

Measurement and Improvement Path of International Competitiveness of Tourism Industry in Hunan Province of China under the “One Belt One Junction” Strategic Position

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Abstract - From the perspective of economic globalization, and the “One Belt One” Strategic Position, this paper analyze the problems of the existence of tourism industry internationalization in Hunan Province of China by using three indicators, such as domestic market share, RCA and export growth advantage of China's Hunan inbound tourism service trade in 2006-2017. The result shows that Hunan's tourism service trade only accounts for 1.59% of the country, far below the national average, and it is located in the 18th place in the country. The RCA index is higher than 2.5 indicating that the tourism industry in Hunan Province is extremely competitive. However the RCA index has continued to decline, and the growth advantages have continued to be weakened. According to Porter's diamond model this article re-selects six indicators that affect the tourism industry in Hunan Province and reconstructs a “new diamond model”. Combined with the status quo of development, the countermeasures for improving the international competitiveness of tourism industry in Hunan Province of China are put forward.

Keywords - One Belt One Junction, Tourism Service Trade, International Competitiveness, Diamond Model

INTRODUCTION

With the rapid adjustment of the global industrial structure and the unprecedented development of economic globalization, the global service industry is increasingly becoming the driving force and engine of global economic development. Tourism industry as a dominant industry in Hunan's economic development, the development of tourism service trade reflects the international competitiveness and internationalization level of Hunan Province to a certain extent. In 2017, the province's total tourism revenue was 771.262 billion yuan, of which international tourism foreign exchange income was 1.295 billion US dollars, which was 5.85 times of the international tourism foreign exchange income in 2000. International tourism accumulated 3,226,800 inbound tourists, an increase of 610.74% [1].

However, while the tourism industry and tourism trade are developing rapidly, a large number of high-

quality tourism resources in the province still have problems of improper development and utilization, and insufficient ability to attract foreign tourists. These have seriously hindered the internationalization of Hunan Province from a large tourism province to a strong tourism province [2].

In order to narrow the regional development gap and better coordinate the coordinated development of the eastern, central and western regions, in 2013, General Secretary Xi Jinping's regional location for Hunan during the inspection period in Hunan Province created a “One Belt One Junction” regional orientation for Hunan's economic and social development [3]. It aims to make Hunan clear its unique geographical advantages of connecting things and running through the north and the south. When developing the economy, it will develop its strengths and avoid weaknesses and take advantage of the situation to create regional

economic development characteristics and realize the rise of the central region. At the same time, this strategic positioning has also provided a new development opportunity for Hunan's tourism service trade in Hunan Province, such as the "One Belt and One Road" and free trade pilot zones.

LITERATURE REVIEW

In the early 1980s, domestic and foreign scholars introduced international competitiveness into tourism research. The research on the international competitiveness of tourism service trade mainly focused on the following three aspects:

Based on the perspective of tourism competition strategy. The main point of view of authors such as Wang [4] is that a country's tourism industry has a competitive advantage and does not necessarily mean strong international competitiveness. Competitive advantage also requires the assistance of corresponding competitive strategies to transform competitive advantage into competitive strength.

Based on traditional theory, the international competitiveness of tourism service trade is studied. Wu [5] combines the theory of service trade liberalization, comparative advantage and competitive advantage theory. Jean, J. N., Sylvain P., Mondher S. [6] used the theory of intra-industry trade to study how to improve the international competitiveness of tourism service trade.

Through the construction of models to study the international competitiveness of tourism service trade. Wu L. [7] and other scholars studied the potential of tourism service trade based on gravity model, and based on the research purpose, based on the general basic gravity model, other variables were added to measure the flow of tourism service trade, trade potential, trade influence factors and other fields.

The research on the international competitiveness measure of tourism service trade are following:

Domestic and foreign scholars focus on comparative analysis and empirical research on the international competitiveness of tourism service trade. Dwyer, Forsyth and Rao [8] compared the international competitiveness of 19 destinations with Australia based on the price index of tourism products and services, pointing out that destinations need to be held in competition with the competition. Than the price advantage.

Zeng Y. [9] and other scholars used market share, trade competitiveness index, and display comparative advantage index to measure. However, when studying the trade service trade with strong relevance and wide

coverage in China, the indicator is too monotonous to accurately measure the development status and advantages and disadvantages of the industries or departments of different functional departments in China's tourism service trade.

On the evaluation system of international competitiveness of tourism service trade, It is still feasible to use the above indicators to measure the international competitiveness of a country's tourism industry or enterprises in the international market. However, in light of the current background of the diversification and internationalization of the value chain of goods or services, in order to improve the objectivity and persuasiveness of the measurement results, many scholars have built a more comprehensive indicator system.

The World Economic Forum (WEF) [10] and the International Institute for Management Development (IMD) of Lausanne, Switzerland, established an international competitiveness index evaluation system in 1980. They use eight indicators to set different weights from qualitative and quantitative perspectives to calculate a country. The international competitiveness of an industry provides important theoretical and methodological guidance for the study of the international competitiveness of tourism.

Fang [11] established an international competitiveness evaluation model for tourism international trade, from factor advantages and industries. Advantages, trading advantages, demand advantages and other aspects use a multi-level and multi-faceted analysis method to comprehensively evaluate the status of tourism factors and international competitiveness in various provinces and cities in China.

On the Influencing Factors of International Competitiveness of Tourism Service Trade, throughout the research results of scholars at home and abroad over the years, the factors affecting the international competitiveness of tourism service trade are constantly changing at different stages of tourism development.

Crouch and Ritchie [12] used empirical evaluations to analyze the competitiveness of tourism destinations, and considered that the influencing factors mainly include tourism destination management, historical impressions, destination attractiveness, psychological factors, and unique and shared characteristics.

Leaper [13] emphasizes that the innovation of information and communication, the economic level of tourist source and the construction of tourism infrastructure are important factors in determining the competitiveness of a country's tourism service trade.

Li [14] analyzed the relationship between the change of nominal exchange rate and the change of export value of tourism service trade based on the changes in the income and expenditure of international tourism trade projects in China over the years.

Syed, Dong, Wei, Khalid and Yu [15] used principal component analysis to construct a tourism competitiveness index study, which concluded that inbound tourism and air transportation have a two-way causal relationship. Air cargo has the greatest impact on the import and export index for the next decade.

Wang [16] empirically analyzes the six factors affecting tourism service trade based on the "diamond model". He believes that improving tourism factor conditions and corporate strategic structure and competition can improve China's tourism service trade..

OBJECTIVES OF THE STUDY

This paper attempts to apply the theory of industrial competitiveness to the tourism service trade in Hunan Province. Through the measurement and analysis of the comparative advantages and competitiveness of tourism trade in Hunan Province, it provides theoretical and empirical evidence for improving the competitiveness of Hunan's international competitiveness.

METHODS

In the objective measurement of the development status and competitiveness level of tourism service trade competitiveness in Hunan Province, three indicators commonly used by scholars in the past were selected for comprehensive evaluation to confirm the current level and inadequacy of tourism trade in Hunan Province.

In addition, according to Michael Porter's "national competitive advantage" theory [19], it can fully reflect the size of a country's international competitiveness. There are four main factors and two auxiliary factors. In this paper, from the special consideration of tourism service trade, the "diamond model" was revised, and new indicators were selected to construct the "new diamond model".

Domestic market share of inbound tourism service trade: This indicator is a revised indicator of the international market share. It uses the foreign exchange income of one province to account for the proportion of China's international tourism foreign exchange income. On the basis of comprehensive consideration of the overall scale and strength of the region, it can succinctly indicate the overall competitiveness of the industry in the region [8].

RCA index: Comparative advantage underlies economists' explanations for the observed pattern of inter-industry trade. In theoretical models, comparative advantage is expressed in terms of relative prices evaluated in the absence of trade. Since these are not observed, in practice we measure comparative advantage indirectly. Revealed comparative advantage indices (RCA) use the trade pattern to identify the sectors in which an economy has a comparative advantage, by comparing the country of interests' trade profile with the world average [8].

The dominant comparative advantage (RCA) is the ratio of the share of a country's exports of a country's exports to the country's total exports and the share of the world's exports of such products to the world's total exports of all products [18]. This paper adopts the proportion of Hunan's tourism service trade exports to Hunan's total service trade exports and the world's tourism service trade exports to the world's total exports of service trade.

$$RCA = \frac{\sum_d x_{isd} / \sum_d X_{sd}}{\sum_{wd} x_{iwd} / \sum_{wd} X_{wd}}$$

Where *s* is Hunan province, *d* and *w* are the set of all countries in the world, *i* is the tourism service trade, *x* is the tourism service trade exports and *X* is the total service trade export. The numerator is the share of tourism service trade *i* in the service trade exports of Hunan province *s*, while the denominator is the share of tourism service trade *i* in the service trade exports of the world.

It reflects the level of competition and specialization of a country's products in the world's export trade. This paper combines the adjustment index of tourism industry status in Hunan Province, and uses the formula to express it. The result shows that $RCA > 2.5$ is very competitive; $1.25 < RCA < 2.5$, it has strong competitiveness; $0.8 < RCA < 1.25$, competitiveness is equal to the international level; $RCA < 0.8$, it is not competitive; $0 < RCA < 1$, it has a comparative disadvantage [8].

The export growth advantage index, which is the difference between the export growth rate of a certain industry or product in a country and the overall export growth rate of the country, reflects the relative advantage of the country's export growth of the industry or product. Relative to the country's overall exports, the larger the indicator, the faster the export of the industry or product grows, and the greater the contribution rate to exports. [8].

RESULTS AND DISCUSSION

Analysis of the Measurement of Tourism Service Trade Competitiveness Pattern

As a province in the central region, Hunan has always been restricted by geography and other aspects in the development of economy and trade, especially in the development of tourism and international tourism. It can be seen from Figure 1 [17] that most of China's international tourism market is concentrated in the eastern coastal cities, and the market share of the eastern coastal provinces has reached 4% and above in 2018. The five provinces of Guangdong, Fujian, Shanghai, Beijing, and Jiangsu account for 53.81% of the country. The market, especially the geographical advantages of Guangdong Province, and the development of the matching tourism industry, the market share is 1/4 of the national market.

The development of tourism service trade in the central and western regions of China is very unsatisfactory. The total tourism service trade of the 15 central and western provinces, including Hunan, has reached only 9.97% of the national total. Even though these provinces have rich natural resources and cultural landscapes, due to the inconvenient transportation, the construction of related supporting facilities is incomplete, and the brand awareness of tourism brands is not high enough to attract foreign tourists.

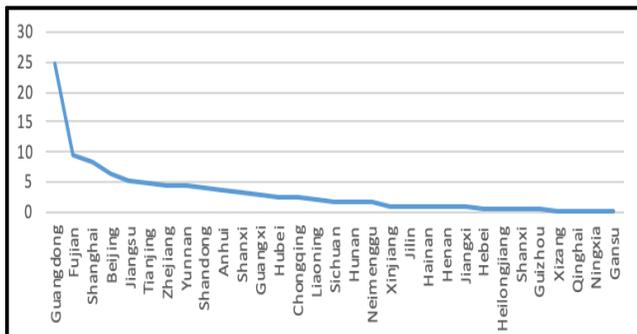


Fig. 1. Domestic market share of inbound tourism in 2018(%)

In Hunan Province, although there are abundant natural and human resources and other tourism resources, the limitations of various conditions make the advantages of tourism resources unable to be effectively utilized. Hunan's tourism service trade only accounts for 1.59% of the country, far below the national average, and it is located in the 18th place in the country.

In order to understand the competitiveness of Hunan's tourism industry in a more specific way, according to the international competitiveness index system of tourism industry, Hunan Province 2006-2017

data will be used to form Hunan Province tourism service trade competitiveness index system.

Table 1. Time Series List of Competitiveness Index of Tourism Service Trade in Hunan Province

Year	International Tourism Earnings (Billions of dollars)		Growth rate (%)		Competitiveness Index		
	Hunan	China	Hunan	China	Market share %	RCA	Growth advantage
2006	0.5	33.9	28.97	15.88	1.48	4.64	13.09
2007	0.6	41.9	27.63	23.48	1.53	4.02	4.16
2008	0.6	40.8	-3.89	-2.57	1.51	3.18	-1.33
2009	0.7	39.7	8.91	-2.86	1.69	3.33	11.77
2010	0.9	45.8	34.82	15.47	1.98	3.62	19.35
2011	1.0	48.5	11.92	5.78	2.09	3.33	6.14
2012	0.9	50.0	-8.48	3.23	1.85	2.71	-11.71
2013	0.8	51.7	-11.42	3.27	1.59	2.89	-14.69
2014	0.8	105.4	-2.80	103.9	0.76	2.68	-106.8
2015	0.9	113.7	7.38	7.85	0.75	2.64	-0.46
2016	1.0	120.0	17.02	5.59	0.84	4.54	11.43
2017	1.3	123.4	28.98	2.85	1.05	5.18	26.14

It can be seen from Table 1 [18] that the overall status of international tourism earning income in Hunan Province presents two trends. It has made steady progress from 2006 to 2010, but has been in a downward trend since 2011. In particular, in 2014, when the country's tourism foreign exchange earnings doubled, the province's participation in the international tourism market was insufficient.

However, starting in 2015, under the strategic positioning of the "One Belt One Junction", Hunan Province has actively implemented the national "One Belt One Road" policy and implemented a series of policy measures. It's Driven the modernization and internationalization of Hunan's tourism service industry. The scale of the international tourism export market is very small, and the domestic market share has not been able to significantly increase. Especially since 2014, the market share has fallen below 1%. The development is extremely unstable and is easily affected by other factors.

RCA is a common indicator used to measure competitiveness. The Hunan RCA index is higher than 2.5, indicating that the tourism industry in Hunan Province is extremely competitive, which is inseparable from the province's rich tourism resources and the growing tourism industry.

However, in the past 12 years, the RCA index has continued to decline, and the growth advantages of the tourism industry and international tourism

competitiveness have continued to be weakened. From the data of export growth advantages, the growth rate in recent years has clearly not kept up with the national average, and the export growth advantages are not obvious.

Analysis of the factors reflecting the international competitiveness of tourism industry in Hunan Province

Michael Porter's theory of national competitive advantage holds that a country's industrial competitiveness depends mainly on four key factors — the status of production factors, demand conditions, related and auxiliary industries, corporate organizational strategies and competitive conditions, and two supporting factors — opportunity and government [19].

According to Porter's diamond model and the actual situation of the development of tourism industry in Hunan Province, this article reselects the tourism industry's production factors, service demand status, related and auxiliary industries, corporate strategic structure and competitiveness, opportunities and government, and build a new tourism service trade "diamond model" in-depth analysis Six major factors affecting the international competitiveness of the tourism industry.

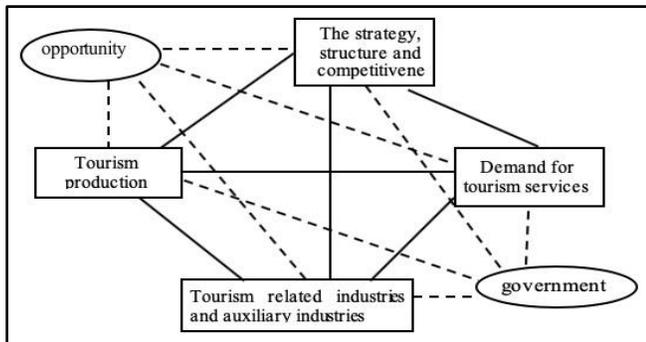


Fig. 2. “New Diamond Model” of Tourism Services Trade

Tourism production factors.

The development of international tourism requires investment in natural tourism resources, humanistic tourism resources, human resources represented by tourism practitioners, development of tourism funds, tourism-related knowledge resources and other production factors. As a major tourist province, Hunan Province has created a new image of sightseeing products such as famous mountain tours, famous city tours and celebrities' former residences, supplemented by folk tourism products and emerging industrial and agricultural tourism and self-help tourism. However, the

destructive development, the lack of branding effect of tourism products, and the lack of long-term attractive tourism products for inbound tourists have seriously affected the sustainable development of Hunan tourism industry. In particular, the shortage of senior professionals engaged in tourism has led to a low level of competition in the international tourism market and insufficient motivation for development.

Demand for tourism services.

The difference in service demand and scale of the tourism industry market has a huge impact on tourism and tourism service trade in Hunan Province. Establishing large-scale and low-cost tourism services and creating a new level of tourism consumption level is an important way to attract inbound tourism and enhance the international competitiveness of tourism. In recent years, the increase in per capita disposable income in Hunan Province has driven the demand for tourism services in the province and the development of the tourism industry. Although it has begun to take shape, the overall level of tourism is still very low, and domestic tourism demand cannot enhance the competitiveness of international tourism. effect.

Tourism related industries and auxiliary industries.

Tourism is a very comprehensive industry, which will be directly or indirectly affected by the tourism and transportation industry, the tourism hotel industry, the travel agency industry, the tourism and catering industry, and so on. The strong international competition in the tourism industry is based on the “win-win” of supporting industries and related industries. Relevant and auxiliary industries with advantages can provide strong support for the tourism industry and form a dominant industrial cluster. The development level of tourism-related and auxiliary industries in Hunan Province is different, and it is impossible to play the chain and joint action of the tourism industry chain.

The strategy, structure and competitiveness of tourism service companies.

The competition potential of tourism service trade depends on the competitiveness of tourism service enterprises. For a long time, many tourism service companies in Hunan have survived with the strategy of price war and light service quality. The international dynamic knowledge reserve and service capacity of foreign-related tourism service personnel are insufficient. The ultra-range operation of black tour guides, zero group fees, disguised shopping guides and buybacks and other phenomena have been repeatedly

prohibited. There is a big gap between the service level and competitiveness of tourism service enterprises compared with the international.

The level of opportunity and the role of the government.

Joining the WTO provides a rare opportunity for the development of tourism and tourism service trade between China and Hunan Province. The government plays an important role in formulating and implementing policies that affect the development of tourism. At present, Hunan's existing Hunan tourism-related policy legislation is of low quality, the regulations are not operational, and the international marketing efforts are insufficient. These problems not only make the advanced production factors needed for the development of tourism industry in Hunan Province insufficient, the level of tourism demand in the province cannot rise to international demand, and the lack of a truly fair, just, open and orderly competitive environment for tourism enterprises to carry out technological innovation, industrial clusters The effect could not be exerted, and it also seriously hindered the development of tourism service trade in Hunan Province.

CONCLUSION AND RECOMMENDATION

For a long time, Hunan Province, as a province in the central region, has always suffered from development disadvantages. From the perspective of international tourism foreign exchange earnings, RCA, index and export competitive advantage index, the development trend of tourism service trade in Hunan Province before 2014 has been continuous Weakened. Since 2015, Hunan Province has re-examined its own development advantages and disadvantages. Under the strategic positioning of the "One Belt One Junction", it has started to actively connect with the national "One Belt One Road" policy and implemented a series of policy measures. In order to give full play to Hunan's superior geographical location and abundant resource advantages, Hunan Province has increased the development and investment of traditional tourism resources and strengthened the construction of supporting infrastructure around tourism resources.

At the same time, with the introduction of new tourism development concepts such as "Internet + tourism" and "smart tourism", Hunan Province has created a number of unique cultural tourism industries and industrial clusters in the province in accordance with the trend of economic development, which has driven The process of modernization and internationalization of Hunan's tourism service industry.

Of course, repositioning and adopting active policies in Hunan Province will not ensure that Hunan's tourism service trade can always develop sustainably. Michael Porter's theory of competitive advantage also proposes that the enhancement of competitiveness will be affected by many factors. Therefore, according to the "new diamond model" of tourism service trade competitiveness, the strategy to enhance the international competitiveness of tourism industry in Hunan Province can be carried out in the following four aspects.

Create characteristic tourism, cultivate professional talents and enhance competitiveness.

Hunan Province needs to integrate tourism resources and service facilities, and create unique international tourism brand products based on the characteristics of tourism resources and urban positioning to attract international tourists. We will increase the construction and promotion of new-type tourism fields such as eco-tourism and rural tourism brands, diversify the development of tourism content and forms, and form a sustainable development of the tourism industry that combines ecology, culture and tourism. At the same time, it will strengthen the cultivation of tourism talents, strengthen the comprehensive ability training of tourism majors, and raise the awareness of vocational training and service responsibility for service practitioners. Actively introduce overseas professionals and learn from overseas professional travel service experience to drive the tourism service level of Hunan Province to be in line with international standards as soon as possible.

Vigorously develop the province's tourism market.

The competitiveness of the province's participation in the international tourism market competition stems from the development and maturity of the province's tourism market. The increase in per capita disposable income in the province provides a strong economic base for tourism consumption expansion. Improving the demand of tourists is not only the driving force for innovation of tourism enterprises, but also the direction of its development. By simplifying the customs entry procedures for tourism, policies such as landing visas and transit visa exemptions are implemented in each city and state to facilitate the entry of foreign tourists. Providing more convenient and comfortable services for inbound tourists, thus forming their own advantages and attractiveness compared with other countries in the international inbound tourism service trade.

Strengthen the cluster effect of local tourism enterprises and related industries.

As multinational tourism enterprises enter the tourism market of Hunan Province, in order to better adapt to the needs of the rapid development of the current tourism industry, Hunan tourism enterprises need to organize restructuring, implement group management, and strengthen the strong alliance between tourism enterprises. Innovative cooperation, bigger and better, and a group of leading tourism enterprises. Relevant industries and auxiliary industries can coordinate development to form a tourism industry cluster effect, and achieve economies of scale by focusing on regional advantages, management advantages, capital advantages, variety advantages and talent advantages.

Strengthen the auxiliary role of the government.

The role of the government as the organization and coordinator of productivity factors cannot be ignored. The government should improve the laws and regulations on tourism service trade as soon as possible, and integrate with the international community to reduce the gap between tourism regulations and international regulations in Hunan Province. Industrial policies should favor tourism and tourism service trade, and provide preferential policies for tourism service enterprises to encourage their diversified development. At the same time, we should adopt the new international tourism marketing method to show the world the tourism advantages of Hunan Province and establish the image of the characteristic tourism city in the world.

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