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Research and Analysis on the Driving Force of China's Tourism Industry Development

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***Abstract*—** *China's economic development has entered a new era. As a tertiary industry, tourism industry has also developed into a major development industry in China. Under the background of China's supply side structural reform, from the five aspects of new tourism technology, new tourism industry, new tourism model, new tourism management and new tourism system, this paper constructs the driving force factors of China's tourism industry development, builds the hypothesis model and designs the questionnaire, carries out descriptive statistical analysis and structural equation model analysis. In order to promote the supply side structural reform of tourism industry, it is urgent to explore the driving force of China's tourism transformation and drive the transformation and upgrading of tourism industry.*

***Keywords*—** *Supply side structural reform,Tourism,Transformation driving force, Structural equation model.*

I. INTRODUCTION

In the report of the meeting of the central leading group of Finance and Economics on November 10, 2015, the term "supply side reform" appeared for the first time. In the same year, the central government clearly proposed in the report of the economic work meeting that: we should deepen the strength of supply side structural reform and promote the sustainable and efficient development of economy on the basis of the connection with China's national conditions. The so-called supply side structural reform is to promote the adjustment of economic structure, correct the distortion of factor allocation, expand the effective supply, improve the adaptability and flexibility of seeking transformation driving force to demand change, improve the total factor productivity, better meet the needs of the masses, and promote the sustainable and healthy development of economy and society.

At present, there are some problems in the driving force and path of domestic tourism industry, such as low quality of tourism products, poor service level, low quality of personnel, unbalanced labor supply and so on. Even the infrastructure of tourism products, regional brands, industrial products and so on also affect the increase and development of tourism industry. New tourism technology and consumer satisfaction. Many studies believe that new tourism provides different consumer experience through advanced science and technology, and new tourism technology directly affects the evaluation and satisfaction of consumers. (2019)

According to Yang Lixun and Yin Shulu (2008), the application of artificial intelligence to tourism prediction can fully understand the needs of tourism consumers by means of fuzzy time series of genetic algorithm, grey theory, neural network model, support vector machine and other methods.

Chen Yue (2017) studies the new way of Chinese culture and art dissemination through "Internet + tourism", which is conducive to the writing of cultural art and promoting the transformation and development of tourism industry.

Through the application of big data, zhanyan will upgrade the experience and service of smart tourism destinations, promote the technological transformation of smart scenic spots, and make the tourism destinations move into smart windows in the way of micro mall, so that the service of tourism platform for consumers will be more accurate (2019).

Wang Yan found that the use of smart tourism platform and rural tourism full docking, Yantai rural tourism will be built into a characteristic tourist spot, and linked with the development of related industries. In the supply side structural reform of tourism industry, the driving force of tourism transformation is the top priority. In the long-term development of China's tourism industry, there are serious problems such as demand spillover and resource loss. The supply side structure is unreasonable and unbalanced, which can not meet the demand side diversified and upgraded market demand (2019).

Therefore, in the context of supply side structural reform, we should explore the driving force of China's tourism transformation, tap tourism resources, promote the sustainable, rapid and healthy development of China's tourism industry, and provide a lasting impetus for the steady growth of the national economy and the adjustment of the structure.

This paper constructs a conceptual model of the driving force of China's tourism transformation in the context of supply side structural reform (Figure 1). Using amos24.0 software and structural equation model, it studies the internal relationship between the driving force factors of China's tourism transformation, and constructs a complex causal model to verify the internal relationship of the driving force factors and its impact path. In order to make the research of structural equation model have reliability and pertinence, repeated tests, elimination and model modification were carried out. Finally, 32 variables were selected as the factors of structural equation model, and the effect was good. According to the analysis of key factors of consumer participation, it is classified into new tourism technology factors: Q1, Q2, Q3, Q4, Q5; new tourism industry factors: Q6, Q7, Q8, Q9, Q10; new tourism model factors: Q11, Q12, Q13, Q14; new tourism business factors: Q15, Q16, Q17, Q18; new tourism system factors: Q19, Q20, Q21, Q22;

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consumer satisfaction factors: Q23, Q24, Q25, Q 26. Q27; consumption expectation factors: Q28, Q29, Q30, Q31,Q32.

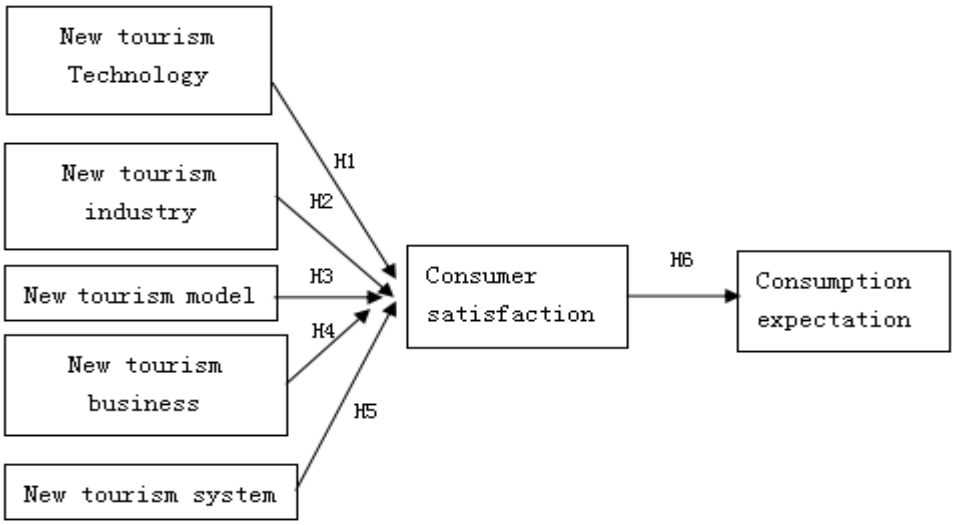

Fig. 1. Conceptual model of driving force of China's tourism transformation in the context of supply side structural reform

II. RESEARCH DESIGN

2.1 Questionnaire design and research sample

In this paper, SPSS statistics 24.0 software is used to measure the mean value, standard deviation and correlation coefficient of each factor, and carry out descriptive statistical analysis to judge the basic level of each factor and the state of data distribution. See Table 1 for the statistical results. It can be seen from the table that the mean value and standard deviation of the items of each factor meet the normal distribution condition, and the data of the questionnaire can be directly used for reliability and validity analysis. The correlation coefficients of the seven variables of new technology factor, new industry factor, new model factor, new management factor, new system factor, customer satisfaction factor and consumption expectation factor are all less than 0.5, and the P-value is significant. The collinearity problem does not exist, so the reliability and validity of the next step can be tested.

2.2 Descriptive statistics

In this paper, SPSS statistics 24.0 software is used to measure the mean value, standard deviation and correlation coefficient of each factor, and carry out descriptive statistical analysis to judge the basic level of each factor and the state of data distribution. See Table 1 for the statistical results. It can be seen from the table that the mean value and standard deviation of the items of each factor meet the normal distribution condition, and the data of the questionnaire can be directly used for reliability and validity analysis. The correlation coefficients of the seven variables of new technology factor, new industry factor, new model factor, new management factor, new system factor, customer satisfaction factor and consumption expectation factor are all less than 0.5, and the P-value is significant. The collinearity problem does not exist, so the reliability and validity of the next step can be tested.

TABLE 1. Descriptive statistical analysis and correlation coefficient of each variable

Measurement variables	mean value	standard deviation	1	2	3	4	5	6	7
1. New Tourism Technology	4.93	1.616	1.00						
2. New tourism industry	4.74	1.660	0.456**	1.00					
3. New tourism model	4.99	1.711	0.236**	0.463**	1.00				
4. New tourism business	4.76	1.668	0.345**	0.422**	0.435**	1.00			
5. New tourism system	4.78	1.367	0.033	0.053	0.133	0.326**	1.00		
6. Consumer satisfaction	4.89	1.332	0.222**	0.295**	0.376**	0.356**	0.211**	1.00	
7. Consumption expectation	5.12	1.442	0.275**	0.252**	0.255**	0.234**	0.256**	0.267**	1.00

2.3 Reliability Analysis

In this paper, Cronbach's alpha reliability coefficient is used to test the consistency of each measurement variable. SPSS 24.0 is used to test the reliability of 32 questions eliminated by factor analysis. Using alpha model, Cronbach's alpha comprehensive value is 0.973, which indicates that the questionnaire has good stability and reliability, and the consistency among the questions is good. Cronbach's α values of new tourism technology factor, new tourism industry factor, new tourism model factor, new tourism management factor, new tourism system factor, consumer satisfaction factor and consumption expectation factor are 0.845, 0.863, 0.827, 0.792, 0.860, 0.873 and 0.865, respectively, which are greater than 0.7, indicating that each dimension has good reliability, indicating that the questionnaire has good stability and

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credibility Degree, the consistency among the questions is good.

III. Empirical Analysis

This paper uses SPSS Amos 24.0 statistical software to analyze the driving force of China's tourism transformation in the context of supply side structure. Through the two-stage linear structure relationship analysis method, the reliability and validity of each observation variable and potential variable have been tested, and the available factor structure has been determined, and the structural equation model has been established. Combined with the conceptual model of China's tourism transformation driving force in the context of supply side structure shown in Figure 1, the structural equation model of China's tourism transformation driving force is established, as shown in Figure 2.

In the confirmatory factor analysis model, the acceptable standards of fit include absolute fit index and relative fit index. The absolute fitting index includes: Cmin / DF is chi square divided by degrees of freedom, the smaller the better, Cmin / DF = 2.663 of this research model, which meets the requirements; GFI is the goodness of fit index, the closer the 1 is, the better the model suitability, GFI = 0.921 of this research model, which meets the ideal value; CFI is the comparative fitting index, whose value is between 0 and 1, CFI > 0.9 indicates that the fitting effect is good, and CFI of this research model is good= 0.831, slightly lower than the ideal value; RMR is the root mean square of the residual, the smaller the better, the model RMR = 0.145, in line with the requirements; RMSEA is the approximate root mean square residual, when RMSEA < 0.08, it can be judged that the fitting effect is better, RMSEA = 0.073, the value of the model is significant. The relative fitting index includes: NFI is the standard fitting index, NFI > 0.9 indicates that the fitting effect is good, NFI = 0.835, slightly lower than the ideal value; TLI is to adjust the NFI from the angle of freedom, TLI > 0.9 indicates that the fitting effect is good, TLI = 0.882, slightly lower than the ideal value.

Although the relationship established by the structural equation model has passed the significance test, Cmin / DF, GFI, RMR and RMSEA all reach the ideal value, CFI, NFI and TLI are slightly lower than the ideal value, and the model still needs to be modified.

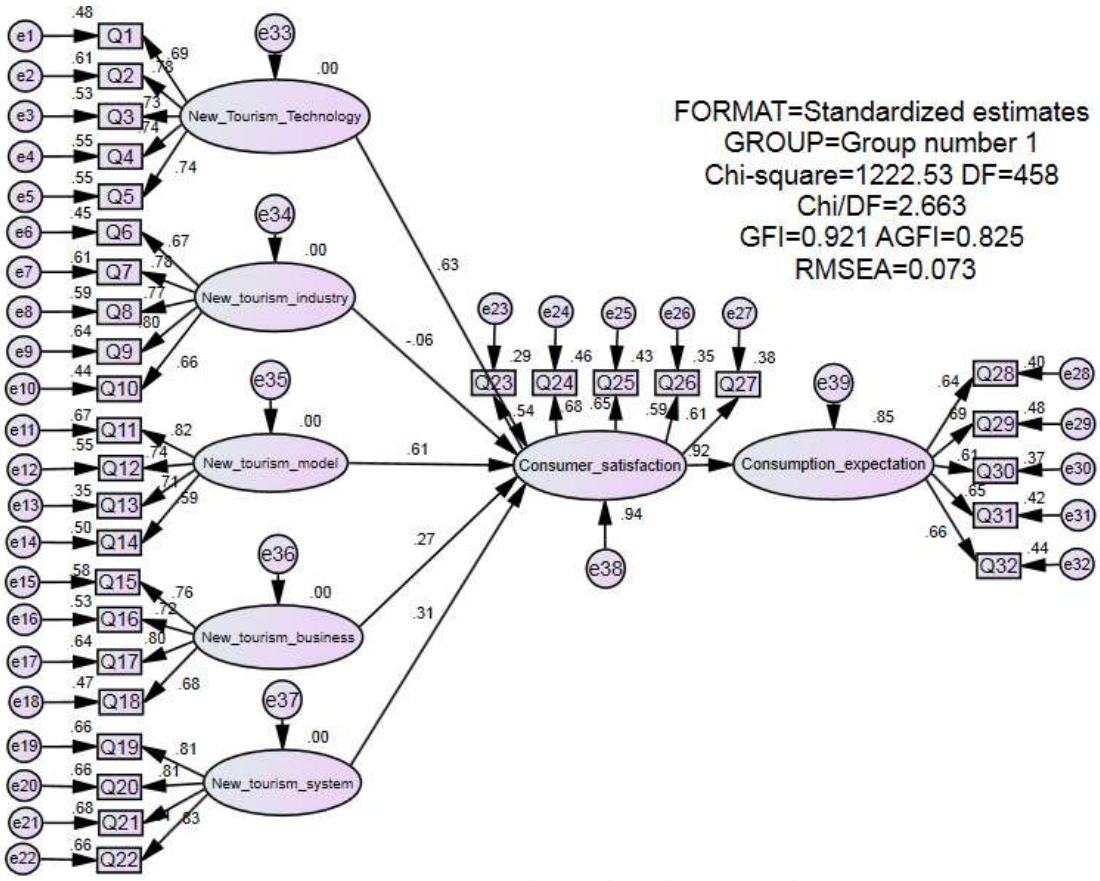

Fig. 2. Structural equation model of driving force of tourism transformation

It can be seen from table 2 that new tourism demand has a significant impact on consumer satisfaction (β = 0.63, P < 0.001), indicating that the more new tourism technology, the higher consumer satisfaction, assuming H1 is established; new tourism industry has a positive impact on consumer satisfaction (β = 0.06, P < 0.001), although the impact is small, the more attractive the new tourism industry, the higher consumer satisfaction, assuming H2 is established; The new tourism model has a positive impact on consumer satisfaction (β= 0.61, P < 0.001). The more diverse the new tourism model

is, the higher the consumer satisfaction is, assuming H3 is established; the more diverse the new tourism business model is, the higher the consumer satisfaction is, assuming H4 is established; the more diverse the new tourism business model is, the higher the consumer satisfaction is, assuming H4 is established; the more satisfied the new tourism system is, the higher the consumer satisfaction is 1, $P < 0.001$ has a positive impact, the higher the security of the new tourism system, the higher the consumer satisfaction, assuming H5 is established; consumer satisfaction has a positive impact on consumer expectations ($\beta = 0.92$, $P < 0.001$), the higher the consumer satisfaction, the higher the consumer expectations, assuming H6 is established.

TABLE 2. Estimation of path coefficients of structural equation model of driving force of tourism transformation in China

Route	Standardization coefficient	Non standardization	S.E	C.R.	P
Consumer satisfaction← New tourism Technology	0.63	0.410	0.059	6.904	***
Consumer satisfaction← New tourism industry	0.06	0.041	0.032	1.288	***
Consumer satisfaction← New tourism model	0.61	0.308	0.042	7.296	***
Consumer satisfaction← New tourism business	0.27	0.157	0.034	4.668	***
Consumer satisfaction← New tourism system	0.31	0.160	0.030	5.349	***
Consumption expectation← Consumer satisfaction	0.92	1.121	0.156	7.194	***

IV. Research Conclusions and Policy Recommendations

Under the background of supply side structural reform, based on the concept of transformation driving force of China's tourism industry, this paper discusses five factors of transformation driving force of China's tourism industry through an effective questionnaire survey of consumers. The results show that: new technology factor, new industry factor, new model factor, new management factor and new system factor all have a positive impact on consumer satisfaction, and the driving force of tourism transformation has a significant positive impact on consumer satisfaction, and consumer satisfaction has a positive impact on consumer expectations.

Based on the above research, in order to promote the driving force of the transformation of China's tourism industry, with "innovation" as the core, and effectively develop China's tourism industry, we can start from the following three aspects:

4.1 Innovation of new tourism Technology

At present, it is in the new era opportunity period. Only by making good use of the transformation driving force and following the trend, can the tourism industry really glow with vitality. Data penetration makes the matching of tourism service supply and demand more efficient; intelligent voice recognition enables "tmall genie" to open the technological life of hotel guests; the Internet of things makes shared bicycles everywhere, and the connection of itinerary is no longer a problem; mobile Internet enables shopping and food in tourism to be mastered. Whoever can fully tap the energy of digital technology and make good use of it will be the "innovation pioneer" of tourism enterprises in the new era. "VR technology" enables consumers to enjoy the beautiful scenery and the exquisite historical relics at home. The two forces of "young group consumption promotion" and "strong digital technology promotion" interact and resonate. Innovation of new technology will greatly change the face of tourism in the new era and promote the supply side reform of tourism.

4.2 Explore new tourism industry

Nowadays, the tourism industry is not only limited to 5A scenic spots, museums and other tourism industries, but also has new industries such as self driving tour, night tour, industrial tour and tea tour integration, which constantly explore new tourism industries, integrate with other industries, and create profit value. For example, we should pay attention to the cultural value of health care tourism, actively create a new industrial form of "green health care + cultural tourism", and constantly promote the green ecological health care tourism and other industrial projects. In the development process of high-quality and excellent services, we should make use of unique "medical culture" to build a "hot spring culture" health care tourism. "Tourism + industry" will continue to generate new transformation power, promote the structural adjustment, transformation and upgrading of China's tourism industry.

4.3 Explore new tourism model

With the development of global tourism, there are emerging models in tourism industry. Some tourists like a free and comfortable self driving tour, some tourism enterprises have launched a personalized one-to-one customized tourism mode, and some have a new mode of sharing tourism. To some extent, these new models are driving the development of tourism. The new mode of rural tourism has developed rapidly, and the characteristic homestay has also developed rapidly.

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