

Study on the Problems and Countermeasures of Tourism Economic Development in Anhui Province

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Abstract: Taking Anhui as an example, this paper analyzes the tourism development data of Anhui and the main economic indicators of domestic tourism since 2005, studies the development status of Anhui's tourism economy, and discusses the existing problems and their impact on Anhui's macroeconomic growth. Finally, it puts forward measures to promote the rapid and stable development of tourism economy in Anhui Province, so as to promote the growth of national income and economic development.

Keywords: Tourism, Tourism economy, Tourism policy, Economic growth.

1. Introduction

Since the 19th National Congress of the Communist Party of China, China's total economic output has increased continuously and exceeded the mark of one million billion yuan. The comprehensive national strength has been significantly improved, the national income level has been significantly improved, and the people's quality of life is getting better and better. There is a certain relationship between economic growth and the improvement of consumption level. According to the GNP accounting method, consumption plays a positive role in promoting the growth of GNP, among which the development of hot tourism has greatly promoted people's consumption and economic growth.

As the largest emerging industry in the world, tourism has a huge scale in the world. As early as the early 1990s, it has become the largest industry in the world, surpassing the automobile and oil industries. It has played an inestimable role in the stable, sustained and rapid growth of the world economy, promoted the economic growth of various countries, and even become a pillar and strategic industry of some countries, Has been greatly developed.

Internationally, the links between countries are becoming closer and closer, and tourism has ushered in a golden period of vigorous development. According to the report on world tourism economic trends (2022), the total number of global tourists has reached 6.6 billion in 2021, and the total income of the global tourism industry has reached US \$3.3 trillion. Under the background of the epidemic, it has rebounded to a large extent. It can be seen that tourism has been developing rapidly all over the world in recent years, and all data are rising steadily and rapidly. Looking at China, in recent years, China's tourism has also developed rapidly in the wave of international tourism development. The country has also issued a series of measures and strategic plans to encourage, stimulate and support the development of China's tourism. For example, several opinions on promoting the reform and development of tourism were put forward on January 21, 2015, which requires to establish a scientific outlook on tourism, expand tourism development space, optimize tourism development environment and improve tourism development policies. The introduction of these proposals not only encourages local and groups with resources to invest and

develop tourism, but also creates a good environmental foundation for the healthy development of China's tourism. In addition, the proposal of China's "the Belt and Road" strategy also plays a positive role in the development of tourism and injects new energy into the development of tourism. The strategy will greatly improve the infrastructure construction along the line, facilitate transportation, create new ideas for the tourism industry of countries and regions along the line, and promote the tourism development of countries and regions along the line.

In recent years, the tourism industry in Anhui Province is also developing. The Anhui provincial government has also issued a series of policies to encourage and support the development of tourism. On May 26, 2019, Anhui Province issued a number of policies on promoting the development of global tourism and accelerating the construction of a strong tourism province, making strategic plans for the development of global tourism in Anhui Province, making overall arrangements for tourism development funds, providing support for key tourism projects, and putting forward a series of safeguard measures such as strengthening planning leadership, so as to lay a foundation for the stable development of tourism economy in Anhui Province. Accordingly, this paper studies the current situation of tourism economic development in Anhui, analyzes the deficiencies of tourism economic development in Anhui, and puts forward relevant countermeasures and suggestions.

2. Literature Review

Scholars have conducted in-depth research on the development of tourism economy in Anhui, mainly in the following aspects:

(1) Measure the level of tourism development in Anhui. Li Beibei et al. (2022) and other researchers believe that Anhui's inbound tourism consumption shows a trend of rapid growth, and the structure tends to be rationalized, and the advantages are highlighting [1]; Zhang Xian et al. (2021) analyzed the coupling degree of informatization and tourism development in Anhui by using entropy method. The research shows that informatization and tourism industry development have experienced a benign change process, and informatization has a great pulling effect on tourism [2]. Xie Jingjing (2021) analyzed from the perspective of benefit redistribution,

constructed the evaluation system of poverty alleviation effect, and studied the relationship between the stakeholders of rural tourism in Anhui [3]. Liu Rui et al. (2021) constructed a comprehensive evaluation model of Anhui tourism development by using grey correlation degree method and analytic hierarchy process, and put forward relevant policy suggestions [4].

(2) An empirical study on the development of tourism in Anhui Province. Liu Bo (2021) studied from the perspective of cultural industry, analyzed its development status with Anhui tourism industry, and proposed that the reasons affecting the coordinated development of industry lie in the low market scale, backward infrastructure and insufficient exogenous power [5]. Wang Qin'an et al. (2022) studied from the perspective of temporal and spatial distribution of Anhui red tourism and believed that the attention of Anhui red tourism showed an increasing trend and had a significant correlation with local economic development [6]. Su Zhijie et al. (2021) analyzed the coupling relationship between tourism industry and economic ecology in Anhui by building a coupling coordination model. The research showed that the coupling degree between tourism industry and economic ecology in Anhui gradually increased, and the spatial pattern changed from "high in central and southern China and low in northern China" to "high in Central China and low in surrounding areas" [7]. Wang Qiulong (2021) and others studied the characteristics of tourism demand in Anhui. The results show that in terms of time, Anhui tourism demand presents three demand peaks, namely April, July and October. In terms of location, it is also divided into three tourism preference areas [8]. Zhang Qing (2021) and others used the method of multiple case comparison to study the experience of Anhui tourism industry in promoting poverty alleviation, and put forward relevant policy suggestions according to the requirements of Rural Revitalization [9].

The above literature has a good guiding significance for the research of Anhui Tourism in all aspects. The purposes of this paper are as follows: (1) by promoting the development of tourism, increase Anhui's national economic income, narrow the gap with developed cities, and promote the realization of

the goal of common prosperity. (2) Expand employment demand and increase social employment through tourism development. (3) Promote the adjustment of industrial structure through tourism and drive the development of relevant industries and departments.

3. Situation of Tourism Economic Development in Anhui

3.1. Tourism Resources Are Abundant, And the Structure of Tourism Products Is Becoming More and More Reasonable

Anhui has been rich in natural, cultural and social landscapes since ancient times. It is one of the provinces with the richest tourism resources in China, with four famous mountains and four famous lakes. In addition to rich natural landscapes, there are also distinctive cultural landscapes and historical details, such as Longquan ancient temple. At the same time, Anhui has also produced many historical celebrities and their former residences and sites, such as Laozi and Zhuangzi. Rich tourism resources are one of the internal reasons for the vigorous development of tourism in Anhui.

The structure of tourism products can be divided into basic level, improvement level and special level. Anhui has been dominated by basic level tourism products for a long time. It can be seen from table 1 that the number of tourist attractions in Anhui has been increasing in recent years. In order to improve the development level of tourism, develop tourism products in a diversified and differentiated way, consolidate and develop the advantages of existing tourism products, and strengthen the development of characteristic tourism products, especially the cultivation of leisure and special tourism products, Anhui has gradually realized the transformation from a single tourism product to a diversified tourism product, including business exhibition, eco-tourism, low-carbon tourism Red tourism and other tourism models are becoming more and more mature, relevant tourism products are becoming more and more diversified, and the structure of tourism products is becoming more and more reasonable.

Table 1. Basic information of tourism in Main Years

Year	Number of class A tourist attractions			Number of red tourism bases
		5A scenic spot	4A scenic spot	
2016	556	11	167	0
2017	556	11	188	0
2018	600	11	194	0
2019	605	11	194	0
2020	625	12	203	181

3.2. The Tourism Infrastructure Has Been Improved Day by Day, And The Tourism Environment Has Been Optimized

In recent years, Anhui has strengthened the construction of infrastructure and roads for the development of tourism. On the highway, Anhui has 35 expressways and 8 national highways, with a total mileage of 198000 kilometers. In terms of railways, Anhui has two major railway networks: North Anhui intercity railway network and Wanjiang intercity railway network. There are major railway lines that have been built, such as Beijing Shanghai high-speed railway, Zheng Xu

high-speed railway and Hefei Qingdao high-speed railway under construction. In terms of aviation, Anhui has five first-class air ports and five civil aviation airports, as well as four goodbye airports and two planned to be built. It can be seen from table 2 that in recent years, Anhui has also been developing in hotel accommodation, the number of high-end hotels is increasing, and on the whole, the average star rating is getting higher and higher, and the accommodation environment is getting better and better. At the same time, Anhui has issued a series of policies for the development of tourism, which has optimized the development environment of tourism. For example, in the "Anhui five development

action plan", some opinions and suggestions are put forward for making the cultivation process of tourism an important

pillar industry. Only when the development environment becomes better can tourism develop healthily and rapidly.

Table 2. Status of hotels in Main Years

Hotel grade	2005	2010	2015	2019	2020
Five star	5	14	26	27	30
Four star	38	88	128	111	110
Three star	111	182	214	123	110
Two star	202	166	72	15	12

3.3. Tourism Regional Cooperation Is Becoming Closer and Closer, And the Role of Tourism Economy Is Becoming More and More Important

Today's world is an open world. If any country or region wants to develop, it must cooperate with others to achieve win-win results. In recent years, Anhui has been cooperating with other cities, and the tourism cooperation among regions is becoming more and more frequent and stable, which plays a great role in promoting the development of tourism in all cities. As one of the pillar industries in Anhui, tourism has made a great contribution to the economic growth of Anhui. The total tourism revenue increased from 115.06 billion yuan in 2010 to 412 billion yuan in 2015. By 2019, the total tourism revenue exceeded 400 billion yuan in the first half of the year alone. At the same time, the tourism investment in Anhui Province is also growing rapidly. In the first half of 2019, there were 1972 tourism projects under construction, with a total investment of 1505 billion yuan and a completion of 117.35 billion yuan. With the increasing income generated by tourism, its role in economic growth is becoming more and more obvious and its position is becoming more and more important.

4. Problems of Tourism Economic Development in Anhui Province

4.1. There Are Obvious Differences in the Level of Tourism in Different Regions

Anhui is a big tourism province. Because different regions have different natural endowment and infrastructure conditions, there are differences in the development of tourism among regions. First of all, it can be seen from table 4 that the domestic per capita expenditure of Anhui cities in 2020 shows a trend of several levels. These cities are divided into high-level areas, medium-level areas and low-level areas of tourism development, which can be classified as follows. High level areas include Hefei, Wuhu, Chizhou, Anqing and Huangshan. These cities have unique natural landscape resources, developed transportation roads and other complete infrastructure, making them important areas to support the development of tourism in Anhui. Medium level areas include Tongling, Xuancheng, Chuzhou, Lu'an, Bozhou and Ma'anshan. These areas lack some unique tourism resources and their comprehensive economic strength is weak, which leads them to lag behind high-level areas. The remaining areas are low-level areas, which are inferior to other cities in all aspects. They may have problems such as lack of tourism resources, imperfect tourism functions and weak infrastructure. It can be seen from table 3 that the cities with

more scenic spots are Hefei, Bozhou, Lu'an, Xuancheng, Anqing and Huangshan respectively. The per capita domestic tourism expenditure of these cities is ahead of that of other regions. From this, we can know that there are obvious differences in the development level of tourism in various regions of Anhui Province.

Table 3. Per capita domestic tourism expenditure of each city (unit: yuan)

Region	Average expenditure per person	Region	Average expenditure per person
Hefei	1203.7	Lu'an	775.4
Huaibei	618.9	Ma'anshan	712.1
Bozhou	740.5	Wuhu	1126.3
Suzhou	659.1	Xuancheng	794.7
Bengbu	636.6	Tongling	735.5
Fuyang	675.6	Tongling	923.5
Huainan	606.2	Anqing	1010.5
Chuzhou	823.4	Huangshan	943.6

Table 4. Basic information of tourist attractions in each city

Region	Number of class A tourist attractions	5A scenic spot		Number of red tourism bases
		5A scenic spot	5A scenic spot	
Hefei				
Huaibei	59	1	26	20
Bozhou	16	0	3	5
Suzhou	42	0	9	7
Bengbu	19	0	6	6
Fuyang	29	0	5	7
Huainan	35	1	5	6
Chuzhou	40	0	8	7
Region	42	0	6	13
Lu'an	51	2	24	15
Ma'anshan	31	1	8	6
Wuhu	34	1	11	29
Xuancheng	53	1	22	7
Tongling	19	0	8	4
Tongling	39	1	18	6
Anqing	64	1	21	29
Huangshan	52	3	23	14

4.2. The Service Quality Needs to Be Improved

The price of things in tourist attractions is too expensive. This price discrimination is caused by the difference of cost. However, there are some scenic spots, such as killing and even cheating customers, which is not only a problem in the development of Anhui tourism, but also a problem in China's

tourism. In addition, the threshold of tourism practitioners is low, and the average educational background of practitioners is low. In this way, it is inevitable that some practitioners with low quality will appear. They serve tourists with a bad service attitude, reduce tourists' play experience, and hinder the good development of tourism, including some industries related to tourism. Therefore, the service quality needs to be improved is a problem in the development of Anhui tourism.

4.3. The Development, Utilization and Protection System of Scenic Spots Is Not Perfect

Tourist attractions have a large flow of people and will produce all kinds of garbage. For amusement parks or cultural shopping streets, it can be solved by sending special personnel to clean up the garbage. However, in places like Huangshan, if tourists litter on the mountain, it is difficult to clean up. On the one hand, the greater impact is to destroy the ecological environment of Huangshan scenic spot. The former residences of celebrities are often scrawled by tourists with low quality, which destroys the scenic spots. Therefore, increasing the protection of scenic spots and formulating the corresponding punishment system are issues worthy of attention in Anhui tourism industry. In addition, in order to seek more benefits, regardless of the affordability of the ecological environment, over exploitation of scenic spots can get a lot of benefits in the short term, but it has caused great damage to the natural environment in the long term. To sum up, the imperfect development, utilization and protection system of scenic spots is also a problem in Anhui tourism.

5. Countermeasures of Tourism Economic Development in Anhui Province

5.1. Formulate Tourism Development Strategy According to Local Conditions

The economic situation and resources of different regions are different. Therefore, Anhui should fully consider the differences between regions and formulate development strategies according to local conditions when formulating tourism development strategies. For example, Huangshan is the most famous city in Huangshan. Their development strategy takes Huangshan as the center, carries out a series of activities such as mountaineering enthusiasts and sports enthusiasts' summer camps, and invites photographers to participate in the photography competition on Huangshan in special weather, which is also a kind of publicity for Huangshan. Some cities in other districts, without such natural landscapes as Huangshan, can focus on historical and cultural aspects. For example, Xiaogang Village in Fengyang and some other cities with red history can develop tourism around red history and red spirit. On the one hand, the tourism development strategy based on local conditions can give full play to the advantages of various regions and promote regional economic growth. On the other hand, it can also narrow the differences between regions and alleviate social contradictions, so as to make the balanced and stable economic development of the whole Anhui Province.

5.2. Improve the Construction of Tourism Supporting Facilities and Improve the Service Quality of the Industry

Improving tourism supporting facilities and improving service quality are not only the requirements for tourism, but also the requirements for tourism related industries. On the one hand, the government and scenic spots should increase the construction of infrastructure, such as road construction near scenic spots, parking lot construction and medical and health security construction, network infrastructure construction of scenic spots, etc; On the other hand, carry out necessary training for tourism employees, improve the overall quality of employees and further improve the service quality. In addition, it is particularly important to provide more humanized services, such as special scooters for the elderly, special windows for the disabled, free mailing of local specialties, etc. these do not need much cost, but they can bring great convenience to tourists and improve the service quality of scenic spots.

5.3. The Government Should Strengthen Its Regulatory Function and Formulate Measures to Regulate Tourism

Nowadays, many problems in the tourism industry, such as the imperfect infrastructure of tourist attractions, the uneven quality of practitioners and businesses, all have a certain reason for the lack of government supervision. To solve these problems, the government must play the role of supervisor and executor. The government should strengthen the supervision of tourism industry. It should not only strictly supervise tourism practitioners, put an end to the behavior of bullying and killing tourists, and give customers a good travel experience, but also strengthen the supervision of scenic spot developers, and carry out the development of scenic spots under the condition of ensuring that the ecological environment is not damaged and realizing sustainable development. At the same time, the government should formulate relevant complete legal systems and measures to regulate and support the development of tourism, so that tourism can develop healthily and rapidly and become a pillar industry supporting Anhui's economic growth.

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