

A Study on the Regional Unbalanced Development of China's Tourism Economy

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Abstract: *With the continuous development of China's social economy, the government departments attach more and more importance to the tourism industry, for the development of tourism has also launched a variety of relevant preferential policies, in order to promote the sustainable development of tourism. But from the current development of tourism development, the development of tourism around the unbalanced characteristics of the development of its external factors are affected by a variety of factors, such as regional socio-economic development level, resource conditions, source markets and other factors. However, unbalanced growth is not necessarily mean the uncoordinated development. It is necessary to control the scale of development reasonably and control the unbalanced cost within a reasonable range. By doing so, the optimal allocation of production factors and regional resources can be achieved, thereby improving the economic benefits of the local area.*

Keywords: *tourism; regional differences; uneven development; research*

1. Introduction

Tourism economy is an important manifestation of a country's economic development, which can drive the economic benefits of various industries, such as tourism, transportation, catering and handicraft industries. Relatively, he can also promote the progress of a city civilization and the integration state of the national urban civilization. Of course, with the continuous development of tourism industry around the world, the whole tourism economy market to the direction of specialization, market-oriented, large-scale continuous development. It has gradually become the main force leading the market economy. For China, a country with a splendid cultural history of 5,000 years. It is a market with great potential and the main core form of economy. Especially in recent years, the rapid development of China's exhibition industry has become the biggest platform to showcase the market economy. Although China's exhibition industry started late, its development scale and dynamics are increasingly rapid, and it has rapidly built up the model of open economy, allowing the global audience to feel the powerful momentum of China's economy. The formation of this economic model not only leads to the volume of goods traded and boosts employment, but also allows the tourism industry to find new opportunities and businessmen to recognize first-hand the prosperous development of China along the chance to find business opportunities. This includes the state of China's urban infrastructure, urban landscape, service system, public governance, etc. This situation can further promote the city administration to strengthen the infrastructure environment, creating a two-way enhancement.

From a long-term perspective, a good tourism economy can also constantly promote economic transformation and upgrading. Can play a pulling effect on the generation of related industries, such as through the organization of tourism activities, can bring together various development factors such as land, capital, technology, talent, etc., to promote the recombination of the allocation of advantageous factors, improve the production efficiency of the factors, thus promoting the gathering of talent, the high quality of economic growth. In turn, the entire city's intrinsic development and external image is enhanced.

However, through the study of professionals, it was found that there are serious differences in the development of tourism in several zones of China, namely the east, the middle and the west. Eastern coastal region tourism is more developed, whether it is coastal tourism in winter, or some highly developed cities in the east of the production industry, can attract most of the tourists, while the relative development of tourism in the central and western regions is too lagging behind, thus it can be seen that the spatial pattern of tourism development in China and the regional distribution of tourism resources because of the geographical relationship there is a certain degree of variability. Middle East regional tourism various tourism resources are also relatively rich, such as humanistic heritage, ethnic culture,

natural landscape, etc., but why the region's tourism industry is still far below the eastern coastal region that? Based on this problem, this paper analyzes the main factors of the uneven growth of the tourism economy region by elaborating the uneven development overview as a basis, and proposes effective solution measures for these problems^[1].

2. The current situation of regional unbalanced development of China's tourism economy

Regional economic disparities are typically represented from two perspectives: absolute disparities and relative disparities.

Absolute disparities refer to the differences in the level of total economic output, which are easily influenced by factors such as price levels and scales, allowing for comparisons across different time points. Relative disparities, on the other hand, are expressed as ratios without scale data, so they are not affected by time factors and have a wider comparability. Depending on the research object and purpose, researchers should choose the corresponding measurement method. In order to accurately reflect the disparities in economic levels between different regions, both relative and absolute disparities are usually considered simultaneously (as shown in Table 1).

Table 1: Overall differences in China's inter-provincial tourism economy

Year	Relative differences	Absolute differences	Year	Relative differences	Absolute differences
2013	1.936	611.66	2018	1.811	933.02
2014	1.866	627.81	2019	1.762	1053.81
2015	1.891	656.43	2020	1.885	876.15
2016	1.845	714.59	2021	1.738	1179.17
2017	1.862	860.69	2022	1.696	1401.25

As seen through the above table, the regional tourism economic variation is high, the absolute variation is in the rising region and the relative variation is in the decreasing trend. In 2013-2022, the absolute difference standard value increased from 611.66 to 1401.25, with a growth rate of 228.09%; the relative difference coefficient of variation decreased from 1.936 to 1.696, only in 2020 and 2018 there was a small increase phenomenon, which indicates that the relative difference of provincial tourism economy gradually shortened. The regional tourism economic difference fluctuations and the degree of development of tourism in China are directly related, as China's government departments increasingly increase the importance of tourism, local government departments gradually improve the support for the tourism industry, these measures, but also significantly improve the level of economic development of the national tourism industry. However, due to the influence of location conditions, economic base, tourism resources and other factors, still lead to serious differences in the level of development of tourism economy in different regions, inadvertently pulling apart the total amount of tourism economy in different regions, inadvertently pulling apart the total amount of tourism economy in different regions, resulting in the relative difference is narrowing trend, but the absolute difference is gradually increasing^[2].

3. The main factors affecting the uneven development of the tourism industry

3.1 Tourism Resources

Tourism resources refer to naturally formed historical and cultural heritage and artificial artifacts. The main purpose of tourism resources is to attract travelers from all over the world for consumption, and it is both a means to improve local economic benefits and a basis for the development of inbound tourism. Due to the vast territory of China, the spatial distribution of tourism resources around the country is uneven, and there are relative differences in tourism resources. Although with the continuous development of social and economic development, tourism resources in the city economy accounted for a declining trend. But in some cities, tourism also occupies a large proportion. So for the important aspects of the spatial variability of the tourism economy caused by regional issues, and even affect the core competitiveness of the regional tourism industry.

From a national perspective, analyze the tourism industry in each region. Standing in the overall perspective, the quality of tourism resources in the south is higher than the north, mainly in the eastern coastal region, East China region, North China region, etc. These provinces have diverse tourism resources, even, for these resources, around the world has formed a more specialized industry chain. A good number of the formation of catering, accommodation, excursions, a dragon, etc. These areas have been the most important base for the development of tourism resources in China at present. In recent

years, researchers have analyzed the non-excellent areas of tourism resources, and there are no national scenic spots in these areas, lacking key tourist attractions to create a good tourism image. For example, there are no famous mountains, rivers and cultural relics in Shenzhen, and tourism resources are too scarce. Although the tourism resource factor in this region affects the prospects of local tourism development, it uses other regional advantages, such as high tourism market demand, sufficient mobile sources of tourists, and high regional economic capacity features, and uses artificial landscape measures to make it a famous national tourist city. However, it is worth noting that although it can turn non-excellent into excellent areas, it cannot blindly ignore the role that tourism resources bring to the economic development of the regional tourism industry, and it cannot obtain resource advantages through imitation and acquisition.

3.2 Traffic and location factors

Traffic is an important basis for the development of regional tourism, there is a saying that "to get rich, first build roads". Having good tourism traffic can maximize the optimization of tourism in the region's unfavorable location conditions, more can strengthen the attractiveness of tourist attractions, further expand the size of the source market, improve the structure of the source market. Standing in terms of spatial mutual operation theory analysis, so that good traffic factors and location factors, as the entire regional tourism economic development of the primary conditions. It can be seen that the traffic factor and the regional tourism development benefits have a direct link. It will affect not only the attractiveness of tourism to tourists, but also the feasibility of their entry.

Professionals evaluate the conditions of different regional locations by analyzing the distance from each province and region to the hub seaport, and find that the optimal location conditions regions are Fujian, Jiangsu, Shanghai, Beijing, etc. While Guangxi, Hainan, Liaoning and other location conditions are too lagging behind and lower than many provinces in the mainland. From the aspect of evaluation data, the level of tourism development and the status quo of location conditions in China are basically the same, and the actual share of tourism market and location potential are basically the same through analysis, and the marginal efficiency of location factors is higher than the abundance of resources^[3].

3.3 Industry Structure

As an important part of the economic structure, the industrial structure and the development of different industries are also directly related to tourism. In the three industries, the primary industry is higher in the western region than in the eastern region, while the secondary industry is lower than in the eastern region. Although the tertiary industry is increasing year by year in the western region through the efforts of different government departments, there are still serious differences between the western and eastern regions in terms of relative speed and figures. The garment industry, digital technology industry, light industry such as pearl farming, silk farming, cosmetic industry and restaurant industry in the eastern region are absolutely attractive to most tourists. They are gradually becoming new industries in the tourism industry, and even forming professional industrial chains, bringing greater business opportunities for the tourism industry and a huge boost to the development and transformation of the city.

In the long run, the tourism economy also has a pulling effect on related industries, promoting economic transformation and upgrading. By organizing tourism activities, various development factors such as land, capital, technology, and talent can be brought together to promote the recombination and reallocation of advantageous factors and improve their production efficiency, thus promoting high-quality economic growth. For example, Hangzhou and silk in Suzhou have formed a series of industrial chains. Suzhou is known nationwide for its gardens, but along with the beauty of its gardens, it has vigorously promoted its tertiary industry, and is at the forefront of national leadership in such areas as pearl farming and silk manufacturing. In this way, the tourism industry is promoted by business, and the tourism industry leads the formation of business. Gradually, a perfect tourism mechanism has been formed. At present, Suzhou's gtp is leading in the country, even during the epidemic, when the national tourism industry was hit, Suzhou Suhe Sheng's pearls and Suzhou's silk were continuously exported in exchange for foreign exchange.

In addition, tourism is the main structure of the tertiary industry, such as catering, entertainment, transportation and other industries, whose development and the support of the tertiary industry must be inseparable. Like the eastern coastal region because of the economic strength allows, the local vigorously increase the investment in tourism facilities and infrastructure, also continue to promote the

tertiary industry to achieve sustainable development, and further optimize the industrial structure, thus constantly drive the progress of tourism development. In turn, a virtuous cycle is formed. But because of the poor regional conditions in the central and western regions, the economic base is too weak, tourism development will be easily limited by the scale of the industry, economic base and other factors, leading to an increase in the absolute value of its difference with the eastern regions^[4].

3.4 Different target passenger groups

Due to the serious differences in the stock of tourism resources in China's inland regions and coastal regions, which bring different degrees of impact on the type of tourism industry. Currently, coastal cities are developing from the original sightseeing tourism to MICE tourism, while inland regions focus on enriching natural resources and launching eco-tourism products preferred by foreign travelers, forming a complementary situation of tourism products. However, in the process of tourism development in the past, the inland region international travelers seriously lack of unified planning, a variety of tourist venues lack of supporting facilities, the number of reception of international travelers is small. According to the relevant personnel statistics, it was found that the number of international tourists visiting China in 2020 accounted for 46.13% and 22.7% of the total number of sightseeing and leisure type and conference business type respectively; sightseeing tourists gradually developed in the direction of inland regions; in terms of the consumption structure of tourists, mainly including entertainment, long-distance transportation, accommodation, merchandising and catering, the proportion of which was 5.8%, respectively. 28.3%, 12.9%, 21.8%, and 9.4%. While the inland tourism region due to the lack of research degree of tourism goods, except for transportation consumption, the level of other consumption items is lower than the coastal region, resulting in a lower gap in the number of tourists and increased differences in international tourism income. In recent years, the relative difference in international tourism income in China has decreased, which is directly related to the source of international tourists, of which the highest level of tourism consumption of foreigners was 8.6% in 2014-2016, 6.2% in 2017, 11.1% in 2019, and grows to 19.9% in 2022^[5].

4. Quantitative analysis of regional uneven development of tourism economy

4.1 Infrastructure

Because of the non-transferable nature of tourism products, travelers have to enter the tourist area in order to consume tourism, so it is necessary to ensure the accessibility of tourist destinations in order to allow travelers to come in and consume freely^[6]. Regional infrastructure as an important indicator to measure the accessibility of regional transportation facilities, in order to analyze the level of regional infrastructure, this paper selects a road and highway that is important to travelers as well as the density of both as the main basis to analyze the traffic density conditions (as shown in Table 2).

Table 2: Tourism traffic density by province

Province	Highway mileage (km)	First-class road mileage (km)	Total mileage (km)	Provincial area (million km ²)	Traffic density (km/10,000km ²)
Beijing	525	560	1085	1.68	645.83
Tianjin	517	454	971	1.1	882.73
Hebei	1706	2499	4205	18.77	224.03

4.2 Service Facilities

Table 3: Regional star hotel development level comprehensive evaluation index

Xi (pcs)	wi
Five-star hotels	35
Four-star hotels	25
Three star hotels	20
Two-star hotels	10
One-star hotels	10

Tourism service facilities are the basis for tourists to participate in daily activities, and good services can attract a large number of tourists. Therefore, service facilities are an important factor affecting the development of regional tourism, and hotels, as the basic service facilities of tourism, are the necessary material conditions in daily life, and hotel software services and hardware services are the elements that attract tourists^[7]. Based on this, this paper adopts star-rated hotels as a hard index to evaluate regional tourism service facilities, and because of the serious variability in the attractiveness,

service level and reception capacity generated by hotels of different sizes, the weight values of hotels of different sizes should be analyzed when comprehensively evaluating the development level of hotels in different provinces, so as to calculate the development level of regional service facilities (as shown in Table 3).

4.3 Economic Development Level

The level of economic development affects the prospects of regional tourism development in different ways. First of all, the higher the level of economic development, the higher the economic benefits for the residents, which invariably increases their motivation to participate in tourism activities. Since proximity is the most common way to travel during tourist travel, a high rate of travel by local residents is an important way to promote the development of local tourism.

Secondly, the level of economic development also has the most direct impact on the cultural level of local residents and the degree of civilization. The spirit of the people, the humanistic atmosphere of local life is the key to the success or failure of the local tourism business. Just like the song "Chengdu" which made tourists from all over the country want to experience the richness of local life and feel their youthful days. So humanism is also one of the factors that lead to uneven tourism.

Tourism has a strong dependence on other industries and a more direct link with other industrial support, once the level of socio-economic development is low, other industries simply cannot provide the tourism industry with the required hard conditions, such as road systems, attraction development, hotel construction including human literacy, etc. This paper assumes that the level of regional economic development is not the main factor affecting the international income, is the main factor affecting the total regional tourism income, using the gross domestic product for judgment^[8].

5. Conclusions

To sum up, based on this, this paper makes relevant people have preliminary knowledge of the content of unbalanced development by elaborating the overview of unbalanced development as the basis, then analyze the unbalanced situation of China's tourism economic development from the aspects of Thiel index, absolute index and relative index, calculate the growth rate of China's tourism economic development in recent years, analyze the main factors of unbalanced growth of tourism economic regions, and propose for the problems Effective solution measures.

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