

**ANALYSIS OF FACTORS AFFECTING CHINA'S INBOUND TOURISM UNDER THE
BACKGROUND OF "ONE BELT
ONE ROAD"****Jiang Yijie**

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ABSTRACT

With the rapid recovery and steady development of the global tourism industry, China's targeted poverty alleviation strategy and the goal of building a well-off society in all respects, China has gradually become one of the emerging tourism destinations, and tourism has become a pillar industry that promotes China's economic development. Inbound tourism is a key part of it. This paper conducts an empirical analysis of the influencing factors of China's inbound tourism, and conducts a questionnaire survey on relevant populations. The empirical analysis results are compared with the questionnaire survey results, and the length of China's international routes, the total number of tourist attractions in China, the number of star-rated hotels, the number of travel agencies in China, the number of tourism schools in China, the relative value of the per capita GDP of the source country, and the dummy variables of the "Belt and Road" strategy all have a significant impact on the number of inbound tourists from the source country to China. Tourists from countries along the route have a positive effect on inbound tourism, and have a positive effect on the development of the potential market for inbound tourism.

Keywords:

"One Belt One Road", inbound tourism, double logarithmic model, influencing factors

INTRODUCTION

In March 2015, the Chinese government issued the "Vision and Action to Promote the Joint Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road", and started the journey of implementing the "Silk Road Economic Belt". Although China ranks among the major tourism countries, there is still a certain gap between China and the tourism power. To realize the transformation from a tourism power to a tourism power, it is necessary to prescribe the right medicine according to the current development of the inbound tourism industry. The "Belt and Road" strategy provides new development opportunities for China's inbound tourism industry, and provides a new development platform for cooperation between countries. At the same time, the "Belt and Road" strategy also poses new challenges to China's inbound tourism industry. Bring greater competitive pressure to China's inbound tourism industry.

From a research perspective, Hua Wenjun (2011) proposed to analyze the development of tourism from the perspectives of "tourists (travel industry demanders) and tourism resource suppliers", and Li Junmin, Tang Aiping, Yan Jiahui, Zheng Fengqi, Zhang Xuejing (2020) pointed out that the six elements of the tourism industry "food, housing, transportation, travel, shopping, and entertainment" are an important angle for analyzing the development of tourism.

In terms of research content, in the domestic literature, Chen Jinlong, Wang Liangjian, and Li Jingjing (2011) use the spatial panel model to study the relationship between tourism economic income and national GDP, scenic spot construction, railway construction, and hotel reception capacity using spatial econometric methods. Factors affecting the development of tourism. Wang Shuoqi, Li Chunlei, Dai Qian, Li Na, Chen Chen (2012) selected 11 countries and analyzed from the aspects of source country and Chinese average GDP, relative CPI, RMB exchange rate, distance, cultural differences, etc. A theoretical model of influencing factors of my country's inbound tourist demand is developed, and a linear model is used to empirically analyze the influencing factors of inbound tourist demand in Shandong Province, and significant factors are

obtained. And Dong Hao and Li Jihua (2013) designed a questionnaire including 30 influencing factors and conducted field investigations. After dividing the influencing factors into categories and performing correlation analysis, they extracted two sets of clearly named 7 common factors, and found that management The level believes that subjective factors such as the development of tourism companies and the quality of personnel are more important, while the theoretical and practical levels believe that objective factors such as information transmission and publicity, and traffic location of tourism companies are equally important. In the foreign literature, LiuQiang and CaoChaowen (2015) proposed that green tourism can be integrated into the "Belt and Road" construction from four aspects: information flow, cultural flow, traffic flow and regional cooperation flow. ShiYuqing, ZhongLinsheng, ChenTian, YuHu (2016) built a tourism competitiveness evaluation model based on eight factors: natural environment, tourism resources, location and transportation, social environment, tourism service facilities, border ports, tourism industry clusters and tourism market. It is concluded that tourism resources, location transportation, and tourism service facilities are the most important competitive factors for RA. WeiHe and ConnorsSE (2017) used the push-pull method to test the role of demographic factors in shaping the behavioral patterns of Chinese leisure tourists, and conducted a questionnaire survey to find out the length of travel, planned expenditure, preferred hotel level, marital status, and receiving Education level, income level and occupation have a significant impact on tourism decision-making.

This article combines the two perspectives of "tourism resource suppliers and tourism resource demanders" and "food, housing, transportation, travel, shopping, and entertainment" in the literature, and analyze the impact on the development of inbound tourism from a more comprehensive perspective factor. This article also adds "travel agency construction and entertainment facility construction" to analyze the influencing factors, and adds "policy support, green safety concept" to make suggestions to the related institutions. The literature combines empirical analysis and questionnaire survey to analyze influencing factors.

The second part of this article uses panel data to conduct an empirical analysis and analyzes the factors that affect the development of China's inbound tourism. The third part analyzes the questionnaire data, and compares the questionnaire analysis results with the empirical analysis results. Finally, a conclusion is given.

EMPIRICAL ANALYSIS

This paper adopts a logarithmic linear model, using data from 12 countries including Mongolia, India, Russia, Kazakhstan, Poland, Israel, Japan, the United States, France, Sweden, Italy, and Australia from 2000 to 2018. Regression analysis, in the modeling process, pay attention to the serial stationarity, serial autocorrelation and multicollinearity of the time series.

The data in this article is from 2000 to 2018. The data on the number of inbound tourists from various countries comes from the China Economic Information Network's tourism industry database, the length of China's international routes, the total number of tourist attractions in China, the number of star-rated hotels in China, the number of Chinese travel agencies, and China The data on the number of tourism schools comes from the annual data of the National Bureau of Statistics, and the data on GDP and CPI of each country comes from the World Bank.

Establish a double logarithmic linear model as follows:

$$\ln Popt_t = \alpha_1 \ln Intf_t + \alpha_2 \ln Tous_t + \alpha_3 \ln Sth_t + \alpha_4 \ln Toua_t + \alpha_5 \ln Touc_t + \alpha_6 \ln RGDP_t + \alpha_7 BRP + \mu_t \quad (1)$$

Symbol Description :

$\ln Popt_t$: The number of inbound tourists from the source country to my country

$\ln Intf_t$: The length of China's international routes

$\ln Tous_t$: Total number of tourist attractions in China

$\ln Sth_t$: Number of star-rated hotels in China

$\ln Toua_t$: Number of China travel agencies

$\ln Touc_t$: Number of Chinese tourism schools

$RGDP_t$:Relative value of per capita GDP in source countries

BRP : "One Belt One Road" strategic dummy variable

μ_t : Disturbance item

In the process of establishing the model, this paper pays attention to the related issues of sequence stationarity, sequence autocorrelation and multicollinearity of time series, and performs unit root (ADF) test, cointegration test, Dubin Watson (DW) test and variance expansion on regression equations of various countries (VIF) inspection, the inspection results are as follows

Table 1. Model checking results

Type of country	Country	Mean VIF	DW
Countries along the “Belt and Road”	Mongolia	3.560	2.421
	India	3.220	2.994
	Russia	3.240	2.952
	Kazakhstan	3.700	2.666
	Poland	8.880	2.364
	Israel	2.160	2.314
	Japan	3.230	3.095
Countries not along the “Belt and Road”	the United States	3.160	2.913
	France	3.250	2.527
	Sweden	3.320	2.520
	Italy	3.320	2.298
	Australia	3.440	2.343

Unit root (ADF) test and co-integration test can detect whether the time series data is stable, and eliminate the spurious regression under the premise of ensuring the stability of the series. The test results are reflected in the regression equation.

The overall variance expansion coefficient (MeanVIF) can detect the multicollinearity of the regression equation. The overall variance expansion coefficient (MeanVIF) of the 12-country regression equation is less than 10. It can be seen that the regression equation does not have the multicollinearity problem.

The DW value can detect the serial autocorrelation of the regression equation. By referring to the DW test critical value table, we can see that when $n=18$, $k=7$, the corresponding $d_l=0.355$, $d_u=2.238$, and one-by-one inspection shows the DW of the Twelve Nations regression equation. The values all fall in the area where autocorrelation cannot be determined.

The independent variables selected in this paper all have a significant impact on the number of inbound tourists from the source country to my country.

The regression equation of the twelve countries is as follows:

Table 2. Regression equation results

Type of country	Country	Model	R ²	“One Belt One Road” policy impact
Countries along the “Belt and Road”	Mongolia	$d.LnPopt_t = 0.304 * d.lnintf_t - 0.115 * lntous_t - 0.354 * lnsth_t - 1.715 * d.lntoua_t - 0.007 * d.lntouc_t + 0.434 * d.lnrgdp_t + 0.107 * brp + 2.173$	0.303	Positive
		$d.LnPopt_t = 0.156 * d.lnintf_t - 0.194 * lntous_t - 0.568 * lnsth_t - 1.138 * d.lntoua_t - 0.086 * d.lntouc_t + 0.519 * d.lnrgdp_t - 0.021 * brp + 3.528$	0.623	Negative
	Russia	$d.lnpopt_t = 0.095 * d.lnintf_t + 0.105 * lntous_t - 0.058 * lnsth_t + 0.257 * d.lntoua_t + 0.238 * d.lntouc_t + 0.951 * d.lnrgdp_t + 0.111 * brp - 0.349$	0.747	Positive
		$d.lnpopt_t = 0.253 * d.lnintf_t - 0.223 * lntous_t - 0.052 * lnsth_t - 0.094 * d.lntoua_t - 0.565 * d.lntouc_t + 0.527 * d.lnrgdp_t + 0.009 * brp + 1.025$	0.461	Positive
	Poland	$d.lnpopt_t = 0.122 * d.lnintf_t - 0.562 * lntous_t - 1.762 * lnsth_t - 1.261 * d.lntoua_t - 0.181 * d.lntouc_t + 0.226 * d.lnrgdp_t + 0.013 * brp + 10.777$	0.925	Positive
	Israel .	$d.lnpopt_t = -0.049 * d.lnintf_t - 0.235 * lntous_t - 0.286 * lnsth_t - 1.775 * d.lntoua_t - 0.003 * d.lntouc_t + 0.091 * d.lnrgdp_t + 0.221 * brp + 0.944$	0.213	Positive
	Japan	$d.lnpopt_t = -0.030 * d.lnintf_t - 0.248 * lntous_t - 0.385 * lnsth_t - 1.186 * d.lntoua_t + 0.333 * d.lntouc_t + 0.073 * d.lnrgdp_t + 0.087 * brp + 2.836$	0.232	Positive
Countries not along the “Belt and Road”	the United States	$d.lnpopt_t = 0.010 * d.lnintf_t - 0.223 * lntous_t - 0.212 * lnsth_t - 1.854 * d.lntoua_t + 0.007 * d.lntouc_t + 2.319 * d.lnrgdp_t + 0.082 * brp + 1.924$	0.210	Positive
	France	$d.lnpopt_t = 0.031 * d.lnintf_t - 0.236 * lntous_t - 0.054 * lnsth_t - 0.584 * d.lntoua_t - 0.090 * d.lntouc_t - 0.254 * d.lnrgdp_t + 0.087 * brp + 1.266$	0.112	Positive
	Sweden	$d.lnpopt_t = -0.084 * d.lnintf_t - 0.239 * lntous_t - 0.114 * lnsth_t - 0.902 * d.lntoua_t + 0.239 * d.lntouc_t + 0.479 * d.lnrgdp_t + 0.087 * brp + 1.266$	0.281	Positive

	$d.lnrgdp_t + 0.064 * brp + 1.534$		
	$d.lnpopt_t = 0.135 * d.lnintf_t - 0.301 * lntoust_t - 0.137 * l$		
Italy	$lnsth_t - 1.142 * d.lntoua_t + 0.024 * d.lntouc_t - 0.378 *$	0.11	Positive
	$d.lnrgdp_t + 0.108 * brp + 1.953$	1	
	$d.lnpopt_t = -0.201 * d.lnintf_t - 0.226 * lntoust_t - 0.357 *$		
Australia	$lnsth_t - 1.530 * d.lntoua_t + 0.150 * d.lntouc_t + 0.602 *$	0.34	Positive
	$d.lnrgdp_t + 0.114 * brp + 2.672$	2	

The length of China's international routes, the total number of tourist attractions in China, the number of star-rated hotels in China, the number of travel agencies in China, the number of tourism schools in China, the relative value of the per capita GDP of the source country, and the virtual variables of the "Belt and Road" strategy are all relevant to the source country to my country. The number of inbound tourists has a significant impact. The "One Belt, One Road" strategy has a positive effect on the inbound tourism of tourists from countries along the route and non-boundary countries, and has a positive effect on the development of potential inbound tourism markets.

QUESTIONNAIRE ANALYSIS

In this questionnaire survey, 60 questionnaires were distributed to two countries related to the "Belt and Road" strategy, China and Singapore, and two countries that were not related to the "Belt and Road" strategy, totaling 240. Among them, 112 valid questionnaires were retrieved from China and Singapore, 108 valid questionnaires were retrieved from the United Kingdom and Australia, a total of 220 valid questionnaires were retrieved, with a recovery rate of 91.67%.

The number of outbound tourists under the age of 20 in each country's questionnaire survey: the number of outbound tourists between the ages of 20 and 40: the number of outbound tourists between the ages of 40 and 60 is 1:2:1, the number of male outbound tourists: the number of female outbound tourists is 2: 3.

This questionnaire survey adopts an anonymous questionnaire survey method. The questionnaire covers 12 questions including outbound travel frequency, outbound travel demand, outbound travel transportation mode, travel information acquisition channels, overseas hotel demand, travel agency demand, and the impact of the "Belt and Road" strategy. Single-choice objective questions are 10 questions, multiple-choice objective questions are 1 question, and subjective questions are 1 question. After returning the questionnaire, SPSS23 was used to perform multiple correspondence analysis on the statistical results of the questionnaire.

The representative analysis and reliability analysis of the response samples are performed on the data. The R index is 0.9485, the Cronbach alpha coefficient is 0.735, the questionnaire is very representative, and the data reliability is good.

A joint analysis of outbound travel frequency, outbound travel demand, and the impact of the "Belt and Road" strategy is carried out. The results are as follows:

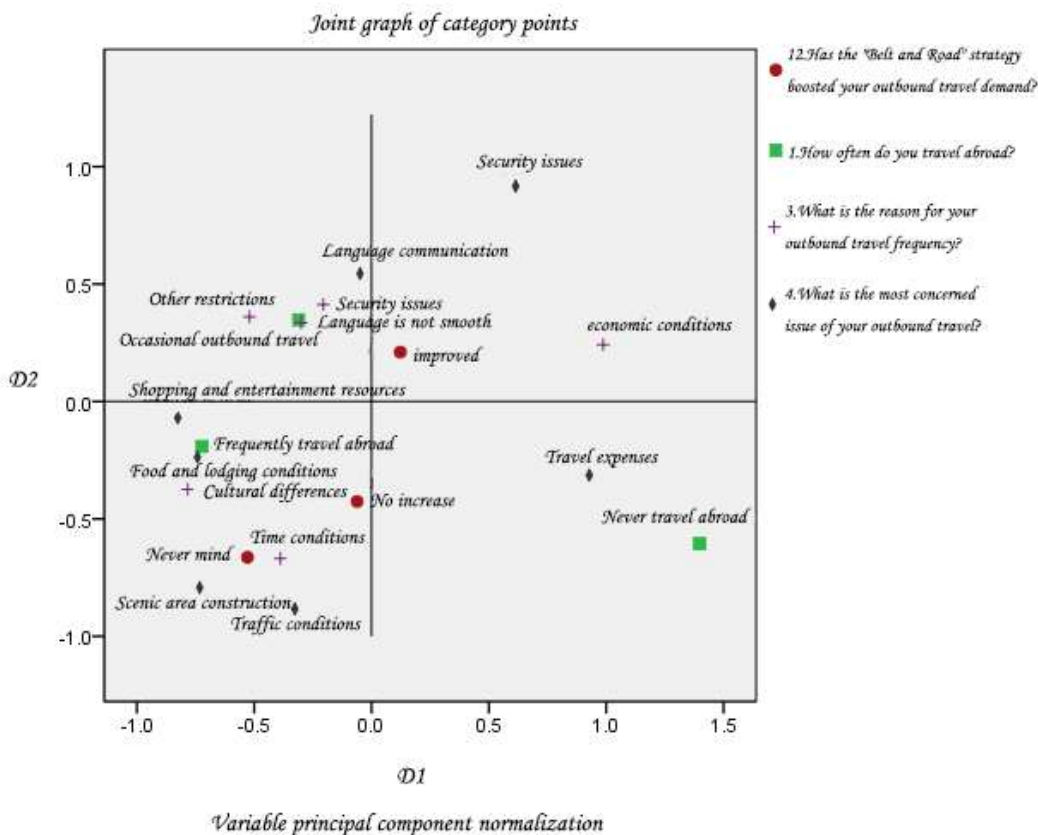


Fig. 1. Joint analysis chart of outbound travel frequency, outbound travel demand, and the impact of the "Belt and Road" strategy

Occasionally outbound tourists are most concerned about language communication and safety issues, while never-outbound tourists are most concerned about travel costs. At the same time, the "Belt and Road" strategy has increased the outbound travel needs of these two types of tourists. Frequent outbound tourists are most concerned about the conditions of accommodation, shopping and entertainment resources, construction of scenic spots, and traffic conditions. The "One Belt, One Road" strategy has not significantly increased the tourism demand of such tourists.

Obtaining travel information through network introduction is the most popular channel. The number of tourists who choose airplanes as the means of outbound travel is the largest. Tourists who have never traveled abroad will definitely use travel agencies for outbound travel, and most of the line arrangements of travel agencies can fully meet their outbound travel needs. The most concerned problem for such tourists to book hotels for outbound travel is language barriers, and they often choose to book hotels online. For tourists who travel abroad occasionally, outbound travel occasionally resorts to travel agencies, and the route arrangements of travel agencies cannot meet their outbound travel needs. Such tourists are most concerned about safety when booking hotels for outbound travel, and they usually choose to book hotels through arrangements by travel agencies or reception by family and friends. Tourists who travel abroad often do not use travel agencies for outbound travel. The most concerned issues for this type of outbound travel to book hotels are hotel prices and hotel comfort, and hotel booking methods are also more diverse.

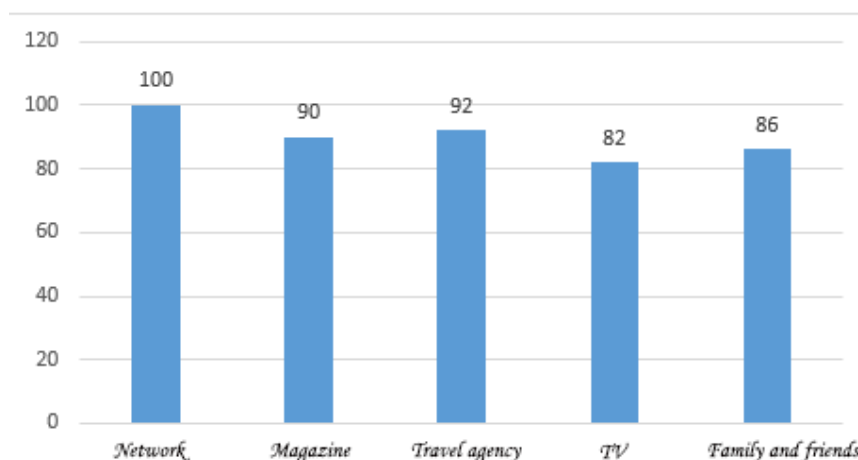


Fig. 2. Bar graphs of channels for obtaining tourist information

CONCLUSION

The improvement of international air routes can promote the increase in the number of international tourists to a certain extent, thereby enhancing the development level of inbound tourism. The construction of scenic spots is not a decisive factor in attracting the increase of inbound tourists, but a key factor in maintaining the number of inbound tourists. To increase inbound tourists cannot simply increase the number of hotels, but also pay attention to hotel safety and personalized service quality. Although the construction of travel agencies and tourism academies is not a decisive factor in increasing inbound tourists, it is a key factor to tap potential inbound tourists. The per capita GDP of the source country plays an important role in the development of inbound tourism. The improvement of the economic level of the source country can promote the increase in the number of international tourists, thereby enhancing the development level of inbound tourism. The "One Belt, One Road" strategy plays an important role in the development of inbound tourism. It can promote the increase in the number of international tourists to a certain extent, thereby enhancing the development level of inbound tourism.

To promote the development of inbound tourism, it is necessary to strengthen tourism promotion and cultural output. At the same time, the government provides tourism policy support, tourist attractions enhance humanized services, strengthen infrastructure transportation, strengthen tourism industry management, improve domestic economic development, and implement the concept of green and safe development .

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