



Research on the tendency of national domestic tourism

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ABSTRACT

With the continuous development of society and economy, the living standards of Chinese people have increased by a wide margin. Therefore, the development of China's tourism is also gaining momentum. China's tourism mainly consists of three aspects: outbound tourism, inbound tourism and domestic tourism. As China's tourism focuses on the market of domestic tourism, its development process should be analyzed. Then by studying and discussing the elements of tourism demands, relevant research on the tendency of national domestic tourism is conducted in a view to promoting the domestic tourism development.

Key words: National; domestic tourism; tendency research

INTRODUCTION

In recent years, with the continuous deepening of China's socialist market economic system, the household disposable income has increased by a wide margin. On top of that, residents now have plenty of leisure time. These two factors contribute to the booming of China's tourism. With mass tourism being the majority, China's tourism mainly consists of outbound tourism, inbound tourism and domestic tourism. Domestic tourism played a particularly key role in China's tourism development and began to develop rapidly in the 1990s. In this process, the increasing demands of Chinese residents have stimulated the development and growth of domestic tourism. Yet the development of domestic tourism is closely associated with its societal conditions, such as the distribution of urban and rural population, education level, tourism resource, and demographic characteristic which together constitute significant references of travel options for Chinese residents. With the improvement of Chinese people's cultural level and owing to the increasing convenience of transportation, Chinese residents tend to choose outbound tourism when travelling. Thus, through analyzing and discussing Chinese residents' tendency towards domestic tourism, the influencing factors of domestic tourism demands are enhanced, which is of significance to strengthen the level of domestic tourism.

2. DEVELOPMENT PROCESS OF DOMESTIC TOURISM DEMAND MARKET

Domestic demand market can be roughly divided into four phases according to its development process: embryonic stage, initial stage, high-speed development stage and steady growth stage. They will be introduced correspondingly in the following space.

2.1 Embryonic stage

The beginning of reform and opening up has witnessed the initial development of China's tourism. At this stage, the orientation of China's tourism also transformed from political reception to economic operation. However, at that time China's tourism market was small in overall size and single in industrial structure. Besides, tourism in operation was focused on inbound tourism market and China's major tourist attractions predominantly received foreign tourists. In contrast, domestic tourism market failed to develop properly and few domestic tourists went travelling. In 1984, sales departments of 13 travel agencies were set up on Tibet Road, Shanghai in 1984, which marked the beginning of China's domestic tourism. From then on, domestic tourism demands entered the embryonic

stage and China's tourism became an emerging industry in the real sense.

2.2 Initial stage

The decision on strengthening the development of tourism released by the State Council solved three key issues pertaining to domestic tourism: domestic travel agencies, infrastructure and development and protection of feature spots. It also formulated the development principles of China's domestic tourism. Through various efforts, security of supply and administration strengthening, the demands of residents were satisfied, their enthusiasm for traveling mobilized and domestic tourism demands enhanced.

2.3 High-speed development stage

In 1991, National Tourism Administration in China established the guideline that international tourism and domestic tourism should go hand in hand. Then in 1992 the Central Committee of the CPC released *the decision on accelerating the development of tertiary industry* in which the position of tourism in tertiary industry was determined and it explicitly pointed out that tourism served as the key direction of tertiary industry development. Additionally, governments at all levels implemented corresponding development on tourism, thereby incorporating tourism in the plan for national economic and social development. From then on, tourism began to develop as the pillar and key industry of national economy. In 1993, the state enhanced the management and direction on domestic tourism. During this stage, China's national economy entered a high-speed development period and people's living standards were enormously improved. At the same time, the increase of paid holidays and the promotion of new working hour system endowed peoples with more leisure time, thus facilitating the high-speed development of domestic tourism. As people's ideas change and tourism transportation facilities improve, travelling has become a fashionable lifestyle. Domestic tourism consumption is shown as follows:

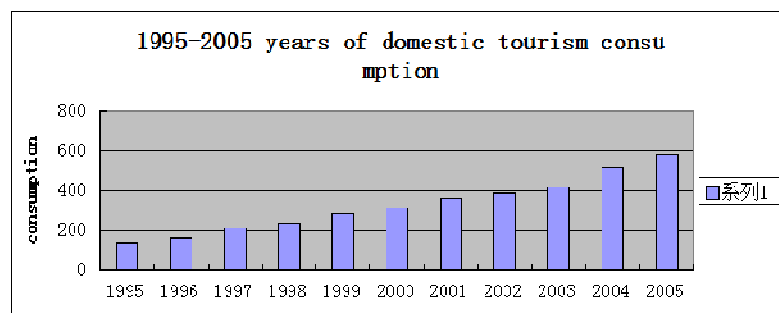


Fig.1: the total consumption of domestic tourism

Figure 1 shows that the total consumption of domestic tourism displayed a significant upward trend and the growth rate improved. At this stage, China has clarified the overall principles of domestic tourism for the first time: improving quality, promoting development, strengthening management, and fostering market. Driven by this guideline, China's domestic tourism market has made great strides.

2.4 Steady growth stage

With the continuous development of society and economy, the cultural level of Chinese people has also increased significantly. When traveling, they tend to prioritize outbound tourism. In the wake of the facilitation of transportation, outbound tourism becomes more and more convenient. At the same time, the boom of domestic traveling gradually gets calm. Although tourism is still the new growth point of national economy, the position of domestic tourism becomes all the more clear in the national economic system. From 2005 to 2013, the curve of domestic tourism still showed an upward trend. Though year-on-year growth curve fluctuated, it clearly reflected the growth market instability of domestic tourism demands. The closer it was to 2013, the smoother the total consumption curve became and the growth rate basically stabilized. From this, we know that the demand market of China's domestic tourism has entered the steady growth stage.

3. RESEARCH ON THE TENDENCY OF NATIONAL DOMESTIC TOURISM

China's tourism economy is comprised of international tourism and domestic tourism. Domestic tourism mainly means that residents visit tourism destinations within the national territory while international tourism includes inbound tourism and outbound tourism. Coordinated development of domestic tourism and international tourism is the key to the healthy and sustainable development of China's tourism. Faced with an increasingly competitive international tourism market, China's tourism needs to strengthen the research on the tendency of national tourism to improve its industrial competitiveness and secure healthy and sustainable development.

3.1 Analysis of the relationship between international tourism and domestic tourism

From the angle of tourism supply, it can be seen that international tourism products have a lot in common with domestic ones and that the two will not be involved in competing for tourism resources. But they still have differences in demand levels. The similarities and differences are shown in the following figure:

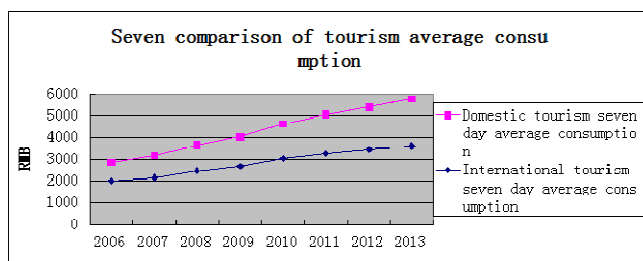


Fig.2 Seven comparison of tourism average consumption

As tourism products for international tourism are mainly senior tourism consumption products, average consumption is higher. But its development trend is slowing down. Tourism products for domestic tourism are predominantly lower tourism consumption products. But along with the improvement of people's living standards and the rise in prices, domestic tourism seven day average consumption displays a more obvious growth trend. Therefore, the State typically uses policy preferences to put off domestic tourism demands and promote the development of international tourism. However, from the perspective of market demands, it can be seen that the final form of international tourism has great differences with that of domestic tourism. In terms of tourism consumption decision, when consumers select tourism destinations and products, domestic tourism will lead to domestic tourism consumption and the growth of national economy. International tourism entails worldwide competition and requires that tourism destinations should pay attention to their images that are key factors of attracting tourists.

Both international tourism and domestic tourism can promote the development of national tourism and facilitate the further development of national economy by improving residents' tourism behavior levels and tourism motivations. And GDP per capita is also positively correlated with tourism space. When GDP per capita is higher, residents tend to choose to travel in neighboring and remote countries over nearby places. Domestic tourism serves as the basis of international tourism and the precondition of the healthy and sustainable development of national economy. As the next trend of booming domestic tourism, international tourism forms a progressive relationship which varies from country to country and exerts influence on the national economy.

3.2 Research on the tendency of national domestic tourism

As an eternal sunrise industry, tourism develops because of people's curiosity and pursuit of beautiful things outside. Therefore, tourism will not get mature and even decline with the development of society and economy as industries do. As China's society and economy boom, people's living standards have increased and they have had more leisure time, which contributed to the development of domestic tourism. In the meanwhile, China has achieved many important accomplishments and the development of domestic tourism also accelerates. According to foreign data, tourism will display a wave of growth with the increase of GDP per capita. When GDP per capita is 3,000 dollars, domestic tourism will expand rapidly. But currently, because of imbalanced development of tourism all over the country, the travel rate and travel consumption of Chinese residents fail to play the original effect. Influenced by economic and historical factors, tourism in China's southern coast regions develops rapidly while tourism in other areas develops slowly. The "strong south and weak north" market pattern has been established in China's tourism market, as shown in the following figure.

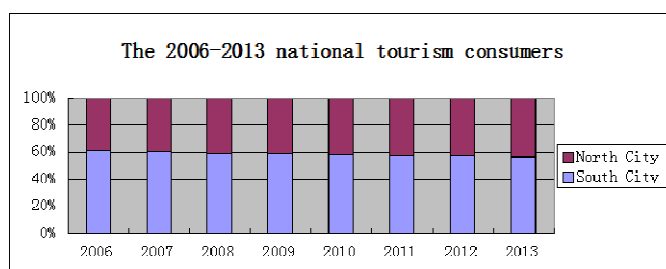


Fig.3 The 2006-2013 national tourism consumers

Although the proportion of tourists from southern cities has slightly decreased in recent years, they still occupy a

large proportion. From the development process of southern cities, we can see that tourism will result in the development of local transportation and hotel service. The main reason for the imbalanced proportion of southern and northern tourism is the predisposing factors of national domestic tourism. Predisposing factors are mainly manifested in climate, geography, economy and history. Close to the coast and economically developed, southern cities boast of pleasant climate and long history and strong culture. The fact that female tourists are more than male tourists leads to the popularity of southern cities in that female tourists tend to love the exquisite and delicate southern cities.

However, from the previous charts, it can be seen that the proportion of northern cities is also on the rise. This is predominantly because China's population age structure has been adjusted. With the aggravation of aging in China, the potential of the tourism market among the aged in China has been increasingly tapped. The demands of the aged to the improved life quality after retirement are usually manifested in such aspects as environment, population characteristics and infrastructure. With better environmental protection, less population pressure and relatively complete infrastructure, northern cities have become popular tourism markets among the aged. The proportion of northern cities in tourism destinations begins to rise steadily.

CONCLUSION

China's tourism market is still in the steady growth stage and domestic tourism market has enormous potential. Thus, by reviewing the demand market of China's domestic tourism, analyzing the relationship between domestic tourism and international tourism and studying the tendency of national domestic tourism, we can effectively grasp the future development trend of China's domestic tourism, thereby improving China's tourism market and promoting the development of China's national economy.

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