

Analysis of the Influencing Factors on Inbound Tourism

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Abstract. This paper analyzes and predicts the current inbound tourism from six aspects: travel population, travel reasons, tourism consumption, public transportation, social environment and time proportion. There are many other human factors that play a role, such as the capacity of scenic spots or the protection of natural resources. There will be this different impact. With the continuous development of the times, tourism has become one of the most important industries in the world. The income and impact it brought are very large. At present, the research on this aspect needs to be improved. The results show that in the past five years, the inbound foreign exchange income of cities has shown a growing trend, because it is affected by many factors, which can be used to predict the future development trend. The foreign exchange earnings of inbound tourism in Inner Mongolia have achieved a steady increase from 2010 to 2020.

Keywords: Inbound tourism; foreign exchange earnings; influencing factors.

1. Introduction

Tourism is one of the most important industries in the world today. As a new growth point of China's national economy and the main force of leisure economy, tourism plays an important role in all aspects of China's economic development in the new century [1]. The Chinese government attaches great importance to the development of tourism and the solid foundation laid since the reform and opening up. The implementation of reform and opening up has provided a new opportunity and broader space for inbound tourism. China's tourism industry has maintained a healthy, sustained and rapid development trend. In this new era, people have improved their material life while enriching their spiritual life, and are biased towards travel consumption [2, 3]. In 2012, the number of inbound tourists in China rose to the third place in the world, but with the rapid development of tourism, China's research on tourism needs to be improved. According to the data analysis of the number of domestic tourism population from 2001 to 2012, the number of tourism population in China is on the rise. It can be seen that more and more people begin to accept the relaxation of tourism, which is related to many factors, such as economic income, the change of consciousness, the change of social environment and so on [4].

By comparing the foreign exchange income of inbound tourism in various provinces in recent years, the foreign exchange income has increased steadily year by year [5, 6]. Further analysis and calculation to all aspects of the foreign exchange income and some aspects of the higher degree of correlation.

For example, according to the analysis of the inbound foreign exchange income data of Inner Mongolia in the past 20 years, it is concluded that the region has experienced a total of three stages of development. The first stage is the stage of not paying attention to free development. The data at this stage are characterized by a small number of tourists and slow development. At that time, the main source of tourists was mainly foreign government personnel who came to Inner Mongolia on business. In the second stage, due to the government's opening of border trade tourism, the local tourism industry was rapidly promoted, which led to the doubling of the economy. Gradually transform tourism from resource advantages into product advantages. During this period, the tourism industry in Inner Mongolia was in a growth stage as if the life cycle. In the third stage, due to the continuous attention and publicity of the government, people's understanding of the region was deepened, and the average growth rate of the number of inbound tourists in recent years reached about 10% [7]. Because of its unique grassland landscape and natural and cultural environment and

accompanied by strong publicity, people began to understand and yearn for this place, making the development of tourism eventually led to a stable and substantial economic growth [8]. In addition, according to the data of per capita tourism consumption of tourists in Liaoning Province from 2001 to 2012, a comparative analysis was carried out, showing a clear trend of doubling and rising [9].

In addition, many cities also have the phenomenon of overloaded reception of guests in scenic spots. The congestion and accidents caused by excessive tourists will also reduce the attraction of tourists to come and consume [10]. Moreover, in the era of turbulent international situation and frequent natural disasters, the rapid changes in the human and social environment have impacted the development of China 's tourism industry to a large extent, making China's three major tourism markets in the future face great challenges.

Therefore, combined with the comprehensive analysis of various factors and brought into the calculation, the degree of correlation and the size of the impact can be obtained. This paper will focus on the six factors of tourism population, tourism consumption, tourism time proportion, fiscal revenue brought by tourism, social development and public transportation to study and analyze its development characteristics and aspects and speculate its future development trend, and select a suitable model to further study and analyze the impact of tourism in these aspects.

2. Method

2.1. Date Source

This literature data is derived from the Mark data website, which is compiled through the National Bureau of Statistics-National Annual Data Compilation.

Table 1. Foreign exchange earnings of public transport

Index name	2019	2018	2017	2016	2015
Railway	14.1	13.52	49.52	53.2	43.2
Car	15.93	13.72	29.43	31.6	32.5
Civil aviation	369.02	333.53	304.87	290.6	294.8
Ship	2.85	5.54	65.65	71	78

Table 1 shows the mode of transportation used by the inbound tourist population. The data range is from 2019 to 2016. Among them, the number of people who choose civil aviation is the largest, and car tourism is decreasing. Table 1 shows the mode of transportation selected by passengers in inbound tourism. The modes of automobile, railway and ship are decreasing year by year with the continuous progress of science and technology. Through civil aviation tourism, it has gradually become the main body of people's choice of travel mode. More people begin to accept the rapid development of aircraft. Previously, due to the high cost and the lack of scientific and technological development, most people will not choose this method, and now it is widely accepted and adopted.

Table 2. Number of Entry Causes in Recent Years

Index name	2019	2018	2017	2016
business	628.47	614.7	569.68	579.74
Leisure	1740.31	1068.57	1593.04	1051.15
Visit	143.17	132.24	110.28	96.19
Employee	744.86	744.86	633.91	471.75
Other	1685.4	1694.74	1387.4	949.55

Table 2 shows the number of inbound tourists. Most of the data are concentrated in inbound tourists for sightseeing and leisure.

2.2. Research Program

In this paper, the Probit regression model is used to determine whether there is an impact as the dependent variable (Y), and the six factors are independent variables (X), where 0 is no and 1 is yes. Next, this paper uses SPSSPRO to analyze the relationship between X and Y, that is, the relationship between six factors on whether to increase tourism foreign exchange income. And by bringing in the formula calculation, the correlation degree analysis is obtained.

3. Results and Discussion

3.1. Descriptive Analysis

The data used in this paper include five variables (entry number, foreign exchange income, social environment, public transportation, and entertainment consumption). The data range is from 2000 to 2021, and the national data are analyzed. The indicators explain all the costs of transportation, browsing, accommodation, catering, shopping, and entertainment during inbound tourists' travel and browsing in China (mainland).

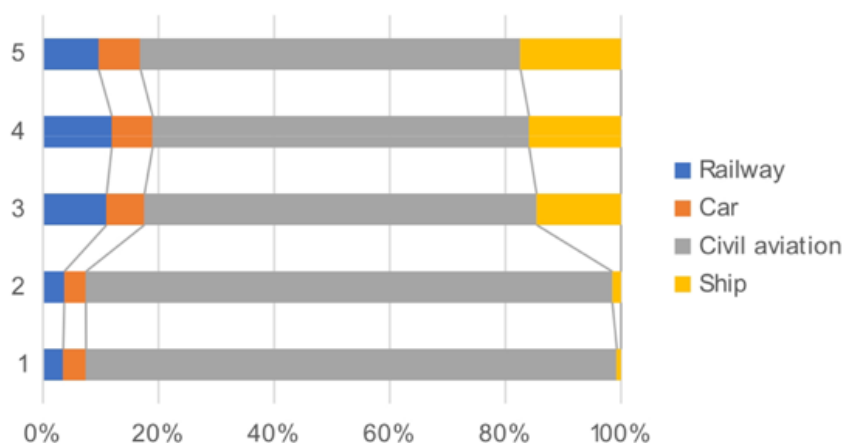


Fig 1. Proportion of various modes of transportation in 2019

It can be seen from the above figure 1 that the way of civil aviation tourism has accounted for the vast majority in 2019, and people have almost no choice of ships as a way of travel. The main reason for the change of people's ideas is the general improvement of the education level of social development. And in the context of a well-off society, more people are willing to spend money and save time in order to enjoy the process of tourism more easily and happily. Instead of spending most of your time on the road. At the same time, there are also reasons for the continuous progress of science and technology. Because the technology is not perfect and mature, the previous society has led to the three major shortcomings of civil aviation and high-speed rail transportation, which are expensive, the speed advantage is not obvious and the probability of failure is too large.

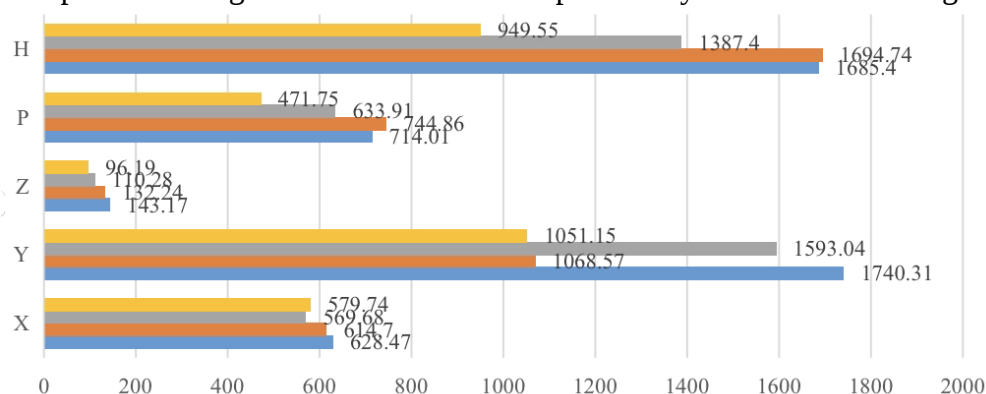


Fig 2. The proportion of inbound tourism reasons in each year

X to H represent visiting relatives and friends, sightseeing and leisure, service staff, conference business and other reasons respectively. It can be seen from Figure 2 that the number of conference / business inbound tourists and tourists visiting relatives and friends tends to be stable, and the number fluctuates around 600 and 200. Mainly sightseeing leisure tourists accounted for a large proportion.

Therefore, it can be seen that although the inbound international tourism is showing a steady upward trend, the proportion in the tourism industry recognizes that domestic tourism accounts for the majority, and domestic tourism dominates the overall trend of the tourism industry. It shows that efforts still need to be made to develop. The government should also introduce and continuously improve policies for the inbound population. It can also increase investment in public facilities to improve public transportation and sanitation facilities. At the same time, guide tourism institutions and inbound tourists to actively assume social responsibility. Comprehensive development of green tourism.

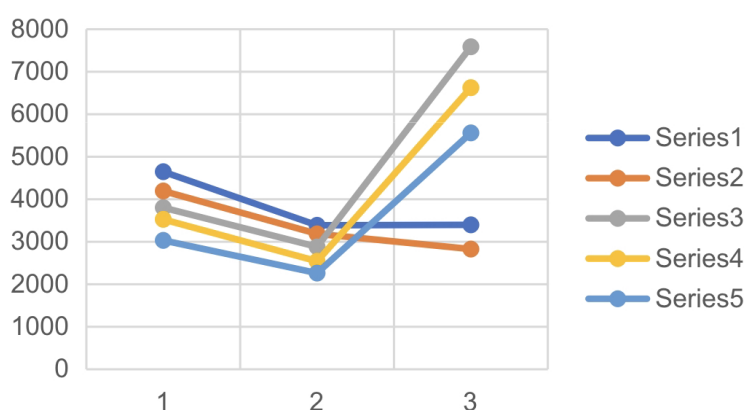


Fig 3. Inner Mongolia 's foreign exchange earnings from 2016 to 2020

Series 1to 5 is represents 2016 to 2020. Figure 3 shows that the foreign exchange earnings of inbound tourism in Inner Mongolia have achieved a steady increase from 2016 to 2020. It shows that Inner Mongolia has made great progress in attracting tourists and publicity in recent years. Among the aspects involved are the increasing number of tourist attractions and contents and the gradual improvement of the human and social environment. People are beginning to be attracted by this charming place, so that inbound tourists and foreign exchange income have increased year by year.

4. Conclusion

Since China is the world's most populous country, the tourism market has a huge space and potential that people need to explore and discover. The development of tourism industry can promote international exchanges in various fields and countries. Not only that, it can also expand the output of the country's culture and values.

Here are some advices for the development of tourism. First, the government should be based on the study of tourist motivation and satisfaction, appropriate and effective way of publicity, grasp its strength, unified publicity and development direction, so that tourists are satisfied and the needs of tourists into tourists travel motivation. Second, discover and highlight local characteristics, determine the same direction, establish a good tourism image, develop a good reputation, but also use local characteristic industries to drive the development of the region and drive the surface. Third, the government should strengthen the protection of human resources and natural environment, shoulder social responsibility and take the lead in the work.

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