

Evaluation of the Relevant Effect of Tourism Industry Development and Its Promotion Countermeasure

-- Based on Anhui's 2008-2018 Year Data

Zhuoya Ye^{1, a, *} and Deyu Li²

¹School of Finance, Anhui University of Finance and Economics, China

²School of Economics, Anhui University of Finance and Economics, China

^aCorresponding author e-mail: 416968072@qq.com

Abstract

Firstly, the paper analyzes the development status and existing problems of the tourism industry, and finds that in recent years, the income of tourism industry has been increasing, the number of tourists has increased year by year, the relevant policies and regulations have been continuously improved, the tourism industry environment has been gradually improved, the infrastructure of tourism has been basically completed, the reception capacity has been significantly improved, and the tourism industry system has been basically established. The tourism industry still has deficiencies in innovation ability, core competitiveness, infrastructure and regional cooperation. Then, the grey correlation degree method is used to evaluate the correlation effect between tourism industry, industry, agriculture, construction industry, wholesale and retail industry, accommodation and catering industry. Finally, it puts forward countermeasures and suggestions on how to improve the correlation effect of tourism industry.

Keywords

Tourism industry; correlation effect; grey correlation degree.

1. INTRODUCTION

Since The 18th National Congress of the Communist Party of China, our tourism industry has been flourishing. During this period, the tourism industry in Anhui has developed together with the national tourism industry, which has strongly promoted the development of related industries, and the relevance effect of tourism industry has gradually played a role. As a comprehensive industry, tourism industry covers a wide range of fields and has a strong industry-related effect. The development of tourism can promote the development of agriculture, industry, transportation, finance and other related industries. It plays an important role in increasing employment, reducing poverty and promoting regional economic development. There are abundant tourism resources and good prospects for tourism industry in Anhui, but the correlation effect of tourism industry needs to be improved. At present, the vigorous promotion of Rural Revitalization Strategy brings great opportunities for the development of tourism and related industries. Under this background, it is of great practical significance to improve the correlation driving effect of tourism industry. Scholars at home and abroad have made rich and extensive research on the theory of industrial association, which mainly focused on the links of industrial association, the ways and types of industrial association, the overall effect of industrial association, etc [1]. Relevant studies at home and abroad have explored the correlation effect of tourism industry and its impact on economic and

social development from various perspectives, and have achieved many valuable results. Among them, many scholars in China use input-output model and grey correlation method to study the correlation effect of tourism industry [2]. In this paper, grey correlation degree method is used to evaluate the correlation effect between tourism industry, industry, agriculture, construction industry, wholesale and retail industry, accommodation and catering industry, and puts forward countermeasures and suggestions on how to improve the correlation effect of tourism production.

2. THE CURRENT SITUATION AND PROBLEMS OF TOURISM INDUSTRY DEVELOPMENT IN ANHUI

2.1. Development Status of Tourism Industry in Anhui

In recent years, the income of tourism industry in Anhui has been increasing, the number of tourists has increased year by year, the relevant policies and regulations have been continuously improved, the tourism industry environment has gradually improved, the corresponding tourism infrastructure is basically completed, the reception capacity has been significantly improved, the tourism industry system has been basically established, and the tourism industry has great potential for development.

Firstly, the income of tourism industry has been continuously increasing, and the number of visitors has increased year by year. The income of tourism industry is increasing year by year, and the growth rate has been accelerated in recent years. The number of tourists has increased year by year. Among them, the number of foreign tourists has increased slightly, and the overall change is small. The number of domestic tourists has increased year by year, with a larger increase.

Secondly, the relevant policies and regulations are constantly improving, and the environment of tourism industry is gradually improving. In recent years, provincial party committees and provincial governments have issued a series of policies and regulations to standardize tourism industry development planning and support innovative development of tourism industry. We should attach great importance to the supervision and management of tourism practitioners and institutions, actively carry out tourism education and training, and strictly implement the occupational qualification system and rating system of the national tourism practitioners. We should expand complaint channels for tourism services, strengthen supervision and inspection of tourism market order and service quality, and safeguard the legitimate rights and interests of tourists. Increasing investment in tourism industry funds, gradually improving the environment of tourism industry and constantly improving tourism infrastructure have basically formed a traffic pattern of highway, railway, waterway and aviation integration.

Thirdly, the Internet technology platform has been initially established and the tourism industry system has been basically established. In recent years, we have focused on strengthening regional cooperation and exchanges in tourism industry, using the Internet and other scientific and technological means to integrate tourism information data, and set up a platform for data collection and sharing of tourism resources, to understand customer data to the greatest extent, to understand customer wishes and market demand. The tourism industry system has been basically established, the tourism reception environment has been gradually improved, and reception capacity has improved significantly.

2.2. Problems in the Development of Tourism Industry in Anhui

In recent years, the development of tourism industry in Anhui has made great progress, but there are still deficiencies in core competitiveness, public services and regional cooperation.

Firstly, tourism industry lacks innovation ability and core competitiveness. At present, the tourism industry lacks innovative and distinctive tourism projects, and its innovation capability is insufficient. Tourism is mainly based on natural scenery, historic cities and red tourism projects. There are few core tourist projects, and lack of new products such as city commercial tourism, convention and exhibition, cultural and creative, regional research and travel, health and health preservation. The growth point of Anhui tourism consumption is insufficient, and the core competitiveness of tourism industry is insufficient. [3].

Secondly, the infrastructure is relatively backward and the quality of service needs to be improved. The transportation facilities are relatively backward. Most of the terrain is mainly mountainous, and the terrain is rugged, causing traffic inconvenience. The Dabie Mountains are particularly evident. The roads are tortuous and there are major potential safety hazards. The service quality of tourist attractions needs to be improved, and there is still a shortage of tourism talents. Some practitioners are not qualified and have weak service consciousness [4].

Thirdly, there are great differences in regional development and lack of regional cooperation. Due to the difference of tourism resources and economic development level, the scale of tourism market, the direction of industrial planning, the strength of enterprises, the infrastructure of tourism, the quality of service and the traffic conditions are obviously different. The relevant elements of regional tourism in the whole province lack of effective integration, allocation and coordination.

3. EVALUATION OF THE CORRELATION EFFECT OF TOURISM INDUSTRY

Scholars at home and abroad use a variety of methods to evaluate the industrial correlation effect, among which the input-output model and the industrial correlation degree method are the most typical. But with the current situation, we can not get the input output table for economic development. Therefore, the grey correlation degree method is used to evaluate the correlation between tourism industry and other related industries in Anhui. Grey relational analysis is a multi-factor statistical analysis method. If the trend of change between the two factors reflected by sample data is basically the same, the relational degree between them is larger; on the contrary, the relational degree is smaller [5].

3.1. Calculation of the Relevant Effect of Tourism Industry

(1) Determine reference and comparative series for Standardization. The related industries of tourism industry are mainly agriculture, industry, construction industry, wholesale and retail industry and accommodation and catering industry. Therefore, this paper takes the tourism related data as the comparative series, and chooses the data of agriculture, industry, construction, wholesale and retail trade, accommodation and catering industry as the reference series. The output time is listed as $X_i(k)$, and the correlation degree between tourism and agriculture, industry, construction, wholesale and retail trade, accommodation and catering industry is calculated by using the series. Standardize each element in the sequence by dividing it by the same value. Taking the data of 2008 as reference value 1, the data of other years are standardized, and the data of agriculture, industry, construction, wholesale and retail, accommodation and catering industries from 2009 to 2018 are obtained.

(2) Computation of time series correlation coefficient. The formula for calculating the correlation coefficients is as follows:

$$\gamma_{0i} = \frac{\Delta(\min) + \rho\Delta(\max)}{\Delta_{0i}(k) + \rho\Delta(\max)} \quad (1)$$

The resolving coefficients (ρ) in the formulas above are generally between 0 and 1, usually 0.5; Δ (min) is the minimum difference of two stages, and Δ (max) is the maximum difference of two stages; $\Delta_{oi}(k)$ is the absolute difference between each point on the Xi curve of each comparison sequence and each point on the X0 curve of the reference sequence [6]. Formula (1) is used to calculate the correlation coefficient between tourism industry and agriculture, industry, construction industry, wholesale and retail industry, accommodation and catering industry in 2008-2018 years.

(3) Computing industrial linkage effect. The correlation number of each time (i.e. points in the curve) is concentrated into one value, i.e. the average value is calculated as the quantitative expression of the correlation degree between the comparison sequence and the reference sequence. The calculation formula of correlation degree R_i is as follows:

$$R_i = \frac{1}{N} \sum_{k=1}^N \gamma_i(k) \quad (2)$$

The correlation degree between the tourism industry and other industries is calculated by using the correlation degree formula (2). The results are as follows: the correlation degree of agriculture (R1) is 0.6718, the industrial correlation degree (R2) is 0.7423, the correlation degree of construction industry (R3) is 0.7184, the correlation degree between wholesale and retail trade (R4) is 0.7258, and the correlation degree (R5) of accommodation and catering industry is 0.7392.

3.2. Analysis of the Relevant Effect of Tourism Industry

From the above calculation results, we can see that the grey correlation between tourism industry and other industries in the past 2008-2018 years is: industrial correlation > accommodation and catering industry correlation > wholesale and retail industry correlation > construction industry correlation > agriculture relevance. From this we can see that the correlation between tourism industry and industry is the highest, reaching 0.7423, indicating that the development of tourism industry has greatly promoted the development of industry. Tourism industry and accommodation catering industry are closely related, second only to industry, indicating that the development of tourism industry is closely related to accommodation catering industry. The reason is that the number of tourists in the scenic area is huge, and the demand for accommodation and catering is large. The development of e-commerce strengthens the connection between tourism industry and accommodation catering industry, and provides convenience for tourists to choose accommodation and accommodation nearby. The correlation between tourism industry and wholesale and retail trade is relatively high, reaching 0.7258, which indicates that the retail consumption potential of consumers in tourism industry is huge, and small commodities in scenic spots sell well. The correlation degree between tourism industry and agriculture is the lowest, only 0.6678, which indicates that tourism industry has no obvious driving effect on agriculture. The degree of integration between tourism industry and agriculture is low. Rural tourism, as a model of integration between tourism industry and agriculture, has not played a role in promoting economic development. As a major agricultural province, rural tourism resources are abundant, but the agricultural tourism resources are not fully utilized at present. In the future development planning of tourism industry, we should attach great importance to the industry-related effects of tourism industry on agriculture, properly develop agricultural tourism resources, and develop rural tourism such as eco-agricultural tourism.

On the whole, the correlation degree between the tourism industry and other industries in Anhui is relatively low, indicating that the correlation effect of tourism industry in Anhui is weak,

and the driving role of tourism industry has not been brought into full play, and its driving role in agriculture, industry, construction industry and other related industries is limited, and the degree of industrial integration is limited.

4. COUNTERMEASURES TO ENHANCE THE RELEVANCE OF TOURISM INDUSTRY

Based on the present situation of the development of tourism industry, the main problems and the results of the correlation effect of tourism industry on other major industries, the following countermeasures and suggestions are put forward on how to improve the linkage driving effect of tourism industry.

4.1. Strengthen the Integration of Tourism Industry and Related Industries

From the above analysis, we can see that the correlation between tourism industry and other industries is low. In order to enhance the correlation effect of tourism industry, we should strengthen the deep integration of tourism industry and related industries. Firstly, the integration of tourism industry and agriculture should be strengthened. The correlation between tourism industry and agriculture is relatively small compared with other industries. Therefore, we should focus on strengthening the integration of tourism industry and agriculture, developing multi-functional products and increasing the added value of products. Combined with the actual situation of agriculture and rural development in Anhui, the development of rural tourism is a model for the deep integration of agriculture and tourism. Utilize rural resources and agricultural science and technology to develop rural tourism. Secondly, the integration of tourism industry and Internet industry should be strengthened. In view of the current situation of the correlation effect of tourism industry in Anhui, the integration of e-commerce and tourism industry should be promoted. Continuously improve relevant tourism websites to show online charm. Strengthen propaganda efforts to enhance the attractiveness of tourist destinations. Establish and promote tourism network platform, call on tourism consumers to buy tickets online, order accommodation in advance, reduce queuing waiting time. Thirdly, strengthen the integration of tourism industry and financial industry. With the rapid development and promotion of Internet technology, financial industry and tourism industry are more closely linked. More and more tourists choose to pay online in the process of tourism. Online payment facilitates the payment of accommodation, catering, tickets and souvenirs, and reduces waiting time. Facing the preference of online payment, we should constantly improve the payment method of tourism consumption in Anhui, and strengthen cooperation with the three party payment platforms.

4.2. Innovating Tourism Development Strategy as Well as Mode and Strengthening Regional Cooperation

In view of the problems existing in the existing tourism industry, such as the lack of innovation ability, we should implement the strategy of "tourism +" integration. Taking "tourism plus" as a new mode, we should use network information technology as a means and expand the space for industrial development, and develop new tourism projects with "tourism +" as the mode. For example, we should actively promote the development models of "tourism + ecology", "tourism + secondary industry" and "tourism + characteristic industry". Facing the unbalanced development of tourism industry areas, we should strengthen regional cooperation, break through the restrictions of administrative areas, and strengthen exchanges and cooperation with other provinces. In addition, we should strengthen the opening up of the tourism sector, advocate collaboration, and form a new pattern of developing and sharing the tourism industry.

5. CONCLUSION

Tourism development can promote the development of agriculture, industry, transportation, finance and other related industries. It plays an important role in increasing employment, reducing poverty and promoting regional economic development. Firstly, this paper analyzes the development status and existing problems of tourism industry. The research finds that: in recent years, the income of tourism industry in Anhui has been increasing, the number of tourists has increased year by year, the relevant policies and regulations have been continuously improved, the tourism industry environment has been gradually improved, the infrastructure of tourism has been basically complete, the reception capacity has been significantly improved, and the tourism industry system has basically been established. But the tourism industry still has deficiencies in innovation ability, core competitiveness, infrastructure and regional cooperation. Then, the grey correlation degree method is used to evaluate the correlation effect between tourism industry, industry, agriculture, construction industry, wholesale and retail industry, accommodation and catering industry. The results show that the grey correlation degree between tourism industry and some industries in the past 2008-2018 years is: industrial correlation > housing and catering industry correlation > wholesale and retail trade correlation > construction industry correlation > agriculture relevance. Finally, from the aspects of promoting the deep integration of tourism industry and related industries, innovating tourism development strategy and development mode, and strengthening regional cooperation, this paper puts forward some countermeasures and suggestions on how to enhance the effect of tourism industry correlation.

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