

THE DEVELOPMENT OF CHINA'S TOURISM INDUSTRY

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In recent years, China's tourism industry has shown a trend of vigorous development and has become one of the important pillars of the national economy. In this article, the author aims to provide an in-depth analysis of China's tourism industry development, and reveal the internal mechanisms and external influencing factors of the industry through a comprehensive analysis of policies, data, laws and regulations, and key tourism cities. Through this in-depth analysis, the author aims to provide a comprehensive and accurate image of China's tourism development.

Keywords: tourism development; tourism industry; tourist flows; China; policy.

РАЗВИТИЕ ТУРИСТИЧЕСКОЙ ИНДУСТРИИ КИТАЯ

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В последние годы индустрия туризма Китая продемонстрировала тенденцию энергичного развития и стала одной из важных опор национальной экономики. В этой статье автор стремится предоставить углубленный анализ состояния развития туристической отрасли Китая, и раскрыть внутренние механизмы и внешние факторы влияния на отрасль посредством всестороннего анализа политики, данных, законов и правил, а также ключевых туристических городов. Посредством этого углубленного анализа автор стремится предоставить читателям полную и точную картину Развитие туризма в Китае.

Ключевые слова: развитие туризма; туристическая индустрия; туристические потоки; Китай; политика.

In recent years, China's tourism industry has shown a trend of vigorous development. The "Domestic Tourism Data for the First Half of 2023" released by the Ministry of Culture and Tourism shows that in the first three quarters of 2023, the total number of domestic tourism arrivals was 3.674 billion, an

increase of 1.58 billion over the same period last year and a year-on-year increase of 75.5% [1]. This development trend not only injects new impetus into economic growth, but also creates more opportunities for tourism innovation to improve quality and efficiency (fig. 1).

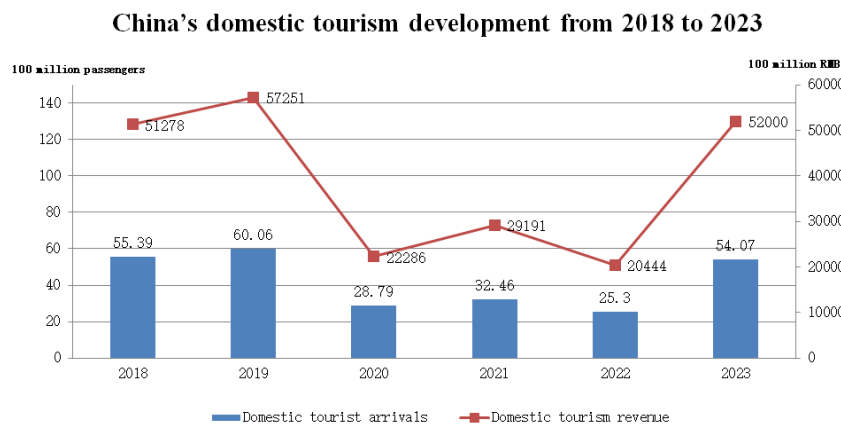


Fig. 1. Domestic tourism development from 2018 to 2023.
Source: [1]

1. Laws, regulations and strategic documents related to China’s tourism industry.

In order to promote the healthy and orderly development of China's tourism industry, the Chinese government has formulated and continuously improved a series of laws and regulations. These constructive regulations provide a solid legal foundation for the entire tourism ecology, covering many aspects such as tourism business entities, tourism service quality, and cultural heritage protection.

1.1 "Tourism Law of the People's Republic of China"

On October 1, 2013, the Tourism Law of the People's Republic of China was officially implemented, drawing a new legal outline for China tourism industry. The promulgation of this law marks that China tourism industry has entered a new era of "laws to abide by". The main legislative purpose of this law is to regulate the tourism market and emphasize the protection of tourists' rights and interests.

1.2 "Travel Agency Industry Management Regulations"

The "Travel Agency Regulations" implemented on May 1, 2009, have had a profound impact on my country's tourism industry. First, the "Regulations" provide clear compliance standards for tourism practitioners, clarify the operating conditions and responsibilities of travel agencies, emphasize protecting the rights and interests of tourists, build a fair competition

environment, improve the service quality of travel agencies, and protect the legitimate rights and interests of tourists.

1.3 "Tour Guide Management Measures"

The "Tour Guide Management Measures" implemented on January 1, 2018, has brought far-reaching significance to the development of my country's tourism industry, injecting stronger professionalism and standardization into China's tourism industry, and promoting healthier and more professional industry.

1.4 "Measures for the Management of Quality Levels of Tourist Attractions"

In May 2012, in order to make the assessment of A-level tourist attractions more scientific, reasonable and standardized the Ministry of Culture and Tourism issued the "The Measures for the Management of Quality Grade Assessment of Tourist Attractions". This document aims to truly improve the management, operation and service levels of tourist attractions and ensure a more orderly and sustainable development of the tourism industry.

1.5 "Intangible Cultural Heritage Law of the People's Republic of China"

The "Intangible Cultural Heritage Law of the People's Republic of China" implemented on June 1, 2011 has had a profound impact on traditional Chinese culture and China's tourism industry. This way of combining tourism with intangible cultural heritage not only provides tourists with a rich cultural experience, but also promotes the innovation and development of related tourism projects.

The formulation of tourism regulations needs to rely on the development of tourism, but at the same time, the development of tourism cannot be separated from the guidance and intervention of tourism regulations. The two are complementary to each other. Therefore, these laws and regulations play an important role in the development of China's tourism industry.

2. China's tourist flow statistics, tourism service exports and infrastructure statistics.

As one of the most attractive tourist destinations in the world, China's tourism industry is booming day by day. Key statistical data such as tourist flows, tourism service exports, and infrastructure investment provide an important basis for in-depth understanding and assessment of the current status of this huge industry. This constructive data provide important support for formulating strategic planning for the tourism industry and looking forward to future development.

First of all, tourist flow statistics is an important indicator for understanding the scale of China's tourism industry. In recent years, the number of Chinese tourists has continued to grow.

Data released by the government website of the People's Republic of China show that in the first three quarters of 2023, the total number of domestic tourism arrivals was 3.674 billion, an increase of 1.580 billion over the same period last year and a year-on-year increase of 75.5% (fig. 2) [2]. This trend shows that government support for tourism and improvement of infrastructure have provided strong support for the growth of domestic tourism.

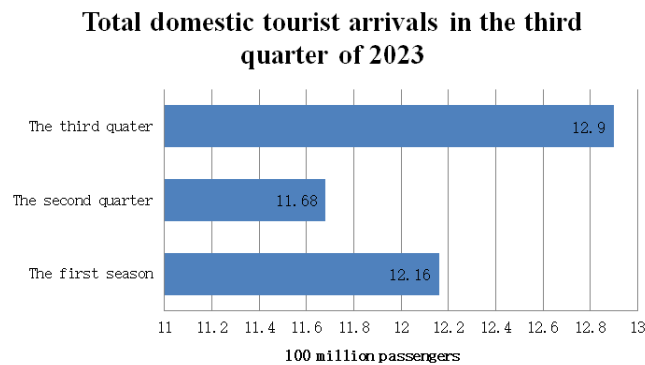


Fig. 2. Total domestic tourist arrivals in the third quarter of 2023.
Source: [2]

Secondly, tourism services import and export data reflect China’s position in the global tourism market. China is not only one of the world's largest tourist destinations, but also a major importer and exporter of tourism services. China actively participates in international tourism trade and provides a wide range of tourism products and services. According to data released by the National Bureau of Statistics of China, from January to November 2023, the import and export of travel services was 1,314.88 million yuan, a year-on-year increase of 73.5%, continuing to remain the fastest growing service trade field. Among them, exports increased by 56% year-on-year, and imports increased by 74.9% year-on-year (figure 3) [3]. This data not only reflects the economic contribution of China's tourism industry, but also highlights China's competitiveness and influence in the global tourism market.

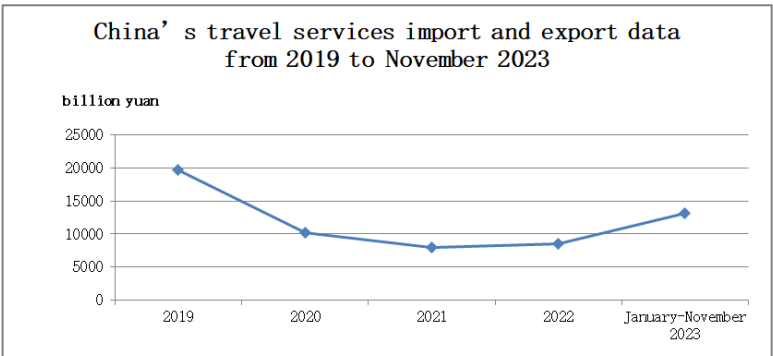


Fig. 3. China’s travel services import and export data from 2019 to November 2023.
Source: [3]

Furthermore, infrastructure statistics are crucial for assessing the sustainability of China's tourism development. As the basis for supporting the normal operation of the tourism industry, investment in transportation, communications, accommodation and other facilities directly affects tourists' travel experience. According to statistics, in the first three quarters of 2023, the added value of China's service industry increased by 6.0% year-on-year. This data not only provides important reference for industry practitioners to make decisions, but also provides useful information for tourists to choose travel destinations and plan their itineraries. Good infrastructure, such as transportation networks, hotels, public services, etc., can help improve tourists' travel experience and increase their satisfaction with the destination, thus promoting the sustainable development of the tourism industry [4].

3. Key tourism development areas in China.

In order to promote the sustainable development of tourism, the Chinese government has selected some areas as key tourism development areas to attract more tourists and inject vitality into the local economy by integrating resources and improving service levels.

As one of China's ancient capitals, Xi'an is famous for its rich historical and cultural heritage. The Terracotta Warriors and Horses, the Big Wild Goose Pagoda, etc. have attracted countless tourists and have become one of the popular destinations in China's tourism industry. Hangzhou attracts a large number of tourists with its beautiful West Lake scenery and long history and culture. Attractions such as the West Lake Broken Bridge and Leifeng Pagoda have become representatives of Chinese traditional culture and popular tourist attractions. In addition, first-tier cities such as Beijing, Shanghai, and Guangzhou are also important development areas for China's tourism industry. These cities not only possess the prosperity of modern cities, but also carry profound historical heritage, attracting all types of tourists.

The government has identified these areas as key tourism development areas and implemented a series of policies such as tourism infrastructure construction, cultural resource protection and development, and improving tourism service levels. These initiatives provide tourists with a better travel experience while promoting local economic development.

4. The types of tourism that China prioritizes development.

As a country with a long history, rich culture and diverse natural scenery, China has a variety of tourism types for tourists to choose from.

Cultural tourism is one of the key types of tourism development in China. China has rich historical and cultural heritage, including ancient palaces, temples, ancient city walls, etc. These cultural attractions attract a large number of domestic and foreign tourists, allowing them to better understand China's long history and profound cultural heritage. For example, cultural attractions

such as the Forbidden City, the Great Wall, and the Summer Palace have become representatives of China's cultural tourism.

Natural scenery tourism is also one of China's key tourism types. China has a vast territory and rich natural resources, including majestic mountains and rivers, unique landforms and beautiful lakes. Natural scenic spots such as Huangshan Mountain, Jiuzhaigou Valley, and Zhangjiajie attract countless tourists and become ideal places for them to pursue beautiful scenery.

In addition, China attaches great importance to traditional medicine and health culture, and some health resorts, hot springs, SPA and other places have become the first choice for tourists pursuing a healthy lifestyle. This type of tourism helps to improve the physical and mental health of tourists.

Overall, the future of China's tourism industry is full of hope and potential.

Through continuous efforts and innovation, it can further enhance its international competitiveness and make greater contributions to economic development and cultural exchanges [5].

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