Study on Sustainable Development of China’s Tourism

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Abstract: With the social development, tourism has become the most powerful and biggest industries in the global economy. This article comprehensively, systematically and objectively analyses the China's tourism industry's own strengths and weaknesses, as well as the opportunities and challenges the tourism industry faced, which provide decision-making information and intellectual support for China's tourism industry's sustainable development and promote the sustainable development of tourism economy.

Keywords: Tourism, Sustainable Development, Tourism Market, Tourism Resources

1. Introduction

SWOT analysis method was first proposed in the book “The Concept of corporate strategy” in 1971 by K • J Andrews from the Harvard Business School. In recent years, scholars widely used SWOT analysis theory for the studies of sustainable development of tourism, and achieved a series of results, provided a useful help for the development of tourism economic. Li Ke-shuang(2008) proposed brand management, rural tourism, theme parks and tourism development model through the analysis of the strengths, weaknesses, opportunities and threats of tourism resources in West Hunan as well as the successful experience of development of tourism resources at home and abroad. Wu Shihui (2008) put emphasis on the coordination of tourism development and ecological environment protection and the implementation of sustainable development through the analysis of the tourism industry in Changsha. Chen Fuming (2008) analysed the Shanghai World Expo and Guangzhou Asian Games and other opportunities for the development of inbound tourism, pointed out that the government, tourism associations should speed up the integration of tourism resources, improve the tourism environment and realize the optimization and upgrading of the tourism industry to attract more foreign tourists to China's tourism to promot the further development of China's inbound tourism. Cevat Tosun (2001), taking Turkey as an example, analysed the challenges of tourism’s sustainable development face by the developing countries, pointed out that, for developing countries, the main challenges for the sustainable development of tourism are the focus of national economic policies, public administration structures, environmental issues, over-commercialization, as well as the international tourism system architecture. Ihab Mo-hamed Shaalan (2005) analysed sustainable development of tourism on Egypt's Red Sea coast, Eugeni Aguio (2005) analyzed Malieli Islands’ tourism development, pointed out that to obtain long-term development the tourism resources development must be established under the framework of sustainable development.

2. SWOT Analysis of China's Tourism Industry

2.1 Analysis of the advantages of China's tourism industry
2.1.1 Locational advantages
China is located in eastern Asia, the Pacific West Bank, and the area is about 9.6 million square kilometers. It is about 5200 kilometers away from east to west crossed the five time zones about longitude 60 degrees, and nearly 50 latitude from north to south. The vast majority of China is in the north temperate zone with four seasons, a small part in the tropics with long - summer, and no winter. The East is adjacent with ocean with a long coast, large numbers of ports, and convenient transport facilities that is easy to communicate with the world's ports and travel of tourists.

2.1.2 Resources advantages
China with the vast territory, beautiful landscapes, splendid culture, numerous races, and different customs, rich natives and exquisite craft, is rich in tourist resources, such as A-class tourist scenic spots, national parks and other addresses. China is one of the cradles of world civilization, has a glorious history and splendid culture, and is rich in historical and cultural heritage. Since the approval of China’s six heritage including imperial palace to list in the "World Heritage List" by the World Heritage Committee at its 11th session in 1987, until June 2009, China has 38 cultural sites and natural landscapes included in the "World Heritage List." 27 of them are cultural heritage, 7 are natural heritage, 4 are both cultural and natural heritage.

China's tourism industry, makes great efforts in integration with the international from the beginning. For resources and products, it has an unparalleled advantage with oriental culture, long history, vast territory, great mountains and rivers, rich resources, as well as years of development and construction of the wealth of tourism products; for the capabilities, China has built increasingly sophisticated and close to the international advanced level tourist facilities, including hotels, which is able to meet the need of the food, housing, transportation, entertainment, shopping and travel, catering, transportation and other facilities; in price, China's tourism services and product prices are low, which is at a competitive advantage.

2.1.3 Policy advantage
Tourism, with the superiority of both economic and social merits, low resource consumption, large lead coefficient, more employment opportunities, better comprehensive benefits, CPC Central Committee and State Council had ardent expectations, the people is full of new hope of the development of tourism. The State Council executive meeting discussed and approved Views on accelerating the development of tourism in principle on November 25, 2009. The Views locate a new position for the tourism in accordance with the requirements of the scientific development concept, point out the ambitious gole that to cultivate tourism as a strategic pillar industry of national economy and the modern service industry more satisfied by the people, carry out a comprehensive plan for tourism development in the new era. The Views describe the main tasks of the development of tourism in future from the strategic view of Grand Tourism based on current and long, put forward a series of specific policy measures to promote sound and rapid development of tourism. These policy measures provided a strong guarantee for the sustainable development of tourism.

2.2 Disadvantages of China's Tourism Industry
2.2.1 Unreasonable on the over-exploitation of tourism resources
The phenomenon that the blind, extensive and irrational development and utilization of tourism resources is not only pervasive but in some cases is very serious. Many places in the development of tourism resources are rush to launch without a thorough and meticulous investigation and research, nor a serious evaluation and demonstration, even without planning. Especially in some of the new tourist zone, developers eager to obtain economic benefits as soon as possible, explore blindly and extensively on the circumstances of lack of the necessary evidence and the overall planning. Regardless of protection, they just pay attention to development in the construction, which result in much damage and waste to many valuable non-renewable tourism resources. As the main investor in development of tourism resources, local government seeks to maximize both the utility of the region under jurisdiction and the effectiveness of government officials, when conflicts arise between the two and are difficult to coordinate, they often focus on the latter, ignore the former. In order to pursue "political achievements", the local government will have the behavior to seek markets that are more easier and faster to demonstrate its performance of the project, and projects which make it easier for local governments to intervene, control and ask for the residual value.

2.2.2 Management mechanism is not sound
At present time, the development and management of China's tourism are troubled by the administrative division of the vertical pattern. Tourist areas must accept not only the centralized management of a number of departments, but also the leadership of all levels of local government. The cross of management authority caused constraints to the planning, development and protect of tourism resources. Take Huangshan, our country's famous scenic spot, as an example, there are hotel, nursing homes, travel
agencies and resorts directly under the central ministries, commissions, as well as many local authorities. Many departments have their own organization's publicly-funded and semi-public funds source. Tourism administrative is basically powerless to this state of separate management.

2.3 Opportunities Analysis of China's tourism industry

2.3.1 "Olympic effect" promotes tourism development
The success of the 2008 Beijing Olympic Games enhanced China's international reputation and tourist destination, attracted a large number of foreign tourists, brought a large number of tourists. Meanwhile, the investment effects of the Olympic Games promote the development of basic condition including urban environment, urban infrastructure, service facilities and reception capacity, which are necessary for the development of tourism and can be exploited for the development of tourism.

2.3.2 "Eight Plan" will stimulate tourist consumption
In order to comply with the national policy of expanding domestic demand, ensure the development of tourism, National Tourism Administration put forward a series proposals: "National tourism and leisure project," "double the national rural tourism project," "post-earthquake reconstruction travel plans," "to promote Tibetan tourism development plan, ""to improve the travel service plan, ""inbound tourism development plan, ""Shanghai World Expo global promotion plan "," National hundreds of thousands of tour guide training program "and so on. These plans encourage the rapid development of tourism activities such as welfare tourism, incentive tourism, Leave of absence Travel, silver-haired tourism, rural tourism, farmers tourism, put forward the specific policies and measures of increasing the quantity and quality of national tourism, strengthening marketing and improving tourism services.

2.3.3 The 60th anniversary of National Day will boost the national consumer confidence
In 2009, China welcomed the sixtieth anniversary of the National Day. A series of activities about the publicity of China's long history and culture are launched throughout China, which will help to strengthen the national consumer confidence, enrich tourism activities, attract inbound tourists.

2.3.4 "Shanghai Expo", "Guangzhou Asian Games," and other activities provide a rare opportunity for the development of the tourism industry.
In 2010 we will celebrate the "Shanghai World Expo", "Guangzhou Asian Games" and other major events. Expo is different from the general international trade fairs, which aims to promote world economic, cultural, scientific and technological exchanges and development, so that each participating countries could take advantage of this opportunity to promote himself and to show the world their progress in various areas. The holding of Expo will vigorously promote the development of tourism resources and tourism projects and the improvement of infrastructure. The propaganda about the "Shanghai World Expo", "Guangzhou Asian Games," as well as the specific travel marketing activities will help attract domestic and foreign tourists, surge in inbound tourism business and promote domestic tourism market.

2.4 The challenge analysis of China's tourism industry

2.4.1 Travel demand is increasingly differentiated
With the development of economy, people's travel is not limited to a sightseeing tour, but in order to achieve the exchange of value and mutual understanding and harmony between human beings, people and people. After the "crowded, chaotic, and poor" tourist experience of a mass tourism, the tourists have more emphasis on the substantive content of tourism, and the quality of the tourism environment. It is hoped that the tourism could meet the needs of high-grade cultural taste, knowledge enlightenment and spiritual enjoyment, and the needs of novelty, singularity, knowledge and amusement. The tourists’ increasingly differential demands require diverse tourism products, which requires the diversify of the development of tourism resources thus to meet the needs of tourists of different levels.

2.4.2 The Impact Caused By A Greater Degree of Open
Relaxation of the tourism market access proposed by "Views with regard to accelerating the development of the tourism industry" brings a greater opening up of tourism market and active introduce of foreign tourism enterprises, which will make a tremendous impact on the domestic industry. Compared with foreign travel agencies China's tourism enterprises are lack of flexible operational
mechanism, and have a big problem in self-restraint mechanism, risk awareness and self-development capacity and managerial capacity, etc, especially the overall size of tourism enterprises is still relatively “scattered, small and weak.” Once the foreign travel agencies entered, it will have a strong impact on weak tourism enterprises by virtue of a strong capital strength and advanced management experience.

2.4.3 Shortage of Professionals

It is China’s tourism companies’ weakness that the domestic industry are lack of talents who are proficient in rules of market economy, international tourism and tourism management, which is the requirements of participation in international competition. It is the constraints to the development of tourism that the quality of tourism employees are unsuited to the requirements of development, the employment is low, personnel training are incompatible with market demand, the lack of incentive and competition mechanism conducive to the growth of talents.

3. Conclusion

Tourism as an integral part of the tertiary industry, is different from other industries. The tourism industry is not a single industry, but an industry group formed by a variety of industries, with the characteristics of diversity and dispersion, including attractions management, travel agents and hotels services, catering services, transportation, entertainment and so many other business sectors. Therefore, the development of tourism can bring the development of related industries in China and promote rapid economic development.

Opening up of the tourism industry, although make a tremendous impact on the domestic industry by foreign travel agencies, they also bring different management models and management methods, which gives a good reference and learning opportunities for domestic travel, and will promote the change of the management mechanism of domestic travel agencies. Moreover, the international frequent movement of people and cultural exchanges provide a broad domestic tourist market.

In the current stage of rapid development of China's tourism industry, we should seize the opportunity to develop a reasonable strategy for developing tourism resources and management system, change the inferior position of superiority, and achieve sustainable development of tourism.

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