

Financial Support for the Development of Tourism Industry in Guangdong Province

Shengyu Gu

School of Geography and Tourism, Huizhou University, HuiZhou, Guangdong, 516007, China

Abstract: Since the reform and opening up, China's rapid economic growth has created a miracle in the history of world economic growth. However, since the international financial crisis in 2008, the development mode of over reliance on export trade and investment has become the bottleneck of sustained economic growth. The weakness of foreign demand market makes the export-oriented economic structure suffer severe impact. Under the background of one of the "one belt, one road" strategy, Guangdong's coastal sports tourism industry will face an excellent development opportunity. Therefore, further strengthening the empirical research of coastal sports tourism is not only the need of the development of Guangdong tourism industry, but also the need of realizing the national development strategy.

Keywords: *Tourism, Passenger Flow Statistics, Data Analysis, Financial Policy*

I. INTRODUCTION

Global tourism refers to the comprehensive and systematic optimization and promotion of regional economic and social resources, especially tourism resources, related industries, ecological environment, public services, institutional mechanisms, policies and regulations, and civilization quality in a certain region with tourism as the dominant industry. To achieve the organic integration of regional resources, industrial integration development and social co construction and sharing. It is a new concept and mode of regional coordinated development that tourism drives and promotes the coordinated development of economy and society. It can not only promote the comprehensive deepening reform of tourism, but also provide more comfortable, convenient, rich and profound tourism experience for the public. However, in view of the current situation of global tourism development in Guangdong Province, some cities and counties have made slow progress due to the lack of awareness, the lack of consensus, the lack of clear path and effective measures. Therefore, accelerating the high-quality development of global tourism is a major measure for Guangdong to adapt to and lead the new normal of economic development, and is also the key to the transformation of Guangdong's economic development mode and the strategic adjustment of economic structure.

Culture began in China and is one of the representatives of Chinese traditional culture. Since the reform and opening up, with the continuous development of China's economy, people's living standards have improved significantly. More and more people begin to pursue the improvement of life quality and the enrichment of spiritual culture. Tea culture has been highly praised by people. Especially in recent years, our government has strengthened the attention and promotion of tea culture, and various new projects and new concepts with tea culture as the theme emerge in endlessly, which not only popularizes tea culture, but also brings great economic and social benefits. Chaoshan area in Guangdong Province has unique geographical advantages and high-quality tea mountain resources. In addition, the rapid development of modern social transportation,

communication and other infrastructure, the popularity of the Internet, government policy support, all of these provide convenient external conditions for tea production and tea culture publicity in Chaoshan area. Chaoshan tea culture is faced with a huge tea culture tourism market and tea product sales market. We should combine the tea culture and tourism development in Chaoshan area, enhance its popularity and brand effect, promote each other, realize the double benefits of culture and economy, and achieve a win-win situation.

Tourism enterprises are the main body of tourism innovation and the main force of tourism development in the whole region. First, enhance the overall strength of tourism enterprises, increase the number of flagship and leading tourism enterprise groups by increasing investment, introducing enterprises and mergers and acquisitions, and constantly improve their competitiveness. The second is to increase the development of tourism derivatives such as theme products, cultural and creative goods, performing arts and entertainment, aiming at the current situation that traditional tourism enterprises such as star hotels, travel agencies and scenic spots are under great pressure of transformation and upgrading, lack of innovation ability and low profit margin. The third is to accelerate the development of online travel agents, tourism car rental, tourism media and tourism finance, and enhance the vitality of tourism enterprises to carry out chain operation, cross-border integration, online and offline integration and overseas investment. Fourth, increase publicity efforts to enhance the popularity of tourism enterprises, tourism products and tourism services at home and abroad, and create a tourism brand with high popularity and irreplaceable.

II. THE PROPOSED METHODOLOGY

Financial Structure Theory. The theory comes from the book "financial structure and financial development" published by the Belgian economist goldsmith. It holds that a country's financial structure mainly includes financial instruments and financial institutions, and the essence of financial development is the change of financial structure. Therefore, to study financial development is to study the change and upgrading process of financial structure. Through the research on the financial data and data of 35 countries in the past 100 years, it is found that although there are some differences in the development of the financial structure of various countries in the world, they basically show certain regularity, and creatively put forward the measurement index of a country's financial structure and development level, namely the financial correlation rate.

Goldsmith especially emphasized the positive role of financial development in promoting economic growth. The development of financial structure leads to the separation between investment and savings, which improves the investment income and capital formation, and effectively improves the economic growth rate. The more developed the financial structure and the more active the financial activities are, the stronger the penetration of finance into the economy will be, and the faster the economic development and economic growth will be. Therefore, the core of financial structure theory

is to emphasize the effective supply of financial instruments and the normal operation of financial mechanism, which is also the key for finance to promote economic growth. This theory has a far-reaching influence and has been inherited by many later financial development theories.

Endogenous financial theory from the perspective of institution. The theory holds that institution is an important factor to determine information asymmetry, transaction cost and risk management. Therefore, it emphasizes the legal system, interest groups and cultural tradition. The more perfect a country's legal system is, the more effective the protection of investment will be, and the higher the level of financial development will be. A country's financial activities are easily affected by political factors, and interest groups can control the development of finance. This view emphasizes the role of religion, credit and language in the process of financial development.

Fiscal policy is an important part of a country's economic policy, representing the interests of the ruling class. It is the operating principle of the financial system determined according to the economic, political and social development goals set by the country. It is mainly through the changes of government expenditure and income level to adjust the total social demand, which has a certain impact on national employment and income, which is also one of the main means of the state to intervene in the economy.

The Connotation of Land Intensification under the background of Tourism Development.. Intensive use of land is a necessary prerequisite. Tourism resources, especially natural tourism resources, are a kind of natural resources, which are restricted by the public property right system of natural resources. Natural tourism resources are state-owned assets, and public resources cannot be privatized. Similarly, tourism is not only an economic industry, but also a cause related to national happiness. Through the lever of land intensive development to ensure the public ownership of tourism resources, reduce or even prevent the dominant tourism resources from being "exclusive" and "privatization" by the development subject is the premise to realize the land intensive use. Once the land becomes "private", it will lose the foundation and necessary premise of intensive development, and directly affect the comprehensive social benefits of land intensive development.

At present, one of the biggest obstacles and difficulties in land development is that residents resist the development without fully considering the interests of local residents. It can be said that once the interests of local residents are not fully considered in land development, the stability of land intensive development will be lost. Therefore, in the intensive development of tourism land, it is necessary to take into account the interests of local residents and tourism development. In the setting of tourism land theme and land structure, we should fully consider the production and living habits of local residents, create a good living space and tourism space through the delineation of plots, and maintain the local sense of local residents through the setting of medium and macro space, so as to maintain the harmony of land development.

Establishing a good "characteristic brand" effect is the key to maintain the core competitiveness of coastal sports tourism industry. However, in view of the current situation of Guangdong industry development, the development of coastal sports tourism industry is still in the primary stage of development, lacking sports tourism products, and the coastal sports tourism enterprises with "core competitiveness" are rare. This is mainly reflected in the lagging development of island

and marine leisure sports products, the generally small scale of coastal sports tourism enterprises, the relatively single projects, and the lack of their own coastal leisure sports resources to form their own coastal leisure sports products that meet the needs of tourists and have their own characteristics. The development level of sports tourism resources is low, the development process lacks overall planning, the overall concept of regional sports tourism development is not strong, the brand awareness is not strong, and the brand effect is not enough.

Guangdong Tourism Development Strategy. In order to better adapt to the rapid development of coastal sports tourism in Guangdong, on the one hand, government departments should take the lead to speed up the construction of transportation, scenic facilities, comprehensive matching facilities, environmental facilities and public service facilities related to coastal sports tourism through various flexible ways such as government funding, introducing private capital and raising social capital. On the other hand, we can cooperate with local residents to establish a tourism service unit integrating accommodation, catering and entertainment, and give corresponding subsidies to improve the service infrastructure of the tourism area. At the same time, residents who are willing and meet the standards can be included in the tourism service units through bidding. Strive to achieve the basic matching of tourism public service facilities, sharing of public information resources, sound service mechanism, flexible and effective guarantee mechanism.

High level human resources are the necessary conditions for the development of coastal sports tourism industry. Therefore, Guangdong should closely focus on the market demand of coastal sports tourism development. Through the national colleges and universities, it is planned to cultivate the applied talents with higher education level, such as managers, marketers, tour guides, commentators, rescue workers, environmental protection personnel, beach maintenance personnel, marine sports coaches and so on. Efforts to learn from foreign coastal sports tourism management experience, improve their own management level. Speed up the construction of various types of coastal sports tourism talent training center.

We should make full use of Guangdong's long coastline, numerous islands and suitable climate to develop coastal tourism economy. High level planning and construction of new coastal tourism areas, island tourism projects, and constantly improve the quality of coastal sports tourism products. We should change the mode of development, pay attention to the quality of development, focus on the development of coastal tourism products with local resources, environment, cultural characteristics and in line with the market development trend, and cultivate a number of international first-class coastal tourism product brands. With internationalization as the guide and international advanced coastal tourism areas as the benchmark, we should introduce international capital, international enterprises and international management talents to develop international coastal sports tourism products. To build a coastal tourism and holiday destination with international influence, focus on accelerating the construction of Nansha in Guangzhou, Changlong ocean world in Zhuhai, international cruise home port in Port au Prince in Shenzhen, happy coast in Shenzhen and other projects. We will actively develop high-end products such as marine tourism ports, luxury cruise ships and yachts, and coastal tourism health care.

Tourism safety management is a relatively complex system, including transportation, food, fire, quality inspection, meteorology and other departments. Therefore, tourism safety

management must have a perfect cooperation and coordination mechanism, in the early warning, disposal, rescue, security and other mechanisms. Establish a tourism safety management system with reasonable rights and responsibilities, reasonable system, reasonable coordination and reasonable supporting.

In the whole safety management system, material support and technical support are very important, which can determine the quality of the whole safety management. At present, there is no special fund in Guangdong tourism safety management to maintain tourism safety facilities and equipment, and there is no special fund to guarantee tourism safety emergency. At the government level, there are no other funds and technologies to support the development of non-governmental tourism rescue organizations. Tourism departments at all levels will not allocate funds to tourism safety management in their daily tourism safety management. Only when the emergency mechanism is activated in the event of tourism safety accidents, the government will provide material support for tourism safety emergency. In other words, the basic guarantee of Guangdong tourism safety management is very lacking, and it is also a very weak link. Safety is the lifeline of tourism. Without material and logistic support for tourism safety, tourism safety management can not be improved. Tourism is an important source of GDP in some areas. Once tourism safety accidents happen and damage the local tourism image, it will have a huge impact on the local economy. It is more necessary for the provincial government to give preferential policies and funds to these areas in terms of tourism safety management.

There is obvious spatial correlation in the tourism behavior of provincial or prefecture level cities, but the synergy of the correlation of time series and cross-section on regional tourism behavior is not considered. In fact, in the process of regional tourism economic development, there is not only spatial correlation between regional dimensions, but also temporal correlation. This kind of spatiotemporal collaborative correlation needs to be tested by spatial panel data model. Based on the spatial panel econometric model, it is found that the provincial tourism development has a long-term promoting effect on its economic growth, and the inter provincial economic growth is affected by the regional tourism development level, the tourism development level of adjacent regions and economic growth. If the development level of tourism in adjacent areas is high, the development level of regional tourism is also high. Therefore, the spatial correlation should be considered when formulating tourism consumption policies.

Measures should be taken to form the interactive mechanism between provincial tourism capital and labor space, and optimize and improve the spatial allocation efficiency of provincial capital investment. Improve capital and labor productivity, and increase their contribution rate to tourism economic growth.

It is a very complicated systematic project to build and perfect a tourism safety management system suitable for the situation of Guangdong Province. Establish effective management system, management mechanism and perfect management legal system, improve the ability of tourism safety emergency management, and maximize the safety of tourists' life and property.

CONCLUSION

Through the reform of the government's income distribution system and the establishment and improvement of the social security system, we can adjust and improve the low income situation of tourism practitioners. The spatial interaction between tourism labor input and tourism economic growth in neighboring areas should be activated, so as to improve the collaborative contribution of labor in neighboring areas and local areas to tourism economic growth.

Acknowledgement

Supported by The Professorial and Doctoral Scientific Research Foundation of Huizhou University(2020JB076).

References

- [1] BjaRkman, Ingmar , and S. Kock . "Inward international activities in service firms - illustrated by three cases from the tourism industry." *International Journal of Service Industry Management* 8.5(1997):362-376.
- [2] Mansfeld, and Yoel. "Cycles of War, Terror, and Peace: Determinants and Management of Crisis and Recovery of the Israeli Tourism Industry. " *Journal of Travel Research* (1999).
- [3] Bian, X. . "Research on Dynamiske Mechanisms during Tourism Industry Transition Development and its Transitional Pathes of Ancients Towns in the Southern Water Areas." *Urban Studies* (2010).
- [4] Tsai, C. H. , and C. W. Chen . "The establishment of a rapid natural disaster risk assessment model for the tourism industry." *Tourism Management* 32.1(2011):158-171.
- [5] Tsai, C. H. , and C. W. Chen . "An earthquake disaster management mechanism based on risk assessment information for the tourism industry-a case study from the island of Taiwan." *Tourism Management* 31.4(2010):470-481.
- [6] Haber, S. , and A. Reichel . "Identifying Performance Measures of Small Ventures—The Case of the Tourism Industry." *Journal of Small Business Management* 43.3(2010):257-286.
- [7] Fernando J.Garrigós Simón and Yeamduan Narangajavana and Daniel Palacios Marqués. "Carrying capacity in the tourism industry: a case study of Hengistbury Head." *Tourism Management* (2004).