

Path Analysis on the Development of Tourism Economy and the Allocation and Management of Resources*

Ran Li

Xi'an University
Xi'an, China 710065

Wenqing Chen

Xi'an University
Xi'an, China 710065

Abstract—In recent years, the tourism economy has been developing gradually and attracted the attention from all walks of life. Moreover, the allocation and management of resources have also been laid stress on. This paper introduces the development status of tourism economy in China, expounds the connotation and significance of tourism economy, and principles and characteristics of resource allocation and management, and then finds out the relationship between the two, so as to put forward its development path.

Keywords—*tourism economy; resource allocation; path analysis*

I. INTRODUCTION

With the improvement and satisfaction of material living conditions, people attach increasing importance to the relaxation and development of their body and mind, so tourism has become the main way for people to relax. In recent years, the rapid development of tourism economy has become an indispensable part in the process of China's economic development. There is a close relationship between the development of tourism economy and allocation of resources. While developing tourism economy, it is necessary to pay special attention to the reasonable integration of resources as well as reasonable allocation of management right.

II. THE DEVELOPMENT SITUATION OF TOURISM ECONOMY IN CHINA

Tourism economy refers to the economic relations between tourists and tourism enterprises, and between related enterprises, which are caused by tourists' tourism activities. Tourism enterprises provide entertainment, shopping, food, clothing, shelter, transportation and other services to tourists, and get some financial rewards. Through this kind of business behavior, economic exchanges between tourists, tourism enterprises and related enterprises are formed. The joint development of these enterprises has contributed to the rapid economic growth in China. Tourism occupies a significant position in China's tertiary industry, and it is indispensable in the course of economic growth in China [1]

[2].

The increasing supply and expanding scale of China's tourism industry have greatly enlarged the content of tourism services and improved the supporting management of tourism facilities, which is a good opportunity for the future tourism development. In order to better meet the needs of consumers in all aspects, various tourism industries are developing. In the process of tourism, people need to have meals, get accommodation, and do shopping, which will boost the income from transportation, hotel and catering. The purpose of travelling is to see the local landscape, characteristic food and characteristic buildings, etc. From a certain point of view, the efficiency of tourism reuse is very high. It not only quickly produces the desired results, but also has less pollution and investment. In such a good situation, tourism industries such as vacation, conference and ecology have also developed. The ever-expanding scale of tourism industry has greatly satisfied people's spiritual and material needs, and has also stimulated the development of local economy [3] [4].

III. CONNOTATION OF TOURISM ECONOMY AND ALLOCATION AND MANAGEMENT OF RESOURCES

A. Connotation of Tourism Economy

Along with the fast development of modern social economy, people also need to greatly enrich their spiritual world and spiritual life while their demands on materials have been satisfied. Consequently, people relax their body and mind and cultivate their sentiment by travelling. The tourism economy is constantly developing on this basis. People's travel will advance a series of economic development of tourism. The development of tourism economy plays a very important role in promoting China's economic development [5].

B. The Significance of the Development of Tourism Economy

The course of tourism not only makes people relaxed and happy, but also promotes the continuous improvement and growth of the whole tourism service industry. As the tourism economy keeps developing, an increasing number of tourism

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enterprises are emerging. In this process, enterprises will continuously upgrade the service quality to promote its own development and stand out in the fierce competition. In the long run, this will bring about the continuous progress and development of the whole tourism industry. Meanwhile, it has also accelerated the development of local economy and helped many areas to get rid of poverty and become rich. Besides, the constant perfection and development of tourism economy has also resolved the employment problems for many people. During the process of the development of tourism economy, it needs employee to address the problems of tourists' food, clothing and accommodation, and also needs employee to repair, manage and operate tourist attractions, which greatly tackles the problem of people's employment. The development of tourism also enhances the cultural exchanges between different regions, makes many local cultural stories spread out slowly and expands the cultural exchanges. Therefore, the development of tourism economy is of great influence and significance to facilitate the development of local economy or to solve the employment problems for some people and enhance cultural exchanges.

C. The Principles of Allocation and Management of Resources

The allocation of tourism resources relies on the development mechanism of tourism economy to achieve its purpose. It is a dynamic mechanism. It regards the realization of the best economic benefit as its maximum goal, and takes realization of different interests by different economic entities as motive force of resource allocation. Finally, its motive force mechanism is formed. It is an information mechanism. In order to properly allocate resource program, it is necessary to collect, analyze, transmit and utilize certain information comprehensively and timely, and make it a favorable basis, which can be realized only through a specific channel or mechanism. It is also a decision-making mechanism. This kind of decision-making power can be decentralized or centralized, and there is a restrictive relationship between the formed powers. Ultimately, a decision-making mechanism for allocation of resources is formed.

D. Characteristics of Resource Allocation

- Factors such as the liability situation of tourism assets, the net worth, the trend and condition of financial changes, the investment cycle of investors and their risk preference have a certain impact on the demand for returns and the risk tolerance of investors.
- The supervision on tourism economy, fluctuation of economic cycle, changes in interest rate, economy form in the world, state of inflation, and state and trends of economic development in China have some influence on the risk return of various assets and market environment of corresponding capital.
- Investors and tourism assets have liquidity, which should be matched.

- When choosing different matured bonds or assets, it is necessary to give full consideration to the arrangement of investment horizon.
- The final performance of the investment strategy should take into account the tax, because the final income is to be deducted from the tax. So the results after the tax are of great significance [6].

IV. CURRENT EXERCISE OF THE MANAGEMENT RIGHT

A. Structure of Management

The exercisers of the management right are mainly government and enterprise. For the past few years, China has encouraged to transfer the tourism management right to enterprises. Provincial administrative units have considered the ownership of the management right, and business operation has taken up a large part.

B. Attitude and Effect on Management

In the past, it was managed by the state in a unified way, which inevitably led to problems such as improper management system and the management level falling behind the development level of tourism itself. National management is to integrate the owner and operator of the tourist area into one, and implement management regulation at all levels. This mode has played a positive role under the conditions of imperfect market mechanism, especially in the protection of heritage, reflection of social and public interests, and resource integration. However, from the perspective of practice, this mode of operation and management has obvious defects. The operator does not have the right to operate independently and does not take the consequences of profit and loss, so it is difficult to follow the market rules and the efficiency is low. Moreover, if resources cannot be rationally developed and allocated, their economic benefits will not be brought into play. There is a lack of coordination among various interests, and governments at the central, provincial, municipal, county and township levels and their departments are in irregular or disorderly administration, and construction, cultural relics, forestry, water conservancy and other departments intervene in the management, which seriously hinders the efficient development of scenic spots.

Market-oriented management includes investment attraction and monopoly management. Owing to the clear functions and property rights of government and enterprise, enterprises' subjective initiative in their operation is very strong, and he economic benefits are naturally improved. The problems existing in the enterprise management is that they would not necessarily follow the ecology, sociality and inheritance of tourism development. In order to increase economy, enterprises may be at the cost of damaging the existing resources with high value of cultural relics, so the tourism effect of tourist areas will fluctuate greatly. Because of the uniqueness and fragility of tourism resources, tourism management right can only be transferred to enterprises after careful consideration, or only partially transferred to them.

C. Basic Discussion on the Integration of the Management Right

Some experts put forward that the ownership and management right of scenic spots should be separated, and transferred to enterprises for market-oriented operation. The rationality of this model is demonstrated through comparative analysis of income and cost. Huangshan, Zhangjiajie, Tonglu and other tourist attractions have introduced market mechanism. This kind of management consciousness is the innovation to the traditional management consciousness and management mechanism, and is worth to be affirmed. The way of operation that follows market mechanism completely has been questioned.

V. RESOURCES DETERMINING THE DISTRIBUTION FORM OF THE MANAGEMENT RIGHT

A. Resource Attribute

The scenic tourism resource is a kind of product. Tourists enjoy this product at a time, but crowding phenomenon also often happens in the scenic area. The resource of scenic spots is such a product with the best scale. There is an optimal match between the physical scale of its products and the number of consumers. Such resources are both public and private. However, there is a certain range for the number of customers when they consume something at the same time, and it is possible for the operator to apply technology to charge consumers when this range is broke through. In addition to animals and plants that can be cultivated and reproduced artificially, tourism resources can be said to be non-renewable. Scenic spots have their own inherent system. As far as its product system is concerned, it includes resource attraction, artificial attraction and tourism infrastructure. Among them, resource attraction is the main component of tourism products. It consists of forest animals, rivers, cultural relics and historical sites. At the same time, it forms a one-stop service system with food, housing, transportation, travel, shopping and entertainment as the basic links.

B. Protection and Destruction of Resources

The unreasonable operation model will certainly destroy and waste resources and property. In the past, many scenic spots have been in the red, and operators are eager to transfer scenic spots to improve reception conditions and expand the number of tourists. Some places don't actually invest and develop these scenic spots, but transfer them, and constantly benefit from the resale of resources. Some areas use the management right to develop real estate in scenic spots or engage in other economic activities in the name of tourism development. In the process of developing tourism resources, investors consider more economic benefits. There inevitably will be some short-term behaviors, such as small investment, simple construction, and ignoring of environmental protection and environmental affordability. For example, Zhangjiajie has been booked by the United Nations Educational, Scientific and Cultural Organization for destroying the scenery due to the construction of slippery ropes. Some enterprises over-exploit the human resources of

tourism and deduct wages if they fail to fulfill the operational indicator, which affects the humanistic environment and pleasant tourism atmosphere of scenic spots. The integrity and development of tourism resources is the prerequisite of tourism management right. Due to the uniqueness and vulnerability of resources, it is particularly prudent to divide the operational components of tourist areas.

VI. PATH ANALYSIS OF RESOURCE ALLOCATION IN THE PROCESS OF TOURISM ECONOMIC DEVELOPMENT

A. Strengthening Planning and Management, and Making Good Use of Legal Guarantee

In the process of developing resources of tourist attractions, it is easy for investors to only consider economic benefits and ignore the management of rational allocation of resources. Once the allocation of resources is unreasonable, the integration of the management right will easily lead to the unemployment of tourism practitioners. Therefore, it is necessary to strengthen the planning and management of resources, and develop a stable and effective way for auditing. People should not blindly pursue the development of tourism economy and make use of it without limit. The lack of attention to environmental protection and allocation and management of environmental resources makes it impossible for tourism resources to develop steadily, and eventually leads to an irreparable fate.

The integration of the right to exercise tourism resources will involve a series of interest chain. Once the integration of the management right is not reasonable, it may lead to the increase of unemployment in tourism enterprises and cause unnecessary social impact. To strengthen planning and management means to regularly evaluate the environment and standardize the tourism behaviors of various scenic spots, tourism enterprises, tourism routes and even stalls and shops. Tourism material is the precondition of tourism development and tourism development is the basic condition of tourism integration. Tourism material is the precondition of tourism development, and tourism development is the basic condition of tourism integration. The strengthening of planning and management requires the establishment of stable and effective audit ways. Material reporting, comprehensive evaluation, and formulation of guidelines for personnel involved in tourism planning must be straightened out. Besides, corresponding laws and regulations should be formulated in time to ensure the integration and legality of the management right. The establishment of a complete legal system is to standardize the procedures and methods for the integration of the management right, so as to prevent some people from using their existing rights to obtain illegal interests.

B. Scientific Assessment of Resource Value

The transfer of the management right from the public ownership to an enterprise is to properly evaluate the value of resources first. In the past, there have been cases in which resources are too undervalued in attracting investment, leading to a transfer of the management right at a low price. If the real value of resources cannot be evaluated

scientifically, it will easily lead to the loss of assets. Without a scientific evaluation, the transfer of the management right at a low price will occur.

Managers should prevent the loss of state-owned assets through various ways. To determine the value of scenic resources, it is objectively necessary to integrate the resource attribute, classification, marketability of resources, revenue and expenditure and management right integration procedures of scenic spots. Subjectively, a special asset appraisal team shall be organized, whose members shall include experts in the tourism field, relevant administrative agencies and community representatives, to scientifically evaluate the value of scenic spot resources and the scope of management right integration. Intangible assets are also included. The specific methods are as follows: first, the resource evaluation report is compiled and resources are classified to determine the approximate allocation of the management right. After that, the objects and subjects of integration of resource management rights must be filled out in accordance with relevant contract regulations, and detailed rules should be listed for notarization by government departments.

C. Streamlining Enterprises' Resource Allocation and System

In the proceeding of tourism economy development, some complicated enterprise systems should be removed. Only in this way can the tourism policies be better implemented in the growth of enterprises, instead of wasting time or even some resources in the course of allocation and integration of various resources. Therefore, it is necessary to streamline enterprises' resource allocation system in the development of tourism economy, which can make the management more smooth, truly advance the reasonable development of tourist attractions, and propel enterprise forward.

VII. CONCLUSION

With the rapid development of China's economy, the rise and continuous development of tourism is inevitable. However, attention should be paid to the integration and allocation of resources while developing tourism economy. Only in this way can the tourism economy continuously develop and improve itself in its growth, so as to ensure the rapid and stable progress of the tourism industry and maximize the development of China's tertiary industry.

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