Difficulties and Countermeasures to Improving of Inbound Tourism in China

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Abstracts. The number of outbound tourists in China exceeded the number of inbound tourists in 2009, and the tourism service trade disappeared a deficit. For the first time in 2015 the number of outbound tourists exceeded the number of domestic tourism in the Spring Festival. That means that the three major market patterns of China's tourism service trade has been changed. The paper analyzed that present situation and facing difficulties of China's inbound tourism development, put forward to ways to improving from inbound tourism more natural, innovating the national cultural tourism creative products.

Introduction

China has been made adjustment in three major industries pattern after the reforming and opening policy. Tourism as part of the third industry growth increasingly, trade scale expands constantly. The total value of tourism trade increased geometric from $263 million in 1978 to $56.9 billion in 2014. The tourist services trade has also been in high surplus. Nevertheless, In 2009, China entered into the deficit period of tourism foreign exchange income, and the deficit has continued increasingly up to day. The tourism trade deficit was nearly $100 billion in 2014.

The Status Quo of Inbound Tourism Development in China

China's Tourism Trade Scale and International Status

China's trade scale and status in the international tourism market have been doing remarkable after more than 30 years of economic development. Here's a list of the data from 2008-2015.

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourism Service Trade Value</th>
<th>Tourism services Trade exports</th>
<th>Tourism services Trade imports</th>
<th>Total service trade Value in China</th>
<th>The ratio to tourism service trade value in China</th>
<th>Tourism Service Trade Value in world</th>
<th>The ratio to tourism service trade value between China and World</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>77.0</td>
<td>40.8</td>
<td>36.2</td>
<td>304.5</td>
<td>25.3</td>
<td>1800</td>
<td>4.3</td>
</tr>
<tr>
<td>2009</td>
<td>83.4</td>
<td>39.7</td>
<td>43.7</td>
<td>286.7</td>
<td>29.1</td>
<td>1600</td>
<td>5.2</td>
</tr>
<tr>
<td>2010</td>
<td>100.7</td>
<td>45.8</td>
<td>54.9</td>
<td>362.4</td>
<td>27.8</td>
<td>1790</td>
<td>5.6</td>
</tr>
<tr>
<td>2011</td>
<td>121.0</td>
<td>48.5</td>
<td>72.5</td>
<td>419.1</td>
<td>28.9</td>
<td>2015</td>
<td>6.0</td>
</tr>
<tr>
<td>2012</td>
<td>128.7</td>
<td>38.9</td>
<td>89.8</td>
<td>470.6</td>
<td>27.3</td>
<td>2105</td>
<td>6.1</td>
</tr>
<tr>
<td>2013</td>
<td>180.1</td>
<td>51.6</td>
<td>128.5</td>
<td>539.6</td>
<td>33.4</td>
<td>2255</td>
<td>8.0</td>
</tr>
<tr>
<td>2014</td>
<td>211.9</td>
<td>56.9</td>
<td>155.0</td>
<td>604.3</td>
<td>35.1</td>
<td>2368</td>
<td>8.9</td>
</tr>
<tr>
<td>2015</td>
<td>208.2</td>
<td>98.6</td>
<td>119.5</td>
<td>713.0</td>
<td>29.2</td>
<td>2442</td>
<td>11.5</td>
</tr>
</tbody>
</table>

Data from: International Trade Statistics Database, WTO, STATE Administration Foreign Exchange.

Due to the European Debt Crisis in 2009 and the RMB exchange rate to rise sharply in 2012, As can be seen from above the tourism service trade exports value has increased year by year except 2009. The tourism service trade accounts for a high proportion of China's service trade, tourism service trade has become an important part of service trade in our country except in 2010 and 2012 with occasional small fluctuations. The ratio to tourism service trade increased from 25.3% to 35.1% for 7 years. At the same time, which tourism service trade in China's share of the world...
tourism trade in services has been rise, shows that more and more significant position in international tourism service trade in China.

The Status Quo of Total Population in China Inbound Tourists

Inbound tourism markets have foreign tourists and Hong Kong &Macao tourists. The data from China National tourism administration shows, The number of inbound tourists was 1.8 million in 1978, and the number of inbound tourists arrived to 12809.27 million, increased nearly 72 times. Along with the expansion of inbound tourism, the growth rate of inbound tourism has gradually slowed down, but it still has a relatively stable development trend in general.

The Development of Inbound Tourist Market in China

Hong Kong and Macau tourists are the largest group of inbound tourists. The number of visitors to Hong Kong and Macau was 94 million in 2015, accounting for 73.2 percent of inbound tourists. Visitors to Hong Kong and Macao have a round-trip characteristic, with the neighboring countries of Asia accounting for 58 percent of the market in China and 32 percent of other countries in Europe and America. According to Wind information, the top 10 tourists countries in China were South Korea, Japan, Russia, the United States, Vietnam, Malaysia, Mongolia, the Philippines, Singapore and Australia., China ranked fourth the number of overnight visitor in the world in 2015, reaching 53.4 million on the basis of data released by the United Nations world tourism organization.

The Problems of Inbound Tourism in China

Large the Trade Deficit of Tourism Services and Unreasonable the Structure of the Service Trade

The tourism trade deficit was $4 billion in 2009. In 2014, the trade deficit in tourism services increased to $98.1 billion, and the deficit increased by nearly 25 times in just six years. The trade deficit in tourism services narrowed in 2015. The only country in the top 10 in the world for travel services trade was run a large deficit. During the Spring Festival holiday in 2015, the number of outbound Chinese tourists reached 5.18million, increased 10% than previous year. At the same time, the huge tourism trade deficit weakens China's tourism service competitiveness. Therefore, the structure of service trade in our country is given priority to with labor-intensive industries.

Tourism Marketing Promotion is not Enough, National Tourism Image Promotion is Difficult

China is rich in tourist resources and has 40 world heritage sites, ranking third in the world. It is not only famous for its natural scenery, such as, the landscape of GuiLin, the scenery of HuangShan, but also famous the Great Wall, the imperial Palace, the terracotta warriors and horses in Xi ‘an, etc. However, tourism resources are not well known internationally, and the national tourism image promotion is difficult. First of all, many tourism enterprises in China do not pay attention to the integrity and consistency when promoting tourism products. Furthermore, the management and executive departments have their respective functions, which cannot be effectively communicated and coordinated, resulting in a large amount of human and material waste. Finally, promotion funding invested is not sufficient, far lower than Europe and the United States tourism advanced countries, and even less than some of the tourism in developing countries.

The Inefficient Quality of Tourism Service and Small Appreciation Space of Tourism Service Trade Efficiency

The relative industries of tourism industrial chain belong to labor-extension industry. Moreover, It is commom phenomenon that China's tourism industry has a low threshold for employment and vicious competition in tourism industry. Especially the price of the ticket is high, the guide forces shopping and sales tourist attractions, the drivers cheats tourists, which seriously interferes with the foreign tourists' enthusiasm. Moreover, Chinese government encourages inbound tourism. Domestic tourism demand wasted inbound tourism resources. The tourism service quality cannot be
guaranteed which overcrowded scenic spots, limited reception ability, short-sighted utilitarianism tourism management departments in “golden week”. Traffic congestion, overloading of tourist buses, and conflicts between tourists and staff of scenic spots have occurred. Leaving a shadow on the minds of foreign visitors and losing their chance to travel again.

Methodology of Developing Inbound Tourism

The Tourists Contracts Intimate with Ordinary People to Carry on Original Tourism Pattern

The high growth of China's tourism trade surplus has been built on the consumption of tourism products differentiated by the closed dividends over the years. It means that inbound tourists experience a relative closed environment. Such as, after the tourists take off the plane, arrive to the hotel and the scenic spot by tourist buses. During the process of tourism experience less than ordinary life, but even more to foreign tourists leave the poor impression in China. In fact, The achievements of China's reform and opening up over the past 30 years show that the country is rich and prosperous has become the true portrayal of ordinary people's life. It is one of the ways to improve the situation of inbound tourism and make inbound tourism more grounded in the sense of the change of national economic life. The pure tourism market has been gradually pushed into the direction of tourism, leisure and vacation, realized from closed dividends era to open dividend era.

Integrating Tourism Resources and Expand the Creative Industry of Ethnic Culture Tourism

Inbound tourism products should integrate tourism resources to attract foreign tourists with ethnic culture tourism products which China is abundant in ethic culture, cultural relics, history stories. Tourism products is joined local culture color to innovate tourism resources diversification and national culture tourism creative industry. Firstly, excavating the national cultural resources and carry out national festival activities, such as the "March 3" song festival in Guangxi and the "Ji Sa festival" of Dong minority. Secondly, shaping cultural tourism brand creative performance bring foreign tourists audio-visual feast with a series of real landscape dramas, such as "Impression Sanjie Liu", "Mistery Phoenix", also deepen their understanding to China's national culture. Finally, experience tourism is integrated with leisure tourism, such as Lasa Tibetan amorous feelings, Wax dyeing, embroidery, brocade, paper-cutting and other tourism arts and crafts projects.

International Tourism Cooperation to Obtain More Outbound Market

China has become the world's largest outbound consumer market by the end of 2015. China has contributed 500 million pounds of tourism revenue to Britain, and the British government hopes to reach 1.5 billion pounds by 2020. Also in 2014, Chinese outbound tourists increased their tourism foreign exchange by 105.7 billion yuan, or 17,000 yuan per person to Korean. The imbalance of inbound tourism restricts the healthy development of China's tourism service trade, and how to highlight outbound tourism market? In the first place, among the governments cooperate in tourism service trade. Such as, China and some Asian countries visitors can realize visa abolition, Guangxi and Vietnam signed the memorandum of tourism cooperation, promoting airlines from north sea to Vietnam Halong Bay in China. In the second place, Chinese enterprises cooperate with the large-scale tourism enterprises in the tourism electronic commerce, financial insurance, tourism management, and other areas of the capital and technology intensive, which get help international transnational tourism enterprises. The third of place, Chinese tourism enterprises can implement the brand strategy to improve the international reputation of tourism resources and products in China.

Conclusions

This paper has analyzed difficulties and reasons of China's inbound tourism, then proposed countermeasures. On the one hand, paying more attention increasingly tourism service trade scale; on the other hand, facing the trade surplus of tourism services has gradually narrowed. Of course, the inbound tourism strength is a complex problems. It must be further study in the future on how to choose a more comprehensive and more efficient ways.
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References


