

Research on the Tourism Foreign Exchange Earnings Based On Seasonal Index in Chongqing City

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Keywords: Seasonal intensity index, inbound tourism market, tourism foreign exchange earnings, Chongqing

Abstract: The rapid development of China's inbound tourism market and the research of the consumption structure of inbound tourism are helpful to the healthy and sustainable development of inbound tourism market. This paper based on 2012 to 2014 Chongqing's inbound tourism flow statistics, the first season intensity index system into the Chongqing overseas tourist market tourism foreign exchange earnings of, analysis of the seasonal distribution of the Chongqing overseas tourist market tourism foreign exchange earnings. The study found that Chongqing's inbound tourism market, tourism, foreign exchange earnings of the tourist season for the first quarter and the second quarter, the tourist season for the first quarter and the fourth quarter. However, the overall Chongqing inbound tourism market is not obvious, the distribution of the tourist season is not obvious, the climate is less affected. In order to further attract inbound tourism market, Chongqing should strengthen the structure of inbound tourism industry adjustment, establish a good image of tourist destination, actively explore the international tourism market. Therefore, this index has certain reference function to the study of the inbound tourism market.

1. Introduction

Nowadays, accelerating the healthy development of China's overseas inbound tourism market conforms to the national macroeconomic strategic decision and the international trend of sustainable development. Studying the characteristics and changing trends of tourist consumption in the inbound tourism market can not only accurately grasp the changing rules of tourist consumption, but also be conducive to the upgrading and optimization of the tourism industry structure, which could reduce the repeated construction and waste of tourism resources, and ensure the healthy and sustainable development of the inbound tourism market.

In this study, the foreign research started in the 1960s, but the foreign scholars mainly studied the impact of tourism activities on social life and economic development from a micro perspective. In the 1980s, the research topic began to shift to the tourism demand forecasting and analysis of relevant tourism cases which based on the tourism demand model. Crouch (1994) pointed out that more than half of the tourism consumption studies completed have simulated the impact of different factors on the tourism consumption structure, each of which with the help of various dummy variables. These factors include social conflicts, exchange rate policies, major events, level of economic development, degree of diplomatic opening and other factors that are difficult to quantify. In addition, MuNong (2007) established a quantity model, analyzed the policy and relevant institutions as an important determinant of the travel demand, it proved that the tourism consumption structure has a certain inertia, which before spending habits will have a big impact for future consumption. Then, it must make an accurate grasp and a lot of relevant measures to promote the efficacy will be discounted [1]. China's tourism industry started relative lately, so the study on tourist consumption also started late too, which probably from the 1980s. In fact, the research on tourism consumption mainly focuses on three aspects. Zhang lingyun (1999) proposed that tourism consumption should consist of basic consumption, active consumption and random consumption. Active consumption mainly includes basic consumption contents in the process of travel and play, such as ticket, transportation, accommodation costs, etc. [2]. The second, research mainly focused on

the structure of tourism consumption. It is a trend generally followed by the academic circle to study tourism consumption with the mathematical measurement method. The research on the tourism consumption structure mainly focuses on the type division and level identification, the internal logic and its influence on the development of tourism consumption. Yang zhiyong (2006) introduced the econometric method and studied the relationship and influence of three major tourism markets, including domestic tourism, inbound tourism and outbound tourism [3]. Thirdly, research on tourism consumption pattern. The academic circle adopts the method of quantitative empirical analysis to study from the aspects of tourism consumption behavior pattern and tourism consumption organization form. Tang dynasty jian and sui lina (2006) carried out a quantitative study on tourism consumption patterns, and conducted a special investigation on the tourism behaviors of Yangtze river delta residents in South Korea [4]. Based on the search of the title of "tourism foreign exchange income" in "China journal full-text database" (CNKI), from 2001 to 2015, there were 119 journal papers and master mainly on the study of tourism foreign exchange income, which with an average of 8 papers every year. Among them, the most articles were in 2010, with 14 related papers.

The upper reaches of the Yangtze river, which Located in southwest China, Chongqing municipality has jurisdiction over 38 districts and counties with a total population of 30.72 million. According to the statistics of Forbes in 2014, Chongqing ranks the third in China among the most developed tourism cities in China [5]. However, relative to other famous tourism city, national overseas inbound tourism market of Chongqing has also exposed many problems, therefore, this article first introduces season intensity index system of Chongqing overseas tourist foreign exchange income inbound tourism market research, will be conducive to accurately grasp the development of inbound tourism market overseas layout, provides the decision-making basis for the Chongqing overseas tourist market development, it can also for other regional tourism sustainable development has important significance.

2. The construction of seasonal index

2.1 The introduction of index

As a common form of social and economic expression, seasonal index will change systematically, which with the fluctuation of supply and demand of economic activities, climate change and other factors. Many scenic spots in China often ignore the travel seasonal changes for a long time, the blindly pursue tickets economy appeared a number of tourists, which has greatly exceeded the maximum environmental capacity of serious consequences. Such as during the period of "11" in 2013, Jiuzhaigou scenic area in Sichuan province, its tourists stranded seriously affected the scenic spot of accessibility and caused serious damage on the scenic spot environment [6]. Therefore, the government grasp the seasonal rule of tourism and followed the trend, which related to the sustainable and healthy development of the tourism industry. As one of the most important characteristics of the tourism economy development, seasonal index is helpful to reveal the distribution characteristics of regional tourism flow season, furthermore, which could highlight the advantages of the tourist season, at the same time, the reasonable suggestions for the off-season for tourism, the reasonable optimization of the structure of regional tourism could provide scientific decision basis.

2.2 The construction of index

The seasonal intensity index is used to guide the market demand forecast of seasonal tourism products in this region during the peak and low seasons. The index is marked with the letter S [7]. The specific steps are as follows: (1) collect the number of tourism in the region for more than three consecutive months or seasons. (2) calculate the regional tourism for more than three consecutive years in the same month or the same season of the average number of tourism, the average with the English letter A mark. " $A = [(2) + (3), (4)] / 3$ ". (3) to calculate the total average value of the tourism flow of all months or all quarters in the region for three consecutive years or more, the value of which is marked with the letter B. " $B = [(2) + (3), (4)] / 3$ ". (4) calculate the regional tourism for

more than three consecutive years all months or all the quarterly tourism number of the seasonal intensity index, index with the English letter S mark. "S = A/B".

2.3 The determination of index

Paragraph 2 mainly based on the establishment of an index formula calculates with the regional tourism for three consecutive years of all month or quarter tr of tourist season intensity index, seasonal intensity index determination results for:" in the fourth quarter of the total for the whole year season intensity index of 400% ", "annual quarterly average seasonal intensity index of 100%", "strength index $S > 100\%$ every season throughout the year, as the tourist season", "the year every season intensity index $S < 100\%$, determine the off-season for tourism", "intensity index every season $S = 100\%$ throughout the year, as tourism shoulder seasons".

3. The Seasonal analysis of index

3.1 The analysis of data

In order to meet the research needs, the author, based on the two official data network platforms of Chongqing tourism government network and Chongqing statistical information, made original sequence summary and seasonal intensity index analysis of Chongqing's tourism foreign exchange income from 2012 to 2014 [8-9]. It should be noted that the monthly foreign exchange income of tourism of the five groups of data in November 2012, December 2012, January 2013, February 2013 and March 2013 has not been collected respectively. (see tables 1 and 2)

Tab.1 Chongqing city from 2012 to 2014, tourism foreign exchange income of the original sequence (unit: million)

	each month of 2012	each month of 2013	each month of 2014
Jan.	0.3693	has not been collected	0.4566
Feb.	0.3307	has not been collected	0.3866
Mar.	0.76	has not been collected(total to1.6336)	0.924
Apr.	1.3	1.4599	1.5422
May.	0.74	0.792	0.8232
Jun.	1.26	1.3345	1.3998
Jul.	1.4	1.5	1.5619
Aug.	1.36	1.43	1.4843
Sep.	1.02	1.09	1.371
Oct.	1.63	1.73	1.9926
Nov.	has not been collected	0.81	0.8853
Dec.	has not been collected(total to 3.14)	0.9	0.7125

Tab.2 The season intensity index of tourism foreign exchange earnings of inbound tourism market from 2012 to 2014 in Chongqing city

Season	2012 (00,000)	2013 (00,000)	2014 (00,000)	Average $A=[(2)+(3)+(4)]/3$	S=A/B
Spring	1.46	1.6336	1.7672	A1=1.62	S1=45.13%
Summer	3.3	3.5864	3.7652	A2=3.55	S2=98.89%
Autumn	3.78	5.6536	4.4172	A3=4.62	S3=128.69%
Winter	3.14	7.0264	3.5904	A4=4.59	S4=127.86%
Total	11.68	17.9	13.54	43.12	
Average $B=[(2)+(3)+(4)]/3$	2.92	4.475	3.385	B=3.59	

3.2 The summary of data

According to the analysis, the distribution of foreign exchange income in Chongqing's overseas inbound tourism market, which is relatively average in the peak and peak seasons with little fluctuation. According to season intensity index average year $S = 100\%$ criteria, the Chongqing overseas inbound tourism market of tourist foreign exchange income off-season tourist should be the first I quarter and first quarter II, numerical are respectively " $S_2 = S_1 = 45.13\%$, compared to 98.89%". The tourist season the first III quarter and first quarter IV respectively, and the numerical are " $S_3 = 128.69\%$, $S_4 = 127.86\%$. Worth mentioning is, Chongqing season all the year round in the peak season intensity index for the first III quarter. It namely every August, September and October, its value has reached the $S_3 = 128.69\%$, 28.69% is higher than average seasonal intensity index years. In my opinion, firstly, it should coincide with the travel time of most tourists from European and American countries. By contrast, European and American countries generally paid annual leave are mainly concentrated in July, August and September each year for three months. All in all, every year the first III quarter became the Chongqing tourist foreign exchange income of the highest season throughout the year is not so far. Second, although Chongqing's summer climate is hot, which called China's famous "stove", but this is limited to the main urban area of Chongqing. Surrounding districts and counties of Chongqing. In fact, the climate is quite cool, such as pine valley, such as unitary Yang peach garden is perfect for summer tourism. In recent years, with the expansion of tourism publicity in Chongqing, the traffic of districts and counties has been improved. Overseas tourists flock to districts and counties in summer to enjoy summer tourism, which promotes the increase of tourism foreign exchange income. Season the lowest strength index is the first I quarter, which is January, February and march, its value is " $S_1 = 45.13\%$, lower than seasonal strength index in average 54.87%, belong to the year of the tourist season. This is mainly related to the special geographical location of Chongqing. Chongqing is located in the eastern part of Sichuan basin, which is a typical mountainous region. In winter, it is neither cold in the north nor warm in Hainan. The overall climate is foggy, rainy, sunny and prone to damp and cold. Therefore, for the tourism activities in this season, Chongqing should make efforts to build the tourism image of "the hot spring capital of the world", increase the hot spring tourism, exhibition tourism, gourmet tourism and other special tourism activities with strong participation to attract overseas tourists, make the low season into high season, and better promote the development of international tourism as much as possible.

4. Measures

4.1 The promote industrial structure upgrading of inbound tourism market

Nowadays, due to the differences in age, gender, occupation, nationality, education level and other factors, tourists in China's overseas entry tourism market show a variety of personality characteristics and consumer preferences. In order to optimize the consumption structure of the inbound tourism market and develop tourism products suitable for different groups, Chongqing should actively carry out the consumption research of tourists in the overseas inbound tourism market of Chongqing, furthermore, analyze and predict the characteristics of the overseas inbound tourism market of tourists' consumption groups systematically, so as to optimize the consumption structure of the inbound tourism market and develop tourism products suitable for different groups. According to different overseas inbound tourism markets, tourists should promote the construction of service facilities, including sea, land, air and port, to form a coordinated international integrated transport network. At the same time, we will optimize the procedures of entry and exit of international tourism, always provide reliable and accurate tourism consulting services for tourists in the overseas entry tourism market. Secondly, the improvement of tourism environment and the training of tourism practitioners should be carried out to provide an excellent tourism holiday environment for tourists in the inbound tourism market [10].

4.2 The promote "smart tourism" network marketing

The network marketing mode is a new marketing mode mainly based on the low cost, convenience and safety of modern network technology. Its promotion helps to promote China's tourism market to integrate into the international market faster and realize the sustainable development of China's tourism. Chongqing should encourage local tourism enterprises to build multilingual tourism network publicity platform in different ways. At the same time, we will actively support tourists in Chongqing's overseas inbound tourism market to make use of domestic and foreign tourism network platforms, simplify the transaction process of tourism in Chongqing, and guide them to conduct online consumption and office work. Thirdly, accelerate the construction of Chongqing's tourism network infrastructure and network security, and build Chongqing's smart tourism emergency command and dispatch center.

4.3 Establish a distinctive image of tourism destination

At present, China's inbound tourism market is facing fierce competition, and a distinct tourism image has become the key to competition. Under the slogan of "Chongqing must go", Chongqing should highlight such iconic tourist attractions as a beautiful city, establish a distinctive tourist destination image, and play a good "must go" series "tourism brand". Specifically, for the communication of Chongqing's urban image, it is necessary to establish a long-term urban image publicity mechanism, advocate the image publicity awareness of "Chongqing for all", develop supporting industries that provide physical support for the urban image communication, and enrich the promotion means of urban image publicity.

4.4 The in-depth development of inbound tourism market products

With the increasingly fierce competition in the tourism market, the traditional concept that "good wine needs no bush" has been abandoned. Chongqing inbound tourism market should increase the development of various forms of special theme tourism products that are not affected by the season to make up for the low number of overseas tourists in the off-season tourism market. At the same time, the price lever principle is used to guide the inbound tourist flow of some scenic spots by means of price reduction, package ticket and joint operation, so as to achieve the "non-light season" and balance the seasonal difference. Finally, Chongqing should also strengthen tourism cooperation with surrounding regions, break regional and administrative boundaries. At last, establish the concept of grand tourism, so as to cultivate new growth points of inbound tourism and attract more overseas tourists.

In a word, the seasonal fluctuations and peak seasons of tourism will affect the tourism benefits of regional tourism to a certain extent. Scientific and reasonable tourism industry planning will greatly guide the tourism activities of tourists in China's inbound tourism market, so as to alleviate the structural contradiction between supply and demand of China's tourism industry. The study on foreign exchange income of Chongqing inbound tourism market mainly based on the seasonal intensity index is a quantitative study. However, due to the limitation of time and energy, the scope of data collection is slightly small, not comprehensive and typical. At the same time, the index analysis is based on the analysis of the historical statistical data, the conclusion can only show the seasonal distribution in history, only to predict the future is still not enough, especially the inbound tourism market in China is influenced by many factors. Furthermore, the study should also strengthen the interactive data analysis and market research in the future, according to authoritative data quantitative analysis to carry out targeted specific market research.

Acknowledgements

Subsidized Projects: Ministry of Culture and Tourism Ten Thousands of Tourism Talents Program in 2018: Phased Achievements of "School-based Curriculum Development for Tourism Majors in Chongqing Higher Vocational Colleges Based on the Development of New Tourism Professions" (WMYC20181-120)

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