A Research on how to Improve the International Competitiveness of Tourism Service Trade in Anhui Province after the COVID-19 Epidemic

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Abstract

After the COVID-19 Epidemic,the demand of foreign tourists is temporarily restrained, and the factors restricting to enhance the competitiveness of Anhui province tourism service trade are more complicated.Under the normal situation of the epidemic, in order to maintain the foreign tourism market and to enhance the international competitiveness of tourism service trade, Anhui Province should excavate deeply the cultural value of Anhui, build world-class Scenic spot, and innovate tourism products with local characteristics to provide differentiated tourism experience, continuously enhance the international influence of Anhui's tourism brands through online publicity,thus ensure to meet the demand of overseas tourists in time after the epidemic.

Keywords

Anhui province; *Trade in tourism services*; *after the COVID-19 Epidemic*

Introduction

With the normalization of the epidemic, there have been profound changes in the way of people Travel , but with the increase in disposable income, tourism has become an important way for people to enjoy themselves and broaden their horizons. Although under the normalization of the epidemic, the inbound tourism is restrained, but after the COVID-19 Epidemic, the inbound tourism will face a gradual recovery, s the development of inbound tourism faces challenges and opportunities.

Analysis of the current situation of Anhui tourism service trade

The tourism resources are rich and diverse, the regional characteristics are obvious

Anhui province is rich in tourism resources, including World Heritage Sites, famous cultural cities and intangible cultural heritage, as well as primitive ecological landscapes. By integrating tourism resources, it has formed eight main tourism themes: Red Culture Tour, Huizhou culture tour, mountains and rivers tour, Dabie Mountains Tour, Chaohu Lake leisure vacation tour,"Huai River Style"tour, Tianchang Historical Sites Tour and northern Anhui Culture Tour. In addition, Anhui Province actively takes advantage of the development opportunities of the Yangtze river delta economic belt to optimize the allocation of cultural and tourism resources and promote scientific development and construction through regional cooperation and joint development of the Yangtze River Delta, we will jointly cultivate a number of world-class tourism and leisure

destinations, constantly improve the supply of tourism services and promote the internationalization of Anhui tourism.

International tourism cooperation was carried out orderly

Anhui province has strengthened cooperation with Hong Kong, Macao and Taiwan through various forms of tourism cooperation projects, such as“Huizhou humanities research line”,“Hong Kong, Macao and young people studying in the mainland recommended products”, the product organizes young people from Hong Kong and Macao to visit the state-level laboratories, Huangshan, Hongcun and rice paper cultural parks of the Chinese University of Science and technology, young people from Hong Kong and Macao will be able to gain an intuitive understanding of Chinese traditional culture, scientific and technological innovation and economic development achievements, thus further enhancing their recognition and feelings for the motherland. In addition, Anhui province continues to expand its tourism cooperation with neighboring countries, such as: Southern Anhui International Cultural Tourism Demonstration Zone in 2015 with ASEAN ten countries to establish a regular tourism cooperation mechanism. Through the international tourism cooperation, the international influence of tourism service trade in Anhui province is constantly enhanced.

International foreign exchange tourism income continue to grow

In recent years, with the further development and utilization of tourism resources in Anhui Province, the number of inbound tourists to Anhui is increasing year by year. International foreign exchange revenue increased year by year, reaching US $117,9181,190 in 2011 and US $338,7689,000 in 2019, an average annual growth rate of 12.44 percent, significantly faster than the average GDP growth rate of Anhui province of 9.4 percent in the same period. In 2020, due to the global covid-19 pandemic, the number of inbound tourists has dropped significantly, and international foreign exchange tourism income in Anhui province has dropped to US $274.658 million. However, with the alleviation of the epidemic, both inbound 2021 tourists and international foreign exchange tourism income have increased. We believe that the number of inbound tourists will continue to increase in the later stages as the epidemic situation further eases, foreign exchange tourism revenue in Anhui province is expected to gradually recover to the same level in 2019.

The number of inbound tourists is increasing year by year, and the source is stable

In recent years, with the improvement of the tourism service environment and the improvement of the tourism service quality in Anhui Province, the number of inbound tourists to Anhui has been increasing year by year. In 2011, the number of inbound tourists was 2628,662, and in 2019, it increased to 655,7805, the average annual growth rate was 10.69% . In 2020, due to the global covid-19 pandemic, the number of inbound tourists to Anhui dropped significantly, with 692,652 inbound tourists, a drop of 89.4% compared with 2019. However, the number of 2021 tourists has increased as the outbreak has eased. It is believed that the number of inbound tourists will continue to increase in the later stages as the outbreak has further eased.

Analysis on international competitiveness of Tourism Service Trade in Anhui Province

Analysis of total export volume of tourism service trade

From the national ranking, we can see that from 2011 to 2019, the ranking of inbound overnight tourists in Anhui province was relatively stable in the whole country, basically around 12th, although in 2020 faced with epidemic and other unstable factors, but it rose to No. 7 in the country's top 10. Between 2011 and 2020, the foreign exchange earnings of international tourism in Anhui Province rose steadily in the national ranking, and the ranking was slightly better than that of inbound overnight visitors in the same period, especially in the top 10 for the three years from 2018 to 2019, this shows that the inbound tourists to Anhui province tourism service quality more recognized, per capita consumption is higher. On the whole, the export competitiveness of tourism service trade in Anhui province has been improved steadily in both quantitative and qualitative aspects in recent years.

A comparison with Jiangsu province shows that between 2011 and 2020, Anhui province lagged behind Jiangsu province in terms of foreign exchange earnings for inbound overnight tourists and international tourism. This was because Anhui province as a whole lagged behind Jiangsu province in socio-economic development, however, with the continuous promotion of tourism service trade in Anhui Province in recent years, and the improvement of its own competitiveness in tourism trade exports, the gap between the two provinces continues to shrink, therefore, the competitiveness of Anhui tourism service trade is improving.

Form 1:*Comparison of total export volume of tourism service trade between Anhui Province and Jiangsu province(2011-2020)*

year	Inbound overnight visitors		Foreign Exchange earnings from international tourism	
	Anhui	JiangSu	JiangSu	江苏
2011	12	3	12	3
2012	12	3	12	2
2013	10	6	12	10
2014	10	7	10	6
2015	12	10	10	6
2016	12	10	10	5
2017	12	10	10	5
2018	12	10	7	4
2019	13	12	9	5
2020	7	5	8	4

Export contribution rate

The contribution of the trade in tourism services in Anhui province increased first and then declined, reaching a peak of 0.0879 in 2017, and then tended to decline. However, the contribution rate in 2018 and 2019 was still greater than the contribution rate before 2016, indicating that the export competitiveness of the tourism service industry in Anhui province has increased with the development of the tourism industry, but in 2020,

the tourism industry was affected by covid-19, and the foreign exchange income of international tourism dropped precipitously, the export growth rate dropped to 0.0058, the lowest in recent years, which brought a huge challenge to the recovery of tourism under the situation of normalizing the epidemic.

Form2:Anhui ProvinceExport contribution rate in tourism services(2011-2020)

year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Export contribution rate	0.0636	0.0543	0.0572	0.0578	0.0612	0.0781	0.0879	0.0823	0.0793	0.0058

Indicative Comparative Advantage Index

The RCA is used to measure the performance of the industry or product relative to other export products in the region. When the RCA < 0.8, the product is in a weak position in the region's export products; When 0.8≤ RCA ≤1.25, the export competitiveness of the product will reach the local average level and there will be no obvious competitive advantage. When 1.25≤ RCA ≤2.5,The products have strong international competitiveness in the export commodities of this region; when RCA > 2.5, the product has more strong international competitiveness in the regional export commodities.

Form3:Anhui Province RCA in tourism services(2011-2020)

year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
RCA	2.753	2.446	2.673	2.602	1.378	1.502	1.776	1.781	1.68	1.261

2011-2014, the RCA is exceeded or approached 2.5 ,After 2015, the RCA index declined, but all were greater than 1.25, showing that the trade in tourism services in Anhui province still has an obvious competitive advantage over other export products in the province, but this advantage has declined after 2015. while Anhui Province develops other export products in the future, we can also develop the competitive advantages of tourism service trade and obtain higher economic returns.

Suggestions on improving the competitiveness of tourism service trade in Anhui Province

Resuming tourist demand from inbound tourists orderly

In 2020, the covid-19 pandemic hit the world, and the global tourism industry was hit hard. Now, under the normalization of the epidemic, under the premise of good epidemic prevention and control measures, the orderly recovery of passenger travel demand. First, with the gradual recovery of the domestic tourism market, some tourists from overseas travel to domestic travel, Anhui province can seize this part of the increase, do a good job in tourism publicity, optimize the supply of tourism products, to meet the needs of tourists, in-

crease the income from tourism. Second, although the epidemic has become normal and the pure demand for inbound tourism has been curbed, the usual inbound business travel is recovering. Anhui province can tailor its tourism products to the inbound tourists who come to Anhui for business travel, increase foreign exchange earnings from international tourism. Third, under the normalization of the epidemic, although the demand for inbound tourism is restrained, the overseas tourism market can not be lost. Through online publicity, the international influence of Anhui's tourism brands can be continuously enhanced, for the post-epidemic era of overseas tourism market recovery to do a good job of promotion.

While protecting and developing, digging deeply into the cultural value of the emblem, building a world-class tourist attractions

It is necessary to develop tourism resources in order to bring into play the economic benefits of tourism resources. With the continuous improvement of residents' income, People's travel quality requirements are increasing, no longer satisfied with the simple natural scenery, but more lies in the experience of local customs and historical charm. The development of tourism resources in Anhui province is uneven, and the development of tourism resources in southern Anhui province is relatively adequate, but it still has deep value. For example, Anhui culture is the characteristic resource and important competitiveness for Huangshan City to build an international tourism destination, build a world-class tourist destination by further exploring insignia's cultural values and expanding the influence of cultural tourism. The utilization rate of tourism resources in northern Anhui province is low, which needs further development. Local government agencies should, on the premise of protecting tourism resources, attract investment, develop tourism resources in accordance with market demand, and create tourism products with local characteristics in the light of local customs and historical heritage, by gradually excavating the economic benefits and humanistic value of tourism resources, and then publicizing and promoting them, increasing their international fame and attracting international tourists to visit, the utilization rate of tourism resources has been increased, it also provides a source of funds for the protection of tourism resources.

Further improving tourism-related facilities and services

The development and utilization of tourism resources can not be separated from related supporting facilities and services. The relative supporting facilities and services are more perfect in the more mature scenic spots of tourism resources development in Anhui province, but the less mature scenic spots are relatively backward in the development of supporting facilities and services, in turn, it restricts the development and utilization of tourism resources. MACRO: the local government can improve the investment environment, attract investors to build supporting facilities, and provide good conditions for tourists; Improve the environment around the scenic spots, so that tourists are happy to travel. Micro-aspect: the scenic spot can optimize the supporting entertainment and leisure facilities, provide diversified tourism and leisure services, attract tourists to visit, and develop tourism-related business, such as: shopping, gourmet food, folk performances, farm music, and so on, to enrich the tourist's tour items, enhance the tourist experience. In addition, the local government can jointly develop and build the scenic spots with the residents of the scenic spots, so that the residents nearby can provide supporting tourism services such as home lodgings and farmhouses, thus mobilizing the enthusiasm of the local residents to develop and build tourism resources, it also brings a different travel experience

for tourists.

Innovativing tourism products to provide differentiated tourism experience

The key to bring into play the economic benefit and humanistic value of tourism resources is to provide tourism products that meet the market demand. The design of tourism products should first be based on the characteristics of local tourism resources, but also in line with the needs of customers. The development of new tourism products in southern Anhui, where the development of tourism resources is more mature, should keep pace with the times. For example, Huangshan City should make use of its international influence to give full play to Huangshan City's unique ecological and human resources advantages, to develop more new forms and products of leisure and vacation that can offer in-depth experiences, to highlight the charm of insignia culture, to tell Chinese stories well, and to build world-class tourist attractions and resorts with rich cultural heritage, let more international tourists experience the beauty of traditional culture and the beauty of advanced socialist culture. As for the scenic spots which are not mature enough in the development of tourism resources, they can be built into small and beautiful scenic spots, such as national historic cities, which can combine local characteristics and deeply excavate the historical and cultural values, developing differential tourism products, such as parent-child tour, Study Tour, Gourmet tour and folk custom experience, not only inherits the history and culture, but also allows tourists to experience the unique local customs.

Strengthening international tourism cooperation and enhance international influence

Although inbound tourism is restricted under the normalization of the epidemic, with the mitigation of the epidemic, non-contact services and electronic payments, and the widespread use of robots, inbound tourism will gradually resume, and the tourism industry should plan in advance, to prepare for the revival of inbound tourism. First, we will build world-class scenic spots and tourist routes, such as World Heritage Tours in southern Anhui, Huangshan City tourism and leisure resorts, cultural tours in Mount Jiuhua, and trips to the Happy Wanjiang River, to provide inbound tourists to Anhui tourism with local characteristics and cultural charm of tourism products. Secondly, we will make extensive use of online media and social networking platforms to promote insignia's cultural tourism service brands, enhance their popularity and reputation, and make more inbound tourists come to Anhui for tourism. Third, improve the quality of tourism service personnel, provide quality services. Inbound tourists come to a foreign land, language barrier, unfamiliar with the traffic, the quality of tourism service personnel requirements are higher. Service staff warm and thoughtful service, careful explanation, not only to win a good reputation, but also through inbound tourists will be able to spread Chinese culture to the world, to show the global culture self-confidence. Finally, actively with foreign travel agencies or platforms to carry out international tourism cooperation, expand cooperation channels, Anhui tourist attractions on the shelves of foreign-related platforms, for foreign tourists to choose, ensure timely response to overseas travel needs after the COVID-19 Epidemic.

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