

# Measurement of High Quality Development of Tourism Economy in Guizhou Province and Detection of Obstacle Factors

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**Abstract:** *Based on the new development concept and combined with the development of the tourism industry, this paper establishes a measurement model for the high-quality development level of the tourism industry in Guizhou Province through seven dimensions, measures the high-quality construction level of the tourism industry in Guizhou Province from 2014 to 2021, and analyzes the differences in the development of various dimensions in Guizhou Province from 2019 to 2021 to identify the problems and deficiencies in the process of high-quality development in Guizhou Province, to provide support for the high-quality development of tourism economy in Guizhou Province in the new era. The results showed that: (1) the vitality and utilization efficiency of industrial development were relatively insufficient. (2) The development goals are limited and the means of development are singular. (3) The development of industries, the interests of residents, and the demand for tourists are fragmented. The innovative application effect and open development effect of the high-quality construction process of tourism economy in Guizhou Province are significant, but there are shortcomings in areas such as shared development and green development.*

**Keywords:** *tourism industry, high-quality development, level measurement*

## 1. Introduction

The Chinese economy is currently in a critical period of transforming its economic development mode, optimizing its economic structure, and transforming the driving force of economic growth. China's economic development needs have entered a great conclusion of the new era, and the stage of China's economic development has shifted from a high-speed growth stage to a high-quality development stage [1]. The Chinese economy is in the process of transforming its economic growth into a diversified, high-quality, and precise development requirement [2-3]. This requires the rapid transformation of China's economic development towards high-quality development, and requires all components of China's economy to transform their economic development model.

## 2. Construction of a measurement system for the high-quality development level of tourism economy

### 2.1 Innovation and development dimensions

Innovation is the primary driving force for development. In the process of high-quality development of the tourism economy, innovation is the biggest engine of development [4]. We need to shift from relying on capital, human resources and other development factors to relying on technological innovation, integrating emerging information technology with the tourism industry, achieving "tourism+", expanding the development direction and space of the tourism industry in multiple dimensions, improving the efficiency and quality of tourism development. At the same time, we encourage knowledge innovation, strengthen the creation, protection, and application of tourism intellectual property rights, accelerate the pace of talent innovation and training, cultivate a large number of tourism innovative talents and high-level tourism innovation teams that adapt to the development of China's tourism industry, promote technological innovation through talent innovation, and ultimately drive industrial innovation and development.

## ***2.2 Coordinated development dimensions***

The regional differences caused by differences in resource endowments, tourism infrastructure, environment, etc., as well as the diverse and complex nature of the tourism economy, require the evaluation of high-quality development of the tourism economy to pay more attention to the concept of coordinated development [5]. Through a standardized evaluation system for the tourism industry, we can coordinate the relationship between the tourism economy and other social industries in the development process, fully leverage the linkage role of the tourism economy, promote industrial and regional coordination, promote the sharing of development achievements in China, increase people's happiness, and achieve a win-win situation among the tourism economy, tourists, and residents of tourist destinations.

## ***2.3 Green development dimension***

Green development is a development model based on the concept of harmonious coexistence between humans and nature, which emphasizes long-term development. After entering a new era in China, green development has become one of the important ways to solve the problem of development quality [6]. The development of China's tourism industry has also brought about a large number of environmental problems, which have been ignored or regarded as inevitable pains brought about by the development of the tourism economy in the past. As China's economy enters a new era and a period of high-quality development, guided by new development concepts, these issues are constantly being addressed and transformed and resolved through the transformation and upgrading of industrial development models. Tourism, as a pillar industry in the tertiary industry, is an important engine for the development of the tertiary industry and one of the important driving forces for high-quality economic development in China. Green development must be given attention and put into practice in industrial development [7]. Therefore, green development must be an important part of the measurement system for the high-quality development level of the tourism industry.

## ***2.4 Open development dimension***

After entering a new era, China's economy has shifted from an exogenous development model to relying on domestic and international dual circulation to promote development [8]. At the beginning of China's tourism economic development, international tourists have become one of the important driving forces for tourism economic development. To achieve high-quality development of Guizhou's tourism economy, it is necessary to fully utilize domestic tourism development resources and also fully absorb international tourism resources. By fully utilizing domestic and international tourism resources, we can more efficiently promote the high-quality development and construction of tourism in Guizhou Province.

## ***2.5 Effective development dimensions***

High quality development is based on the full utilization of resources and is an improvement and upgrade of traditional development methods[9]. In the development process of tourism economy, attention should be paid to the utilization of resources, improving the quality and efficiency of industry development, and increasing the benefits obtained after equal cost consumption [10]. Guizhou Province is one of the leading provinces in the development of tourism economy. In the long-term exploration of tourism development, there is a significant waste of resources. These wasted and idle tourism economic development resources should be fully utilized in the high-quality development process of Guizhou Province, while also dealing with the input-output relationship, fairness and efficiency relationship of tourism development.

## **3. Research methods and data sources**

### ***3.1 Research methods***

This paper adopts the objective entropy method to measure the high-quality development of tourism economy in Guizhou Province, and uses the methods of Yang Li and Sun Zhichun to achieve comparison in different time dimensions.

In terms of data processing, the original indicator data is standardized using the extremum method,

followed by assigning weight values to the indicator data using the entropy method. Finally, the Guizhou Province Tourism High Quality Development Index is calculated by weighting the standardized values with the indicator weights.

### 3.2 Data sources

The selected data for this article comes from the 2014-2021 China Statistical Yearbook, China Tourism Statistical Yearbook, China Environmental Statistical Yearbook, China Science and Technology Statistical Yearbook, China Social Statistical Yearbook, China Energy Statistical Yearbook, as well as the statistical yearbook and related official websites of Guizhou Province.

## 4. Discussion of results

### 4.1 Analysis of the vitality dimension of tourism industry development in Guizhou Province

Based on the changes in statistical indicators of the development vitality dimension of high-quality tourism economy in Guizhou Province from 2019 to 2021, the following conclusions can be drawn (as is shown in Figure 1).

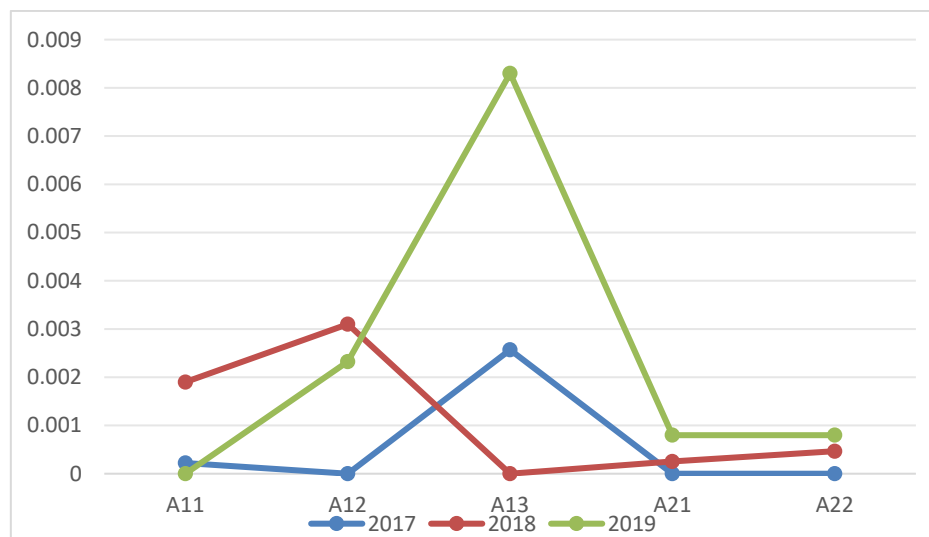


Figure 1: Changes in the dimension indicators of industrial development vitality in Guizhou Province from 2019 to 2021

The overall development vitality of the tourism economy in Guizhou Province is on the rise, with only A13 (growth rate of tourism practitioners) achieving a decline in 2018, and the overall increase is relatively low. In 2019, the vitality of tourism supply and demand in Guizhou Province showed an overall upward trend.

Overall, the development vitality of the tourism economy in Guizhou Province has been continuously released during the construction of high-quality tourism economy. The vitality of the tourism supply industry in Guizhou Province has been released more clearly, indicating that a large amount of idle and wasted tourism supply potential in Guizhou Province has been released. However, at the same time, while constructing a high-quality tourism economy, the reform and development center of Guizhou Province is the tourism supply industry, The exploration of tourism demand industries is relatively insufficient. In the process of high-quality development of the tourism economy in Guizhou Province, we should walk on two legs, first on the left leg, but also closely follow the right leg. While strengthening the construction of the tourism supply side, we should also pay attention to the construction of the tourism demand side, so as to release the potential of the tourism economy supply while meeting the tourism demand, and not let the potential excavated be idle, leading to the underutilization and idle of tourism resources.

### 4.2 Analysis of innovative development dimensions

Based on the changes in statistical indicators of the innovation dimension of high-quality

development of tourism economy in Guizhou Province from 2019 to 2021, the following conclusions can be drawn (as is shown in Figure 2):

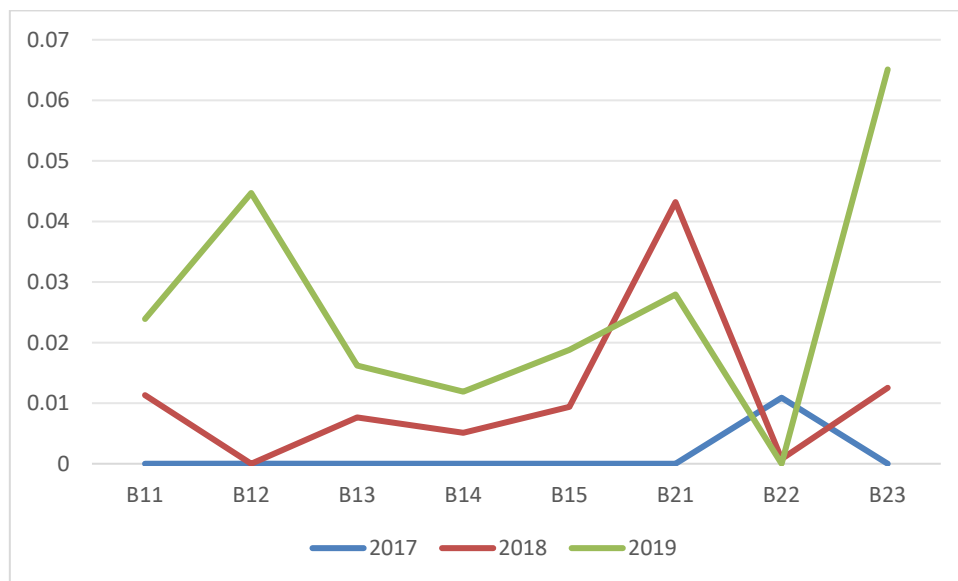


Figure 2: Changes in innovation development dimension indicators in Guizhou Province from 2019 to 2021

In the process of high-quality utilization of tourism economy construction in Guizhou Province from 2019 to 2021, significant development effects were achieved in the innovation dimension. Guizhou Province is encouraging both high investment and high output in the tourism economy. The innovative development of Guizhou's tourism economy has formed a positive cycle, and the input and output of innovation have formed a complete industrial cycle. The combination of academic and social practice in Guizhou Province is relatively close, and the mutual promotion between the two is obvious [11].

In terms of innovation investment (B11-B15), the overall investment amount shows a continuous increase. Specifically, 2020 was the year with the largest increase in innovation investment in Guizhou Province, which is related to the high attention paid by the Guizhou Provincial Government and academia. The innovation vitality of Guizhou Province has been fully stimulated, stimulating industrial investment and having a significant impact on innovation output in 2020 and 2021. In terms of innovation output (B21-B23), Guizhou Province has formed a normal cycle, with overall output continuously increasing. Influenced by the continuous adjustment and upgrading of the tourism economy structure and the increasing government investment, Guizhou Province's tourism economy innovation output continues to increase, and its innovation ability and feasibility have been significantly improved. The integration between academia and tourism economy development is becoming closer, and the interaction between the two is becoming more frequent, with communication becoming smoother.

Overall, the innovation capability of Guizhou Province's tourism economy continues to strengthen, and the effectiveness of innovation is also getting better and better. The combination of the main body of innovation and demand is becoming closer, and the connection between academic research and social practice is becoming increasingly close. The guidance and foresight of the academic community are also becoming stronger, and the feedback from social practice is also strengthening the practicality of academic research. The innovation and application of high-quality development of tourism economy in Guizhou Province have achieved a positive cycle, and the driving force for high-quality development of tourism economy in Guizhou Province is significant.

#### 4.3 Analysis of coordinated development dimensions

Based on the changes in statistical indicators for the coordinated development of high-quality tourism economy in Guizhou Province from 2019 to 2021, the following conclusions can be drawn (as is shown in Figure 3):

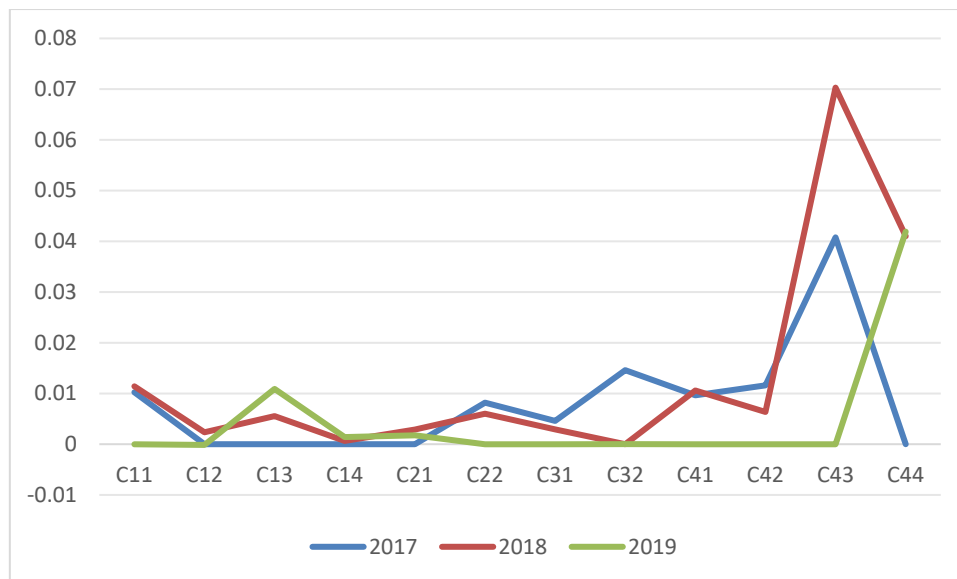


Figure 3: Changes in coordinated development dimension indicators in Guizhou Province from 2019 to 2021

In the process of high-quality construction of tourism economy in Guizhou Province from 2019 to 2021, the effect of coordinated development construction was relatively not significant, but overall it also showed a growth trend. Due to the inherent characteristics of the tourism economy, a large amount of resources tend to be concentrated [12]. Therefore, the regulatory effect is relatively small, and the overall coordination effect is not significant.

The overall development effect of urban-rural coordination (C11-C15), regional coordination (C21-C22), and social coordination (C31-C32) is not significant. Although growing, the construction effect is relatively poor compared to other aspects of construction. To build a high-quality tourism economy, it is necessary to attach importance to industrial coordination, and not abandon the original development concept of economic benefits. More attention should be paid to the redistribution and driving role of resources in the development process of the tourism economy. High quality construction of the tourism economy should not be seen only as a way of economic development, but also as a new way of resource regulation and social welfare distribution. In terms of industrial structure coordination (C41-C44), the high-quality construction of the tourism economy has achieved significant results, and the optimization effect of the tourism economy structure is more obvious. This indicates the importance attached to the tourism economy and the optimization of the tourism economy structure in the high-quality construction process of Guizhou Province, highlighting its determination to build a high-quality tourism province in the new era. The adjustment and optimization of tourism economic supply bring new development momentum and opportunities, and also drive the tourism economy in Guizhou Province to continuously adapt to and explore the constantly changing needs of tourists in the new era, improve the long-term comprehensive competitiveness of Guizhou Province's tourism economy, and help the tourism economy become a long-term driving force for promoting economic and social development in Guizhou Province.

Overall, the coordinated development of the high-quality construction of the tourism economy in Guizhou Province is in a continuous improvement stage. However, compared to other aspects of development, the high driving effect of the tourism economy is not fully realized. The development is more limited to the tourism economy itself, and there is insufficient attention to the linkage effect of other industries. There is still a lot of room for the coordinated driving effect of the tourism economy to be realized.

#### 4.4 Analysis of open development dimensions

Based on the changes in the statistical indicators of high-quality development and openness of Guizhou Province's tourism economy from 2019 to 2021, the following conclusions can be drawn (as is shown in Figure 4).

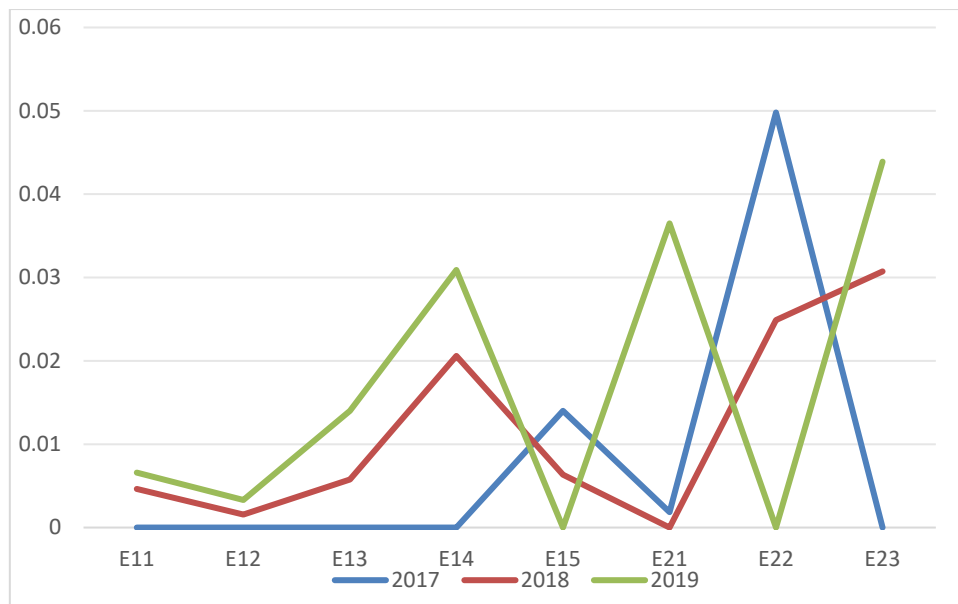


Figure 4: Changes in indicators of open development dimensions in Guizhou Province from 2019 to 2021

Opening up is the choice of the times and the people. The Guizhou Provincial Government fully leverages the characteristics of Guizhou Province, takes advantage of domestic development opportunities, looks forward to the international market, and fully attracts international development factors. The high-quality construction of the tourism economy has a good development trend with the help of international tourism factors, and the overall improvement is significant, with good results.

In terms of openness (E11-E14), Guizhou Province's tourism economy has the advantages of early development and a long history of development. It receives more international tourists, has rich service experience, and has a relatively low level of openness. Therefore, the improvement in the process of high-quality development and construction is relatively small, and the overall development trend is good. In terms of open services (E21-E23), the tourism economy of Guizhou Province keeps up with the changes of the times and consumer demands, constantly adjusts and upgrades, adapts to new needs, and provides better services for tourists. The effectiveness of open services continues to improve and is constantly being explored for improvement. The annual changes are relatively large, and the overall level of openness is constantly improving.

Overall, in the process of high-quality construction of the tourism economy in Guizhou Province, we not only fully focus on and tap into domestic tourism demand, provide high-quality services for domestic tourists, but also look internationally, continuously adjust to adapt to international tourism changes, fully attract international tourism elements, continuously inject new vitality into the optimization and upgrading of Guizhou's tourism economy, and promote the overall high-quality development of Guizhou's tourism economy.

## 5. Conclusion

Based on the current situation and development plan of Guizhou's tourism economy, as well as the evaluation and analysis of high-quality development of Guizhou's tourism economy, there are the following shortcomings in the process of high-quality development in Guizhou Province;

(1) The vitality and efficiency of industrial development and utilization are relatively insufficient. Guizhou Province has abundant tourism resources and a relatively long development period. The development of tourism economy is relatively complete, which is the advantage of high-quality development of tourism economy in Guizhou Province. At the same time, long-term development has brought a lot of tourism enterprises and tourism development experience to Guizhou Province. In the new era, the traditional economic efficiency theory has been broken and replaced by a new development concept that meets consumer needs as the guiding ideology for tourism economic development. In this transformation process, some tourism enterprises are unable to seek change and self revolution in a timely, proactive and effective manner, and still use relatively backward and unsuitable concepts to treat the tourism economy and tourists. These enterprises occupy good tourism

resources with their first mover advantage, But it has not been fully utilized to unleash new development potential. This kind of resource waste is a roadblock in the development process of Guizhou's tourism economy, and it is the primary and long-term problem in the transformation and upgrading of Guizhou's tourism economy. The transformation of development concepts requires long-term and persistent work, and requires the government to continuously guide, educate, and promote tourism enterprises to actively adapt to the development of the times, learn new development methods and concepts, and actively explore and meet the constantly upgrading and changing needs of tourists.

(2) The development goals are limited and the means of development are singular. The development of tourism economy in Guizhou Province is limited by past development experience, resulting in a one-sided and narrow understanding of high-quality development of tourism economy. The focus of development is limited to the tourism economy, and the connection between tourism industry and other industries is ignored. The tourism industry belongs to the tertiary industry, but it is not limited to the tertiary industry. Through the interconnection of different development factors, the tourism industry has become a diverse and composite structure, and has developed into a comprehensive industry involving all aspects. While having a strong influence on other industries, the tourism economy also receives the influence brought by other industries. It is not enough to focus solely on the tourism economy itself in the process of high-quality development of the tourism economy, and it cannot truly promote the high-quality development of the tourism economy. It is necessary to fully leverage the linkage factors between other industries and the tourism economy, achieve full flow of industrial development factors in the connectivity channel, continuously optimize the allocation of development factors, accelerate the flow of industrial factors, and achieve win-win development.

(3) The development of industries, the interests of residents, and the demand for tourists are fragmented. Tourism is different from the flow of industrial elements and resources, as it brings more about the flow of people, which is the particularity of the tourism economy. The development of the tourism economy will inevitably bring about changes in the habits of the original place of residence, which are common causes of conflicts between residents and tourists. The tourism economy plays a role in lubricating oil in this process. While meeting the needs of tourists, attention should also be paid to the needs of the original residents. It is not necessary to lean towards tourists for economic benefits, but to fully balance the interests of tourists and residents, and achieve a win-win situation for tourists, residents, and the tourism economy. As a major province in tourism development, Guizhou Province has been continuously compressing the living space of its original residents while injecting mobile elements into its long-term tourism development. In this process, some residents have benefited while others have suffered losses. In the process of high-quality development and construction of the tourism economy in Guizhou Province, we need to transform the previous development model that was solely aimed at tourists. We should actively encourage and guide existing residents to participate, jointly build and share the benefits brought by tourism development, and achieve a win-win situation for the tourism economy, tourists, and existing residents.

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