

Analysis of the Competitiveness of Chongqing Tourism Industry and Research on Measures to Improve It

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Abstract: With the increase of per capita income, people's demand for quality of life also increases, more and more young people's "savings thinking" fades, they use of their income to experience life instead of saving in the bank. In addition, for daily pastime activities such as playing Script Kill, watching movies, partying, people also choose to use weekends or holidays. Besides, weekends are also spent in traveling to the provinces, making the corresponding "weekend trips" and "short-distance trips" which are becoming popular practices. The current situation of tourism in Chongqing to find out the problems are analyzed in this paper, and make some policy suggestions are made.

Keywords: Tourism; Competitiveness; Chongqing

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1. Introduction

China is now at the stage of new economic normal, the tourism industry is increasingly promoting national economic growth and vigorously developing tourism. This is not only conducive to opening the doors to promote the development of foreign opening, increase employment opportunities, reduce the gap between the rich and the poor, but it also can improve the quality of life of people through the improvement of income and living environment optimization of the tourist places. However, China's research on tourism competitiveness started late, and for many years, the objects of research on tourism competitiveness are mostly cities with the highest economic development, such as the North region, Shanghai and Guangzhou, and there are few studies on Chongqing City^[1]. The study on Chongqing is still relatively small. Therefore, many aspects of Chongqing's tourism industry need to be studied in depth in order to increase the contribution of tourism to the city's economic growth.

Based on extensive reading of literatures, it was found that many scholars have done research on tourism competitiveness. For example, Kumar Sushant and Dhir Amandeep disaggregated data from 73 countries by regression and cluster analysis to investigate the relationship between destination tourism competitiveness and national culture^[4]. Jia Hui believes that tourism resources are the basis of local tourism development, and she proposes to exploit the differences in tourism resources to develop special tourism^[5]. Liujie Shi and Bingjie Shen analyze the red tourism industry in Yan'an based on factor analysis and randomly distributing questionnaires to tourists^[6]. Yang Dejin et al. empirically analyzed four aspects of competitiveness from the characteristics of marine-based tourism cities and proposed a path to enhance it

^[7]. By constructing the evaluation index system of tourism competitiveness in Fujian Province, Luo Shasha et al. conducted an analysis of tourism competitiveness level measurement, spatial and temporal evolution and rank classification ^[8].

2. Analysis of the current situation of tourism development in Chongqing

2.1. Analysis of tourism market demand

The number of visitors, tourism revenues and business conditions are important indicators of market demand in tourist destinations, and this section demonstrates the demand in the tourism market in Chongqing in recent years by analyzing these aspects.

2.2. Status of domestic tourists

Looking at the development of tourism in Chongqing from 2010 to 2019, it can be seen that the number of domestic tourists in this decade increased from 160,365,700 in 2010 to 652,960,900 in 2019, and domestic tourism revenue increased from RMB 86,836 million in 2010 to RMB 556,461 million in 2019, with annual average growth rates of 18.7% and 24.1% respectively. Through the annual growth rates of visitor numbers and tourism revenue, it is clear that since 2013, the growth of visitor numbers in Chongqing has slowed down and is not as rapid as in previous years.

2.3. Status of foreign visitors

The number of foreign tourist arrivals increased from 1,370,200 in 2010 to 4,113,400 in 2019, and foreign exchange earnings from tourism increased from \$703 million in 2010 to \$2,525 million in 2019, with average annual growth rates of 15.1% and 17.1%, respectively. Also, from 2013, the rate of growth in the number of foreign visitors and foreign exchange earnings decreased and fell below 10%, while in 2016 it rose again to more than 10%.

2.4. Tourism business operation

Two important statistical indicators of tourism enterprises are star-rated hotels and travel agencies ^[9]. During the period from 2010 to 2019, the growth rate of the number of travel agencies fluctuated, and although the overall trend is on the rise, the increase is small, which indicates that the tourism reception capacity of Chongqing has increased during the decade, but the growth of travel agencies in the city is slow.

By the end of 2019, Chongqing had 173 star-rated hotels. From 2010 to 2019, the development of star-rated hotels in Chongqing is not optimistic, and the number of star-rated hotels has been on a decreasing trend since 2013. The operating revenue of star-rated hotels has also decreased in these years, and the operating revenue of star-rated hotels in Chongqing is RMB 2.293 billion in 2019, which is a 51.3% decrease compared to 2018.

3. Overview of the problems in tourism development

Although the tourism industry in Chongqing has been developing and gaining momentum in recent years, there are still many key issues that limit the pace of Chongqing's competitive position in domestic tourism, mainly in the form of low internationalization, low tourism publicity, and low business capacity of tourism enterprises and serious industrial competition.

3.1. Low internationalization of tourism

The number of domestic tourists in Chongqing in 2019 was 652,960,900, while the number of international tourists was only 4,113,400, indicating a growth rate of 6%, which is also smaller than the number of domestic tourists with a growth rate of 10%; the growth rate of domestic tourism revenue in 2019 was

32.5%, while the growth rate of international tourism revenue was 15.3%, which was only half of the domestic revenue. It can be seen that the outward development of tourism in Chongqing is low, and the tourism image is weak in the international arena.

3.2. Low tourism publicity

From the perspective of the content of communication, Chongqing's regional culture is significant in the country, but this regional culture has not been significantly reflected in the promotion of Chongqing's image. With the development of science and technology, the frequency of using the Internet in today's society is increasing, and people's access to information in life mainly comes from the Internet, so it is important to increase the publicity on the Internet platform.

3.3. Low business capacity of tourism enterprises and serious industrial competition.

Although Chongqing is growing rapidly in recent years, most enterprises are still small, scattered and weak, and the overall efficiency from the development of travel agencies is moderate, but the number of travel agencies ranked 15th among these 16 provinces and cities, which is only one-fifth of the first Guangdong Province and the second Beijing Municipality, and one-fourth of the third Zhejiang Province. Chongqing travel agency business model is outdated, failing to effectively adapt to the changing market, and there is also malicious competition between enterprises within the cluster, which cannot well play the overall cooperative advantage [12,13].

4. Measures to Improve Chongqing's Tourism Competitiveness

4.1. Strengthen external regional cooperation and help enhance international influence

Chongqing is in a special location, in the upper reaches of the Yangtze River in the southwest of China, and many of its neighboring regions are rich in resources and has unique features, such as Hubei, Hunan, Sichuan, Shaanxi, etc. If the mutual cooperation among these regions can be strengthened, not only can the competitiveness of tourism be increased but the development of the province can also be benefited. In addition to domestic cooperation, Chongqing also needs to increase its influence abroad and reach out to more international allies to truly promote the charm of Chongqing. In 2020, Chongqing officially joined the World Tourism Alliance (WTA), a comprehensive, non-profit, non-governmental international tourism organization initiated by China to strengthen the global tourism industry through tourism for development, tourism for peace, and exchange and strengthen the cooperation [14]. Chongqing should take full advantage of this platform, focus on the goal of building a world-renowned tourist destination, and continuously strengthen exchanges and cooperation with its members to enhance its brand image and international reputation.

4.2. Innovative tourism publicity, establish a good brand image

The use of Internet platforms should be increased, and the "Internet + tourism" model should be developed to improve the competitiveness of Chongqing's tourism industry by innovating the tourism ecology through the operation of information technology [17]. To improve the current situation of publicity in platforms such as Xiaohongshu and Oasis, which has not been in the public eye for a long time, the content published needs a certain degree of novelty due to the large proportion of young people among its users. While microblogging and Weibo which have been established for a long time, the users' ages are varied, so the information released should be rich in variety. Not only does it need to have fresh content, but also have a publicity mode in line with the reading habits of slightly older users. Besides, Chongqing tourism agencies can also collaborate with certain authoritative travelers on the platform, with the help of their accounts to promote Chongqing's tourism projects, to achieve the purpose of improving visibility [18-20].

4.3. Standardize industry rules increase corporate cohesion

Chongqing should actively and effectively improve the attractiveness and efficiency of each tourism enterprise, and promote the group development of tourism enterprises to form a network of tourism enterprise groups. Special information service coordinating agencies can be set up to help enterprises compete and promote each other's growth in order to change the situation of their competitiveness is lagging behind, so that they can strengthen the joint collaboration between enterprises in the state of cooperation and improve the tourism value chain system; and continuously improve the internal operation mode of enterprises in the state of competition and compete to bring out their respective advantages.

Disclosure statement

The authors declare no conflict of interest.

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