

Analysis on the Risk and Governance of the Formation of Tourism Industry Cluster

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Abstract: Tourism industry clusters have gradually become an important regional tourism development model, but in the process of its formation and development, it is faced with the risk of resources, society, economy and other factors. Based on the analysis of the formation conditions and dynamic mechanism of tourism industry clusters, this paper puts forward the formation mechanism of tourism industry clusters, and from the internal and external levels, puts forward the structural risks, innovation risks, network risks, cyclical risks and ecological risks of the development of tourism industry clusters. Finally, from adjusting the structure of industrial clusters, actively promoting the interaction between industrial clusters and cities, strengthening network management, and establishing a risk early warning system, the path to governance tourism industrial clusters is proposed. This article is of great significance for cultivating tourism industry clusters, enhancing economic competitiveness, and realizing the sustainable development of regional tourism economy.

1. Introduction

In the context of economic globalization, industrial clusters exhibit strong competitiveness. This phenomenon has attracted widespread attention from the theoretical community. A lot of results have been achieved in terms of evolution. With the prosperity and development of the tourism industry, tourism industry clusters have become an important model for promoting regional economic development around the world due to their unique competitive advantages. Facing the fierce competition in the tourism industry market, various regions in our country have also proposed the development of tourism industry clusters to improve competitiveness. However, not all industry clusters are successful or can maintain long-term competitiveness. Some potential risks have already appeared. Gradually exposed, exploring the risks and countermeasures in the development of tourism industry clusters has become the focus of attention of scholars. The research on industrial cluster risk has received extensive attention from academia for a long time, and the earliest can be traced back to Marshall's "Principles of Economics." He proposed that there are externalities in economies of scale, and believes that it is precisely to obtain the benefits of external economic scale that industrial clusters can be formed. This benefit is not only to provide a collaborative innovation environment to promote the stable development of the regional economy, but also to provide shared auxiliary services. Products and specialized labor markets to balance labor demand structure and convenience for customers. In the context of innovation and collaboration, "new ideas" and "new

technologies", as key forces promoting regional economic development, will encourage enterprises to enter clusters to share economic externalities. However, once the number of enterprises in the cluster exceeds a certain limit, on the one hand, the prices of land, capital, and labor will rise, and on the other hand, there will be a "free rider" phenomenon. When more and more enterprises start to "free ride", the enterprises in the cluster It is easy to produce innovative inertia ideas, and the innovation ability of industrial clusters is weakened and faces decline. Changchun Gao, et al. (2019) [1] studied the risks of industrial clusters from a network perspective, and believed that the cluster network is the source of industrial competitive advantage, and network power may undermine the sustainable development of industrial clusters. Xiaobo Wu et al. (2003) [2] proposed that there is a risk of "self-preservation" within the cluster, which may lead to the decline of the industrial cluster. Ruibo Zhu (2004) [3] based on the analysis of the "self-nirvana" risk cause model, introduced the modular theory, analyzed the mechanism of module clusters against cluster endogenous risks, and analyzed the four major causes of "self-nirvana". The root cause is analyzed in depth, and the principle of using modularization to solve these problems is put forward. Yunyun Lei (2018) [4] believes that the development of ice and snow tourism industry clusters is prone to network risks due to multiple principal-agent problems. It can be seen that scholars have achieved some results in the field of industrial cluster risk research [5-6]. However, the theoretical research on the risks of my country's tourism industry clusters is relatively insufficient, especially the research on its risk management needs to be perfected. Industrial clusters have gradually developed into a prominent economic phenomenon in the tourism industry. In today's increasingly fierce competition in the tourism industry, whether tourism industry clusters with natural advantages as initial conditions can take shape, continue and even prosper, a key factor is whether they can be deeply understood And effectively manage the risks in the formation and development of tourism industry clusters. Based on this, this article combines the development characteristics of the tourism industry cluster itself, analyzes the formation conditions and motivation mechanism of tourism industry cluster risks, and proposes the formation mechanism of tourism industry clusters, and analyzes and elaborates the risks from both internal and external levels. , And then put forward a reasonable path to manage risks, which is of great significance for cultivating tourism industry clusters, enhancing economic competitiveness, and realizing the sustainable development of regional tourism economy.

2. The formation mechanism of tourism industry cluster

2.1 Formation conditions

First, rich tourism resources provide an important foundation for the development of tourism industry clusters. In the process of the formation of tourism industry clusters, the quality of tourism resources has become a key factor in the formation of regional tourism industry clusters. Various related industries gather around core tourism resources. The richness of tourism resources will affect the scale and effectiveness of tourism industry clusters. The endowment of high-quality tourism resources is a key factor in the formation of regional tourism industry clusters. The higher the quality of natural resources, the larger the scale, and the richer cultural heritage, they will all become a more solid foundation for the tourism industry. Second, the strong market demand and the perfect tourism industry system provide internal driving force for the development of tourism industry clusters. Strong market demand is a strong catalyst for the development of the tourism industry, and the strong development momentum drives the continuous improvement of the tourism industry chain. Third, the government's strong support provides an external guarantee for the tourism industry cluster. Government factors play a very important role in the planning and industrial development of tourism clusters, and are a catalyst for the development of tourism industry clusters. Governments at all levels continue to issue relevant policy documents to escort

the smooth progress of the tourism industry cluster, such as "Opinions on Cultivating Tourism as an Important Pillar Industry", "Implementation Opinions on Promoting the Reform and Development of the Tourism Industry", etc., to continuously promote tourism supply Side structural reform is the main line, implement integrated tourism, smart tourism, global tourism and "tourism +" strategies, promote regional and industrial cooperation, and provide external guarantees for the formation of tourism industry clusters.

2.2 Motivation mechanism

Pursuing the external economy and saving transaction costs are the common driving mechanism for the development of industrial clusters. At the same time, the tourism industry also has some particularities of its own, which promotes the accumulation of various elements of the tourism industry in geographical space.

The driving mechanism includes four points: First, the driving mechanism based on the enterprise's pursuit of economies of scale and scope. The pursuit of economies of scale and the maximization of economies of scope has become the most important motivation for the agglomeration of major tourism companies. Through the refined market division, the resources are concentrated on a product or service that oneself is best at, and by expanding the scale of the product or service operation, the cost that has to be paid due to the conversion of production and processing links is reduced, and the production equipment and The increase in venues. At the same time, due to the sharing of tourism resources and labor markets in the tourism industry cluster, information can be transmitted quickly and conveniently, and transaction costs and search costs can be reduced [7]. Enhance the development capacity of regional tourism through efficient infrastructure, and enhance the ability to accept tourism enterprises by increasing the utilization rate of service facilities, so as to maximize the external economic benefits of the tourism industry cluster and promote the long-term development of the entire cluster. Second, it is based on the dynamic mechanism of highly dependent demand in the tourism industry value chain. The tourism industry value chain is a series-shaped vertical structure of the tourism industry. It is formed by the supply-demand relationship of various tourism-related enterprises and institutions, including tourism-related companies such as tourism product production and service providers, travel agencies, tourism brokers, and tourists. In the tourism industry value chain, each enterprise in the cluster does not exist alone, but is a node among them. They influence each other and depend on the industry chain. This close and interdependent cooperative relationship directly promotes the tourism industry cluster. Formation. Third, the power mechanism based on the personalized demand of tourism consumption. The tourism market demand generally presents a trend of complexity, differentiation and diversification of personalities, requiring rapid response capabilities in all links in the tourism industry value chain. On the one hand, if tourism companies are dispersed and isolated from each other, information cannot be shared, and the market division of labor is not clear, they will not be able to meet this demand; on the other hand, only when the conditions for specialization in the tourism industry value chain are met, The personalized product demand of tourism consumption can be realized. This requires enterprises to have flexible production capacity, and enterprises must gather together for networking, so that they have a high degree of synergy and close contact. Therefore, the way to meet the individual needs of tourism consumption is through specialization and "flexible specialization". Fourth, the tourism industry cluster based on the knowledge spillover effect forms a driving force mechanism. Through the knowledge spillover effect, the cooperation in the operation and management of tourism products and services is greatly promoted, which is conducive to the formation of the core advantages of each tourism enterprise, thereby enhancing the competitiveness of the overall tourism industry. At the same time, the

knowledge spillover will form a diffusion effect and promote new Enterprises continue to enter the market to enhance the competitiveness and innovation capabilities of tourism enterprises and reduce innovation costs. Finally, it is conducive to the accumulation of professional and technical talents, promotes the flow of human resources, and increases the accumulation of knowledge.

According to the summary, it can be seen that the formation of tourism industry clusters is inseparable from a variety of tourism elements. These tourism elements continue to gather to meet the requirements of a certain scale in a specific area and a certain amount of social capital. Regional tourism industry group. One of the main goals of business activities is to maximize profits. Driven by this goal, various production factors begin to gather, and the formation of tourism industry clusters is the result of the gathering of production factors. The formation mechanism of tourism industry clusters can be summarized as follows: Driven by the goal of profit maximization, on the one hand, enterprises save costs by expanding their scale to form economies of scale; on the other hand, they can save costs through specialization, collaboration and improve the innovation ability to realize the improvement of production efficiency. The pursuit of profits by enterprises is reflected in the process of their industry selection and location selection. Although the industrial cluster strategy has become an important strategy for the development of various regions, not all regions will have industrial clusters, and only meet the spatial conditions of industrial clusters at the same time. And industrial conditions, the tourism industry cluster is formed.

3. Risks in the formation of tourism industry clusters

In the process of development, tourism industry clusters continue to expand in scale, the industrial chain continues to extend, and the specialization continues to strengthen. The cluster has obvious competitive advantages. However, the development process of my country's tourism industry clusters is not always smooth. It is often accompanied by a series of risks, which severely restrict the development of the clusters. These risks are mainly reflected in two types of internal risks and external risks.

3.1 Internal risk

Internal risks include structural risks, innovation risks and cyber risks. First, the structural risks of tourism industry clusters include industrial structural risks and product structural risks. The structural risks of the industry are manifested in the fact that my country's tourism industry institutions are slightly single, their competitiveness is weak, and they lack the core characteristics of competition, and they are in a relatively low position in the entire industry chain. The tourism industry seems to have a large number of groups, but the large-scale enterprises are far smaller than the small ones, which makes the competitiveness of the entire cluster and the ability to bear market risks very weak. Product structural risk is manifested in that due to insufficient independent innovation capabilities of enterprises, clustering is likely to produce a trend of homogenization of tourism products, similar or identical tourism products will have a homogenization effect, that is, excessive competition among tourism companies within the cluster will intensify , The homogeneity of products will also lead to lower and lower recognizability of the same type of tourism products in different regions, and increasingly stronger substitutability, which will inhibit the level of competition in the entire tourism industry cluster.

Second, innovation risk. Innovation is a powerful driving force to promote the progress of clusters, and weakening of innovation motivation will lead to clusters in danger. However, the "most rational behavior" in the cluster is to follow or imitate the strategy of not taking the lead in innovation. This accelerates the overall advantages of cluster innovation to a certain extent, but it will also make each enterprise form innovation inertia, the innovation power will continue to

weaken, and finally become inefficient [8]. Due to the intangibility of tourism products and services and the clarity of production and service process, it is easy to form "free riding" phenomenon and imitation, resulting in innovation difficulties. Once the successful model is large-scale imitation, high probability will no longer have an advantage. The consequence is that innovation motivation is weakened. Enterprises in the cluster will enter a vicious circle cycle, that is, excessive competition and "double low" mode (low cost, low price). The tourism industry is not centralized as a whole. The dispersion of tourism economic entities leads to the lack of concentration of tourism entities, and the lack of close internal linkages in clusters leads to a lack of combined innovation capabilities. There is a lack of continuous innovation in the development of tourism products. In the long run, it may become less attractive to tourists. The decrease in participation will affect the development of the entire tourism industry cluster if a new replacement is missing.

Third, cyber risks. Most of my country's tourism industry clusters are composed of small and medium-sized enterprises. Although the network structure is flexible and changeable, opportunism, incomplete contracts and moral hazards will be formed among network subjects. Due to the lack of restraint between network entities, excessive competition will be formed. The lack of leaders in the cluster will make the relationship between enterprises lack of leadership and scheduling. At the same time, the competitive advantage of tourism industry clusters generally comes from the division of labor, cooperation, social networks in the cluster, and the benign interaction of multiple resources between various parts and outside the cluster. In this process, the network effect was fully brought into play, and the supply capacity of the cluster was fully expanded. Due to the relatively strong dependence of the tourism industry on the cluster network, the competitive advantage will be generated, once poor management occurs, the network structure will enter a rigid state, it is difficult to configure the tourism industry resources well, and the innovation and interaction capabilities are also seriously insufficient. This will restrict the improvement of the local economic development level.

3.2 External risks

External risks include cyclical risks and ecological risks. First, cyclical risks. Most of my country's tourism industry clusters are in the stage of growth and development. During this period, tourism clusters lack a certain ability to predict and resist risks, and are vulnerable to the impact of macroeconomic cycles and political situations. The cyclical changes of the domestic and foreign economies are likely to directly form the risk of recession of industrial clusters. Under normal circumstances, the periodicity of the foreign economic environment is the overall tone of the tourism industry cluster, and the development status of the domestic economy affects the tourism demand and thus the strategic development of the tourism industry cluster. The tourism industry is dependent on the international economic environment to a certain extent, and the economic trends of international countries will also directly affect the development trends of my country's tourism industry and thus the tourism industry clusters.

Second, ecological risks. The ecology and the tourism industry are closely related, and the two complement each other and promote each other. Many tourist areas have low resource utilization, serious damage to ecological resources, and ineffective allocation and planning of ecological resources, resulting in a large amount of waste of ecological resources and deterioration of the ecological environment. The tourism industry cluster is an "embedded ecological resource" cluster for the local area. It relies on the core advantages of regional ecological formation. However, if unreasonable planning and allocation of ecological resources occur for a long time, the ecological protection awareness of tourism enterprises is weak, resulting in ecological resources. The shortage will endanger the entire industrial cluster.

4. The path of risk governance in tourism industry clusters

4.1 Scientifically adjust the structure of industrial clusters

Based on a comprehensive analysis of the overall layout of tourism resources and the actual situation of tourism resources, tourism management departments should scientifically adjust the structure of tourism industry clusters. First, for all levels of government outside the cluster, doing the following two aspects will help improve the structure of the tourism industry cluster. On the one hand, use GIS, remote sensing and other related technologies to develop tourism resources in various regions, and establish cultural tourism industry clusters with related cultural tourism resources as the core; The concentration of industrial clusters will eventually integrate into the industrial clusters, thereby enhancing the overall demonstration role of the industrial clusters. Second, for tourism enterprises in industrial clusters, they should focus on regional tourism resources and enhance their innovative awareness of continuous innovation in tourism products. For example, it is possible to invest appropriate funds and recruit talents in professional fields to strengthen product innovation, so that the differentiation of tourism products in the same cluster becomes more and more obvious, and the structural risks of regional cultural tourism industry clusters will also become lower and lower.

4.2 Actively promote the interaction between industrial clusters and cities

The innovation of tourism industry clusters is not only reflected in the innovation of tourism development concepts, but also in the innovation of tourism product production and service, tourism management and tourism marketing innovation. It is possible to attract the business tourism market with resource advantages through regional construction, innovate its own tourism brand, highlight the image of tourism products, enrich the connotation, and recombine and improve the products, such as innovating tourism routes, deepening the interactive effects of tourists, and developing horizontal industrial cooperation and establishment The characteristic brands of the tourism industry cluster, etc., will better attract tourists from the international tourism market to stay locally. At the same time, deepen the promotion of the cluster's vacation function, which will expand the living space of the cluster to a greater extent, and will inevitably extend the life cycle of the cluster, which is the only way for its sustainable development.

4.3 Strengthen network management

The relative lack of network management capabilities, the relatively low effectiveness of network management, and insufficient network management will all create network risks in the tourism industry cluster [9]. In view of this, it is imperative for tourism industry clusters to strengthen network management. It is necessary to ensure the smoothness of the network structure and the high security of the external functions of the network. Through relatively stable network management, the resources of the entire tourism industry cluster can be optimized, and the tourism conditions and needs of tourists can be timely understood and adjusted. Under the premise of continuous innovation and good interaction, the core advantages of the tourism industry cluster can be maximized. . At the same time, tourism industry clusters also need to work hard to promote the scientific development concept and scientific strategic planning of industrial clusters. The construction of key cultural tourism industry clusters is the primary task. The creation of a good development environment and the continuous adoption of advanced technologies also enhance the overall competitiveness of the industrial clusters. Important means, these will enable the cluster to obtain better economic benefits under good network management.

4.4 Establish a risk warning system for tourism industry clusters

Tourism industry clusters are subject to cyclical development and are subject to relatively large volatility, so effective early warning and regulation of their development is very necessary. The tourism industry cluster risk early warning system includes “monitoring, identification, association, and police”, that is, to monitor the daily business activities of each tourism enterprise in the tourism industry cluster as a whole and partly, quickly capture and identify the signal factors before the risk occurs, and identify These single and fragmented signals are connected with the risk to establish a matching relationship, and finally an early warning is issued according to the corresponding situation, so as to achieve the purpose of taking corresponding measures in time [10]. The links of the tourism industry cluster are progressive, supporting each other, and jointly maintaining the operation of the entire risk early warning system to achieve the ultimate goal of tourism industry cluster risk management. It mainly includes the following four links: First, the collection of tourism industry cluster risk information. The collection of risk information is a particularly critical first step of the entire risk early warning system. The collected risk information can be local risks within the cluster or macro-external risks, such as competition analysis of competitors and policies in the macro environment. Second, the processing of risk information for tourism industry clusters. Since the information collected in the first step is messy, in order to sort out the internal logic of the information, processing must be done. This link is to sort, classify and transform information. Sorting is to summarize and sort the collected information, and sorting is to continue sorting the sorted information into categories, distinguishing which can be used directly, and which cannot be used directly but must be reprocessed; transformation is to quantify the information. Form an indicator system to measure cluster threats to better facilitate subsequent risk identification. Third, the risk identification of tourism industry clusters. Risk identification mainly includes comparison and notification. The comparison refers to the comparison of the index processed by the information with the standard value, and the notification refers to the notification of the comparison result to the tourism industry cluster risk warning system [11]. Generally speaking, the indicators will set the corresponding weights and set the critical points of the indicators in advance. Each indicator can be divided into a third type of critical point, and each critical state will give a different score. The critical points of these indicators are integrated. Making early warning decisions after analysis is the cluster risk early warning. Fourth, the tourism industry cluster risk warning. According to the previously identified risk warnings, the most accurate information is released to the government and the business entities in the tourism industry cluster and corporate decision makers. This warning must be timely and accurate, so that relevant personnel can make timely response measures to reduce risks. To the lowest, the loss is minimized. Such a scientific and complete tourism industry cluster risk early warning system can identify and eliminate risks, which is conducive to the more stable development of tourism enterprises in the tourism industry cluster, and is also conducive to the sustainable and long-term development of the tourism industry cluster as a whole.

4.5 Strengthen the management of ecological benefits of tourism resources

Manage ecological risks by implementing measures to quantify the scale of clusters and endogenize the cost of the ecological environment. Since the production capacity and carrying capacity of any ecological environment system are limited, it is necessary to consider the "optimum" and "threshold", set limits on the scale of tourism clusters, and keep the limits on resource extraction and waste discharge. Within the carrying capacity of the ecological environment. At the same time, establish a reasonable management system for the property rights of tourism resources to achieve a balance between the ecological and economic benefits of tourism resources. Through certain means, the external marginal cost can be reasonably shared between producers and consumers through

taxes and fees. To strengthen the government's intervention in monopolistic resource competition, it is also necessary to refine the establishment of a compensation system for the owners of pollution sources.

5. Conclusion

As an important model for the development of regional tourism industry, tourism industry clusters may face the superimposed impact of the unsustainable industry clusters and the negative effects of tourism activities. Starting from the essential attributes of the tourism industry, this paper proposes the formation mechanism of tourism industry clusters based on the analysis of the formation conditions and dynamic mechanism of tourism industry clusters, and then from the internal and external levels, it puts forward the risks in the development of tourism industry clusters. , Including structural risks, innovation risks, network risks, cyclical risks, and ecological risks. Finally, the tourism industry cluster risks are proposed in terms of adjusting the structure of industrial clusters, actively promoting the interaction between industrial clusters and cities, strengthening network management, and establishing risk warning systems. Countermeasures and suggestions for governance.

The theoretical level of this article is limited, and there are still some shortcomings in the article. Future research directions include: (1) Due to the lack of professional and systematic statistical data on tourism industry clusters, there are still difficulties in quantitative analysis. Improving my country's tourism data statistics system will be of great benefit to academic research and policy guidance. This is also a problem that needs to be addressed in the future. (2) The tourism industry cluster innovation research is still in its infancy, and the research content needs to be continuously deepened. In addition to based on the existing research results, it must also actively pay attention to the guidelines of national policies and strengthen the entrepreneurial spirit, innovation policy environment, and "tourism+internet" and other researches on the impact of tourism industry cluster innovation.

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