of
tourism in the difficulties and contradictions, gave birth to the reform and development of the

generous.

4.3 Deal with the relationships between decentralization and centralization

Travel management system of our country have disappeared the phenomenon of too much
decentralization of the local Tourism Bureau, resulting in national tourism strategy can not be
successfully implemented. The successful experience of the tourism management system in
developed countries show that guided by the government to deal with the good relationship between
decentralization and centralization, combined with appropriate of centralization and moderate
decentralization organic conducive to the healthy development of the tourism industry. To form the
situation of the central, local government responsible for their own duties, the scientific division of
labor, the concrete practice is the National Tourism Administration and the respective government
authorities shall be responsible for the macro decision-making, management and regulation of the
tourism industry; local governments and their tourism bureau shall be responsible for the
development of local tourism specific decision-making, management, and regulation; tourism
enterprises the right to market-related matters.

4.4 Coordinate the relationship between industry associations and the administrations

The industry association is a basic condition for the government to effectively carry out its
functions. The industry associations and appropriate government agencies supplement each other,
industry associations not only to safeguard the interests of the enterprise, while relatively
independent and impartial, and something that the government inconvenient to come forward to
consultations, to resolve the matter, this time the industry associations have to come forward to
negotiate or resolve to promote tourism further development.

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