

Analysis on Constructing Financial Supporting System for Region-based Tourism Industry in Leshan

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Abstract. Leshan is rich in tourism resources. With people's increasing attention to Leshan, more and more citizens are participating in Leshan tourism. In order to guarantee the stable development of Leshan tourism, it is necessary to provide more financial support and corresponding preferential policies for tourism industry. The government and relevant authorities need to promote the rapid development of tourism industry, and expand the value of tourism resources in Leshan.

Introduction

By analyzing the development trend of tourism industry, it can be found that after years of development, tourism industry has gradually become a pillar industry in China; it has promoted the growth of China's national economy. Nearly thirty provinces and cities have listed tourism as the focus of development, and got diversified and multi-channel financial supports from the government, enterprises, communities and banks. [1] Under such situation, in order to promote the development of region-based tourism in Leshan, the financial supporting system should be constructed to guarantee the rapid development of tourism industry.

Playing the Role of Government Functions and Increasing Financial Support for the Development of Tourism in Leshan

Careful planning, coordinating tourism with credit policies. The government should play its role, and provide financial support for tourism in Leshan through careful planning and investment which combines the need of tourism development. During this process, the government should work with relevant agencies to optimize relevant financial resources, and provide proper supports. In particular, it is necessary for the government to issue credit policies for tourism industry, which coordinates policies with the development of tourism industry. It should be mentioned that, when making Leshan city tourism development plan, the government should focus and analyze some key development projects, and ask for cooperation on project evaluation from financial institutions through coordination, which can improve the transparency of information from a certain extent.

Strengthening construction of infrastructure, improving investment and financing environment. Leshan municipal government and relevant departments need to study and analyze tourism resources in Leshan. They should increase the investment on tourism infrastructure construction, especially the basic equipment and cultural heritage protection facilities. They can demonstrate some key tourism development projects, and promote their influences to the whole region of Leshan. Then the potential of tourism resources in different regions can be exploited, the investment and financing environment can be improved. Then financial support system can be constructed.

Enhancing the level of public service. Under the guidance of the government, many kinds of services, such as advisory services, information notice and emergency rescue, should be improved to achieve the development of region-based tourism in Leshan. On the basis of improving the public service level of tourism, the travel insurance mechanism should be constructed to control risks better.

Constructing platform for intermediary services. The aim of constructing intermediary service platform is to provide a consulting channel for investment on regional tourism. Through this channel, more investors will have comprehensive understandings on Leshan tourism resources. Then Leshan

tourism projects will get more interests from investors. In addition, it is necessary to build an information release platform about investment information on Leshan tourism. In this platform, data about all tourism investment projects should be saved. Investors recommend by the government and relevant agencies are access to latest project guidelines and guidance on the platform. At the same time, it is also needed to release information through press conferences and other forms to make all sectors of the society understand tourism investment projects in Leshan. After releasing investment information, investors can communicate their intentions through a professional trading platform on tourism investment. These platforms help investors to consult information on Leshan tourism resources, and make more reasonable choices on financing products. By optimizing the investment and financing environment, a virtuous cycle of tourism funds can be formed.

Formulating supporting policies. Rural tourism in Leshan also needs financial support from the government under the guidance of new rural construction. Under the guidance of local government, preferential policies and support measures related to rural tourism should be formulated to affect tourism projects. In addition, the government can promote investment in other forms through financial investment. The government can directly support some favorable tourism projects, and set up a special fund for the development of rural tourism in Leshan. These government financial supports can be secured or used to get lower loan interests. Financial discount policy can also be applied to support high quality projects. The government can properly guide and encourage local farmers and agricultural banks to offer preferential loans with low interest rates and a long period. Measures of reducing threshold and increasing the amount of loans can also be used to provide financial support for rural tourism projects.

Establishing credit mechanism in tourism market. Leshan municipal government should encourage the governments at all levels to actively build a sound credit mechanism which combines the needs of tourism development, and provide a good financial investment environment for all financial institutions.

Encouraging Banks to Provide Financial Credit Support for Region-based Tourism in Leshan

Banks can provide strong supports for the development of region-based tourism industry. Therefore, the major commercial banks in Leshan need to take the development needs of regional tourism industry into account, and formulate proper measures on tourism development. By adjusting credit structure and credit amount, banks can provide fully financial support for Leshan tourism. At the same time, in order to realize the high-speed development of Leshan tourism, the banking system should establish a lending mechanism which is suitable for tourism enterprises. For tourism enterprises with high credit levels, loans can be offered on the basis of evaluating the prospects of tourism projects and market demands. In this way, these companies can have more affluent cash flow to develop their tourism projects. For the tourist attractions, which need large amount of investment, the syndicated loan mode can be applied. Banks can share interest and risk of tourism project with the developer, and control loan risk better. Based on the current market demands on tourism consumption, banks can offer personal tourism consumption loans properly, attracting people who are interested in tourism resources of Leshan to visit and consume in Leshan, and driving the development of regional tourism.

Playing the Role of Capital Market on Resources Allocation

In this part, we should play the role of capital market on resources allocation. Some mature tourism resources should be planned and replaced properly. Through the merger and reorganization of tourism related enterprises, shareholding reform of enterprises can be achieved, which will promote the development of tourism enterprises. Relevant management agencies can regulate preferential policies on issuing stocks to tourism enterprises with good service quality, so that these enterprises can enter the capital market through financing methods like issuing stocks, and bonds. Relevant departments should combine the development needs of Leshan to formulate development strategy, and to provide the corresponding preferential policies. Listed Leshan tourism enterprises will be able

to get financial support from the capital market. Through assets reorganization, industry mergers and acquisitions and other methods, listed companies will have further development. In addition, the capital market can promote the development of regional tourism enterprises, expand the scale of enterprises, and upgrade the industry structure of Leshan tourism through financial measures like issuing shares and convertible bonds. According to the current situation of tourism enterprises in Leshan, many enterprises are relatively small in scale, and have relatively poor profitability. Therefore, measures like joint, merger, asset restructuring and introduction can be used to promote the formation of Leshan tourism group. Apart from enhancing the competitiveness of tourism industry in Leshan, they can also expand the scale of the industry with low-cost. Under that situation, multi-level capital market can provide strong financial support to tourism industry of Leshan, and promote the development of tourism industry, as well as the optimization of tourism resources.

Improving Financial Tourism Products

Innovation on tourism service products from banks and financial institutions. Banks and financial institutions should take the development needs of Leshan tourism into account, and provide more efficient and convenient payment methods. Through financial innovations, they can provide tourists with better financial services and products, such as credit cards, travel cards and telephone banking. Through these measures, tourism and consumption in Leshan will become more convenient, tourism cash flow will increase, and time lag of capital transfer can be avoided. In addition, the idea of personal credit on tourism consumption should be publicized, while some new personal credit products on tourism consumption should be provided. Tourism credit business can be realized through the personal credit evaluation system, through which tourists can get their funds more quickly.

Promoting the development of insurance tourism products. Tourism insurance has been developed in recent years, and it can provide a certain degree of risk protection for tourists. There are many unpredictable factors in the process of tourism, and these factors can bring risks for the life and property of tourists. The most common tourism risks include the following aspects: the risk of tourism products, the risk of transportation, the risk of catering and accommodation, the risk of entertainment and shopping. In view of these risks in the process of tourism, various types of insurance companies should develop tourism insurance products, such as traffic accident insurance for tourists, and accommodation insurance on personal and property safety. [2] These financial products help tourists to visit Leshan with a relaxing feeling, since they provide the consumption guarantee for a safe trip. It can promote the development of tourism industry in Leshan, and bring some financial support for the tourism industry.

Project Financing Through Innovation

Innovation is necessary for the development of any industry. The construction of financial support system in Leshan also needs innovation to promote financing. For projects which have been developed but not achieved high operating efficiency, TOT method can be carried out to finance. TOT means transfer - operation - transfer. A certain period of management right of the tourism project is transferred to get financial support. For tourism projects which are still in the development and construction period and are lack of follow-up capitals, BOT model can be used. BOT means construction-operation-transfer. The government needs to play its role, serves as the project sponsor and provide some preferential policies, such as franchise for the development of these new projects. The enterprise carries on the financing as the investor and operator, and completes the construction of the entire project. In this process, the enterprise needs to take corresponding risks. If the project can recover the investment and get return within time limit, the right of operation will be transferred to the project sponsor without compensation. [3]

Conclusions

In summary, the construction of financial supporting system in Leshan need supports from the government and many management departments, and different types of financial innovations on tourism products. Under the guidance of the government and relevant management departments, researches on optimizing tourism and financial resources, improving investment efficiency, and developing new financial services and products should be made. [4] Combined with current demands of tourism industry on financial support, specialized policies and measures should be formulated. In addition, through the promotion of financial supporting system, more financial products on tourism can be derived from Leshan, while the transformation of financial products can provide more financial support for Leshan tourism.

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