



Research Article

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Study on the contribution of tourism to regional economic development

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ABSTRACT

This essay explores the contribution of tourism to regional economic development by comparing regions at home and abroad that develop tourism. This essay starts with tourism chain to analyze the relationship between added value of tourism and overall added value of all industries, the influence of tourism on people's income. This essay also provides suggestions for developing tourism in the hope of driving regional development and increasing national income.

Keywords: tourism; industrial chain; added value of tourism

INTRODUCTION

In current social development, tourism is becoming the fastest-growing industry. Many countries regard tourism as the pillar industry to drive regional economic development. Because tourism is a new industry, so many countries and regions are trying to overcome the disadvantages of tourism. However, they do not realize the essence of tourism, so tourism faces many obstacles. So, to develop tourism, we have to start from the perspective of antistatics to have a overall development. That is to say, we have to analyze the proportion taken by tourism in regional economic development and do overall survey about tourism to form a plan to drive the development of tourism.

In terms of regional economic development, tourism can always drive economic development. The development of tourism can drive the development of other industries in this region, such as improving the national income level, benefiting industries related to tourism, expanding employment rate. According to systematic analysis of tourism, tourism can not only drive the development of regional economy but also political, cultural and social development.

2. TOURISM CHIAN

2.1 Basic business related to tourism

Tourism refers to the travel agencies and travel corporations dealing in tourism business. Many tourist attractions are gradually being included in tourism to form new branches of tourism, such as new majors of scenic spots management, afforestation, and nature reserve management. With the appearance of these new branches, we can't resist asking: what is tourism? According to the "International Standard Industrial Classification of All Economic Activities (ISIC)" issued by the United States, tourism also includes travel corporations and agencies, tourist hotels, tourist transportation, leisure industries related to tourism. The whole tourism system is made of tourist corporations, accommodation, transportation, entertainment and the sales of souvenirs.

2.2 The relationship between tourism and sectors of national economy

The funds and profits of tourism do not only come from tourists, but they are closely related with tourists. The consumption of tourists and the snowballing effect of the income of tourism make up the ultimate profits of tourism. The analysis of current relationship between tourists and tourism reveals that the two parts are connected in many ways. If we start with the analysis of skill training and experience of tourism sectors, we would find that tourism sectors are under the influence of tourism, both direct impact, indirect impact and attracting impact. For example, in the tourism system, transportation is under direct influence of tourism, but the consumption of materials by means of

transportation can influence the price of transportation, which should be regarded as indirect influence. The materials consumed by transport are extracted from oil or minerals, which is attracting impact. But these things can also influence the development of tourism.

2.2.1 Industries under the direct influence of tourism

Catering and hospitality industries, railway transport, air transport, highway transport, post industry, telecom industry, commerce, resident service industry and public facilities services. Public facilities services further include afforestation, natural reserve management, and scenic spot management. Railway transport, air transport and highway transport all belong to passenger transport; which is part of transportation industry.

2.2.2 Industries under indirect influence of tourism

Agriculture, forestry, animal husbandry, fishery are under great indirect influence of tourism. Other areas such as all kinds of manufacturing, beverage industry and other social services can also be influenced indirectly. All kinds of manufacturing cover a relatively large filed, such as nonmetal mineral products, clothing, fiber products, furniture manufacturing, chemical fiber manufacturing, leather products, rubber products, plastic products, transportation equipment manufacturing industry, pharmaceutical industry and other industries related to tourism. Other social services include departments and industries related to tourism, such as security guard and service staff.

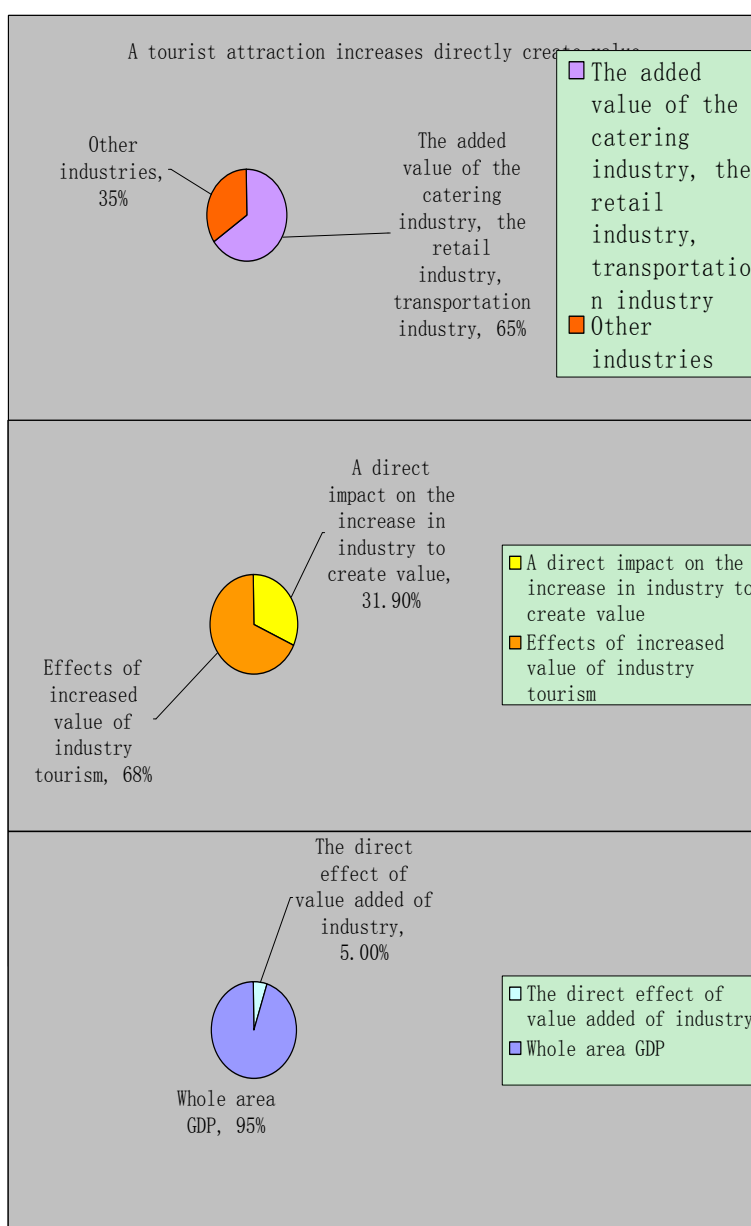


Chart 1.

2.2.3 Industries under attracting impact of tourism

More than 20 sectors such as wood and bamboo lumbering industry, wood-processing industry, services of farming, forestry, animal, husbandry and fishery, coal mining and processing, nonmetal minerals mining and dressing, machining and repair of mechanical equipment, ferrous metal smelting and rolling processing industry, petroleum and natural gas extraction, non-ferrous metals mining and dressing, ferrous metals mining and dressing, non-ferrous metal smelting and rolling processing industry and metal products.

3. THE TOTAL VALUE ADDED BY TOURISM AND TOURISM'S CONTRIBUTION TO AGGREGATE ECONOMY

3.1 The added value created by tourism directly

The added value created by tourism directly refers to the total added value of industries which are under direct influence of tourism. The chart 1 is the data of one tourist attraction.

3.2 The total added value created by tourism

The total added value created by tourism refers to the sum of added value of industries which are under direct, indirect and attracting influence of tourism. The calculation formula is:

the total added value created by tourism= the added value of industries under direct influence of tourism+ the added value of industries under indirect influence of tourism+ the added value of industries under attracting influence of tourism

The research reveals that tourism can push the development of regional economy, and to increase investment in tourism can bring about more economic benefits. The information can be seen in chart 2:

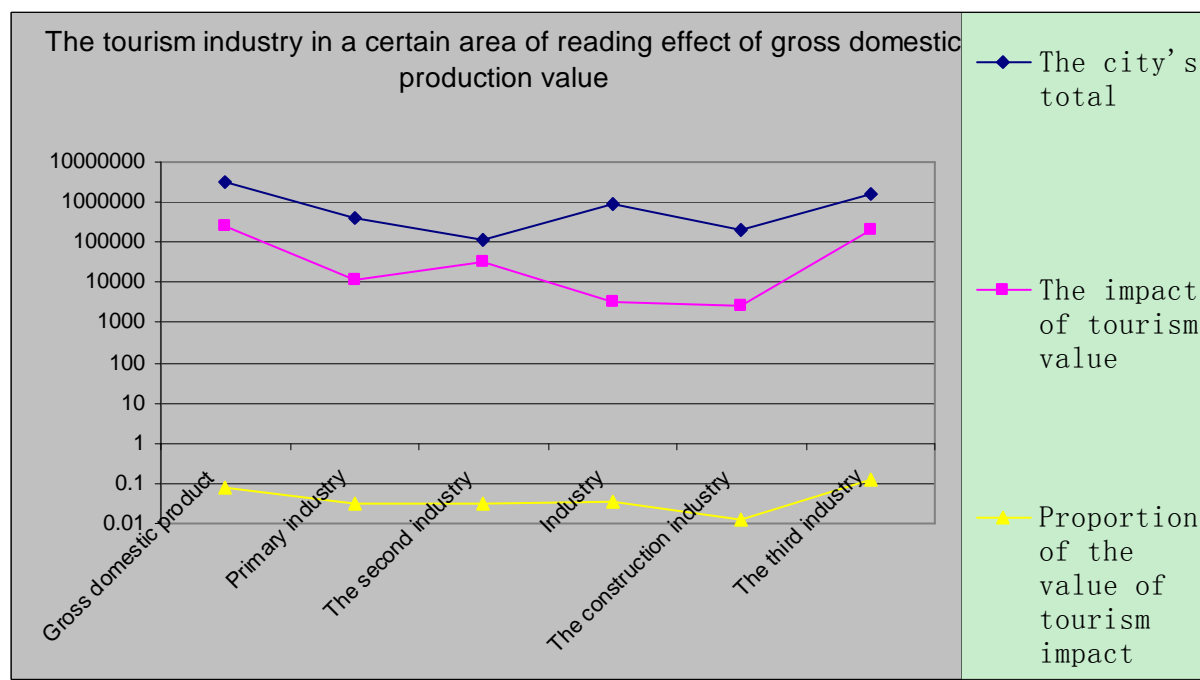


Chart 2.

4. THE INFLUENCE OF TOURISM ON RESIDENT INCOME

The resident income brought about by tourism means the income earned by residents living in tourist attractions from tourists during tourist seasons. This income can also be divided into direct income, indirect income and attracting income. Direct income means the income of residents engaged in industries that are under direct influence of tourism, indirect incomes refers to the income of residents engaged in industries that are under indirect influence of tourism, attracting income refers to the income of residents engaged in industries that are under attracting influence of tourism. These three kinds of income accounts for 9% to 15% of residents' annual total income.

5. THE CONTRIBUTION OF TOURISM TO FISCAL REVENUE

5.1 The direct contribution to fiscal revenue from industries that are directly influenced by tourism

Fiscal revenue created by tourism is the largest part of revenue. The calculation method of revenue of industries that are directly influenced by tourism is like this:

□ Firstly, we should calculate the income of people engaging in industries that are under direct influence of tourism

The numbers of people engaging in industries that is under direct influence of tourism
= the fiscal revenue coefficient of industries that are under direct influence of tourism+ the product output of these industries created by tourism

□ Secondly, the direct contribution of tourism to fiscal revenue direct contribution of tourism to fiscal revenue = the sum of the fiscal revenue of industries that are under direct influence of tourism/ the total fiscal revenue of the year before

The result is shown in chart 3:

A regional tourism directly affect the industry contribution to finance			
Tourism directly affect the industry as a result of the tourism tax revenue from the	Tourism directly affect the industry as a result of tourism brought charges	Tourism directly affect the industry contribution to finance	Direct tourism industry impact on the financial contribution degree
159566900	69778800	229345500	10.19%

Chart 3

5.2 The total contribution of tourism to fiscal revenue

The total fiscal revenue created by tourism refers to the sum of fiscal revenue created by industries that are under direct, indirect and attracting influence of tourism

The degree of contribution created by tourism to fiscal revenue is ratio of the fiscal revenue of industries that are under indirect or attracting influence of tourism to the total fiscal revenue of the whole society.

6. THE INFLUENCE OF TOURISM ON REGIONAL ECONOMIC DEVELOPMENT AND SUGGESTIONS FOR THE DEVELOPMENT OF REGIONAL TOURISM

6.1 The influence of tourism on regional economic development

6.1.1 The reasons that tourism can promote economic development

Every country, city or region should develop its tourism according to its own characteristics, and they all have huge tourism resources and traffic resources. With the development of tourism, tourist facilities are also improving. Gradually, the development of tourism enables the region to have a large capacity to receive tourists, thus driving the development of industries related to tourism, and further driving the development of regional economy.

6.1.2 The support of national policies

With the increase of people's income, more people are traveling to enjoy life on vacations, so tourism is prospering accordingly. To stimulate domestic demand and develop national economy, the government would develop tourism. The government even makes a series of policies to facilitate the development of tourism. The support of national policies is the guarantee for regions to develop tourism and provides guidance for the development of tourism.

6.1.3 Solving unemployment

The development of tourism would promote the development of other industries in the region. The development of many industries demands a large number of workers, thus effectively solving the problem of employment of graduates and laid-off workers, and easing employment tension.

6.2 Suggestions for the development of regional tourism

The development of tourism needs the guidance of valuable suggestions.

6.2.1 Determining the direction of development

Many regions do not take tourism as the most important industry. This depends on their geographic location and reserve of resources. If one region decides to develop tourism, then it has to have a clear development direction to take tourism as the strategic pillar industry, such as utilizing mountains or water resources, thus adjusting the industrial chain of the region and exploring natural resources rationally to guarantee sustainable utilization of resources. We can develop regional tourism to change the direction of regional economic development and bring about economic benefits.

6.2.2 Positioning regional tourism in details

Many regions develop tourism without giving it a clear position, so they invest a lot in tourism without getting any economic returns. So its' important to position regional tourism clearly and develop regional tourism according to

their characteristics.

6.2.3 Promoting tourism by focusing on the features of regions

To develop regional tourism, we must have a clear goal and promote tourism by focusing on the features of regions to attract tourists. Many regions have a time-honored history and cultural traditions, so they should seize these features to develop historical and cultural tourism.

6.2.4 Improving infrastructures of tourism

We should strengthen oversight of infrastructures in the region, increase jobs and develop tourism to drive development of regional economy.

The researches above show that tourism can promote the development of regional economy. Tourism has large capacity to connect and affect other industries. In the process of developing tourism, other industries that are under direct, indirect or attracting influence of tourism can also enjoy development. When we develop tourism we should take the whole picture into view and aim to promote the development of the economy of the whole region.

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