

Study on the Evolution of the Temporal and Spatial Structure of Inbound Tourist Market in Shaanxi Province

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Abstract: Based on the number of inbound tourists in Shaanxi Province from 2009 to 2019, this paper selects 18 tourist markets as samples, and analyzes the temporal and spatial evolution characteristics of inbound tourist markets in Shaanxi Province from the perspectives of time and space by using the research methods of market share and interannual change index. The results show that the number of inbound tourists in Shaanxi Province is increasing year by year. The interannual change index of inbound tourists decreases year by year, and the inbound tourism market tends to be stable gradually; The spatial structure of inbound tourist market in Shaanxi province presents an "M" shape, which tends to be stable gradually. In the tourist market of Shaanxi Province from 2009 to 2018, except for Hong Kong, Macao and Russia, Japan and Indonesia changed from a strong pro-landscape market to a weak pro-landscape market; Thailand and Malaysia have changed from a weak pro-scenic market to a strong pro-scenic market, and the pro-scenic degree of other tourist markets has not increased or decreased much. Finally, according to the current situation of inbound tourist market in Shaanxi Province, this paper puts forward corresponding countermeasures to improve it.

Keywords: Shaanxi Province; Inbound tourism; Tourist market.

1. Introduction

China's modern tourism industry started from the inbound tourism market, and the development of inbound tourism has become an important indicator of the economic strength of a country or region. On the one hand, inbound tourism plays an indispensable role in promoting economic and cultural exchanges and enhancing the external image of tourism. At the same time, inbound tourism is also the main driver of a country's economic growth and an important indicator of a country's tourism development and openness.

Foreign research on inbound tourism began in the 1960s, and the early studies focused on tourism objects, especially tourism resources, but later, more scholars focused on tourism subjects, and some scholars began to focus on the spatial structure of the international tourism market. Foreign research on inbound tourism mainly focuses on tourism behavior patterns spatial distribution pattern and influence factors and mechanisms and so on. Domestic research mainly examines inbound tourism from two perspectives: the source and destination. The main methods used are: geographical concentration index [4-6] The main methods used are: geographical concentration index, interannual concentration index [7-8], pro-visibility [9-10], dynamic deviation share method [11-12] The main methods are: geographical concentration index, interannual concentration index, pro-visibility, dynamic deviation share method. The current studies on inbound tourism in Shaanxi mainly include: Wang Guo used TripAdvisor tourism website to crawl the content of reviews and travelogues about tourism in Shaanxi Province in the past 10 years, and analyzed the historical evolution of the perceived image of inbound tourism tourists in Shaanxi Province; Shibin and Ma Yaofeng used the dynamic deviation share method to analyze the structure of inbound tourism source market in Shaanxi from 2011-2015 ; Chen Kunfang and Wang Hongyan compared the dynamic evolution of the

inbound tourism market in Shaanxi Province with that of western provinces and Guangdong, respectively[14-15] The spatial evolution of inbound tourism and domestic tourism in Shaanxi Province was analyzed by Zhu Haiyan and Sun Gennian using the rank-order-scale rule and the degree of primacy. The spatial evolution of inbound and domestic tourism in Shaanxi Province is analyzed by using the rank-size rule and the firstness. Due to the rapid development of tourism, the research data regarding the inbound tourism market in Shaanxi Province needs to be updated urgently so that the latest developments in the inbound tourism market can be better grasped. Based on this, this paper explores the spatial and temporal structure evolution of the inbound tourism market in Shaanxi from the perspective of using data related to inbound tourism from 2009-2019 based on the review and reference of relevant literature and materials as well as the availability of data.

2. Overview of inbound tourism development in Shaanxi Province

Shaanxi Province, as the bridgehead of the "Belt and Road" strategy, is known as the Three Qin Lands, which is located in the hinterland of mainland China, and is the important birthplace of Chinese civilization and the Chinese nation and the cradle of the Chinese nation. According to the statistics of Shaanxi Provincial Department of Culture and Tourism, As of February 2021, there are 502 scenic spots of all kinds in the province, including 318 3A-level scenic spots, 131 4A-level scenic spots, and 11 5A-level scenic spots; the tourism resources are abundant, rich in variety, high in taste, and deep in historical and cultural deposits, providing a strong resource base for the development of inbound tourism in Shaanxi Province. The "One Belt, One Road" initiative proposed by General Secretary Xi Jinping in 2013 and the 144-hour visa-free transit policy implemented from December 1, 2019, have further promoted the development of inbound tourism in

Shaanxi.

Inbound tourism in Shaanxi Province has been developed rapidly over the past 11 years, and the changes of inbound tourism receipts and foreign exchange receipts in Shaanxi Province from 2009 to 2019 are as follows Figure 1 shown. The province received 1.45 million inbound tourists and US\$770 million in international tourism revenue in 2009, and by 2019, the province received 4.66 million inbound tourists and US\$3.368 billion in international tourism revenue; between 2009 and 2019, the number of inbound tourists received increased more than three times and international tourism revenue increased more than four times.

Although the development of outbound tourism in Shaanxi Province has been effective, Shaanxi Province, as an important window in the west of China, not only has to continue to catch up with Yunnan and Guangxi, but also has to face the strong impact of Sichuan and Chongqing, therefore, its development faces great opportunities and challenges.

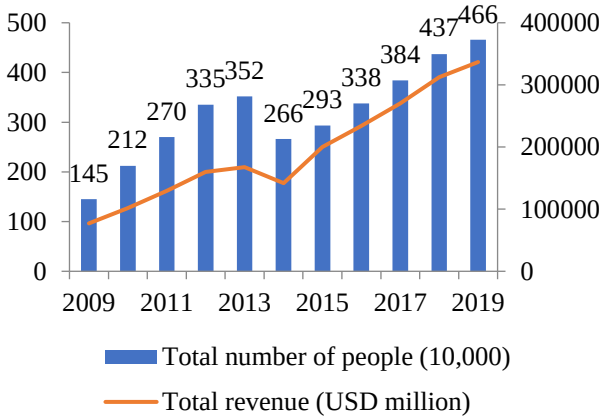


Figure 1. Changes in inbound tourism arrivals and foreign exchange receipts in Shaanxi Province, 2009-2019

3. Data sources and research methods

3.1. Data sources

Considering the accessibility of data, the data in the paper are all from the 2009-2019 Shaanxi Provincial Statistical Yearbook, China Statistical Yearbook and government work reports on inbound tourism, etc. 18 inbound source markets, such as Hong Kong and Macao compatriots, Taiwan compatriots, South Korea, Japan, the United Kingdom, Germany, etc., are selected as research objects, and the spatial and temporal structure evolution of inbound source markets is The analysis is conducted.

3.2. Research Methodology

3.2.1. Number of inbound tourists and market share

Market share refers to the market share of the inbound source market in the overall inbound source market of the destination. The larger the market share, the larger the share of the source market of the region in the source market of the destination, and the stronger its competitive ability. Here is its calculation formula:

$$TMS_{tn} = \frac{X_{tn}}{X_{tc}} \times 100\% \quad (1)$$

TMS_{tn} denotes the market share of n source markets at time t, theX_{tn} denotes the number of visitors to a destination from n source markets at time t, andX_{tc} denotes the total number of inbound tourists received by that destination at time t.

3.2.2. Interannual variability index

The interannual variability index is usually used to analyze the stability of tourism flows over time. If the value of T is larger, the greater the variability in the number of visitors, the more unstable the source market for a given destination becomes, and conversely, the smaller it becomes, as calculated by the following formula.

$$T = \frac{\sqrt{\sum_{i=1}^n \frac{(x_i - \bar{x})^2}{n}}}{\bar{x}} \times 100 \quad (2)$$

where T represents the interannual variation index, Xi represents the total number of inbound tourists at a given time, X represents the average number of inbound tourists during a given time period, and n represents the years included.

3.2.3. Geographic concentration index

Geographic concentration is a measure of the concentration of source markets entering the tourism industry in a region over a certain period of time. the larger the G value, the more concentrated the source of visitors to the region and the higher its business risk, and vice versa. The following is its calculation formula.

$$G = 100 \times \sqrt{\sum_{i=1}^n \left(\frac{X_i}{T}\right)^2} \quad (3)$$

Where G represents the geographical concentration index; Xi denotes the total number of tourists from source country i reaching that destination; G is the total number of inbound tourisms in the destination; and n represents the total number of tourist sources.

3.2.4. Pro-View

Affinity is a concept that reflects how much tourists from a source country like a destination, and refers to the ratio of the market share of the number of tourists from a source country in that destination to the market share of the number of tourists from that source country in the country where that destination is located. If the affinity of a market is greater, it indicates that the destination is more attractive to that source market. The calculation formula is as follows.

$$P = \frac{M_i / M_c}{N_i / N_c} \quad (4)$$

Where P carries the pro-view index, Mi is the total number of tourists from a source country (region) visiting the destination in year i, Mc denotes the total number of tourists from a source country (region) visiting the destination in year i, Ni denotes the total number of inbound tourists to the destination, and Nc denotes the number of inbound tourists nationwide.

4. Analysis of the results of the time evolution of the inbound tourism source market in Shaanxi Province

4.1. Analysis of the number of inbound tourists and their market share

According to the formula (1) and the relevant data of inbound tourism in Shaanxi Province, the inbound tourists are divided into compatriots from Hong Kong, Macao and Taiwan and foreigners, and the comparison chart of inbound foreigners and Hong Kong, Macao and Taiwan in Shaanxi Province from 2009 to 2019 is obtained as shown in Figure 2,

as Table 1 shown, and then study the evolution pattern of the number of tourists and market share of different source

markets.

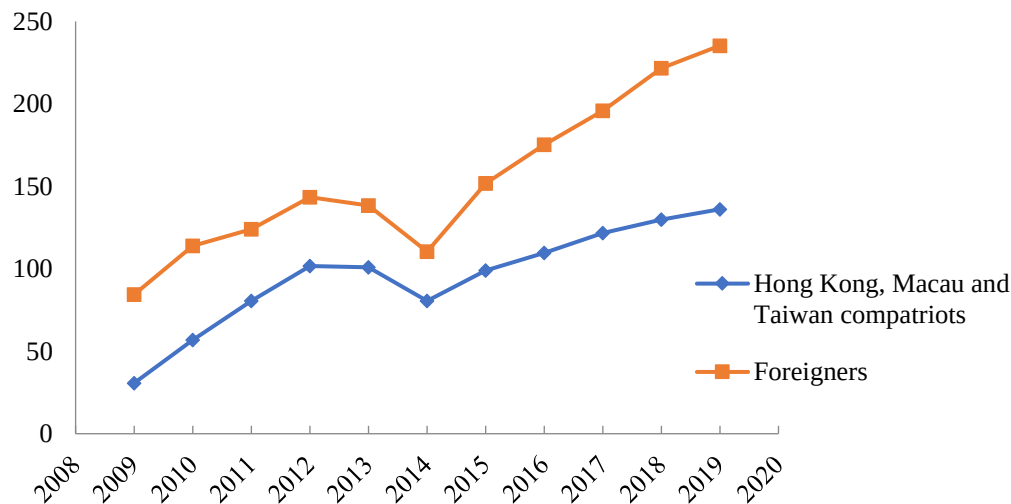


Figure 2. Comparison of inbound foreigners, Hong Kong, Macao and Taiwan arrivals in Shaanxi Province, 2009-2019

Table 1. Market share of major inbound tourist markets in Shaanxi Province from 2009 to 2019

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Hong Kong and Macao compatriots	12.74	15.50	17.37	18.00	17.03	17.45	19.82	18.88	18.21	17.42	17.02
Taiwan compatriots	8.38	11.33	12.40	12.30	11.64	12.77	13.92	13.55	13.50	12.28	12.20
Japan	8.21	8.65	6.90	5.48	3.51	3.94	3.27	3.41	3.98	3.71	3.95
Korea	5.32	7.60	6.26	6.75	7.12	8.63	11.90	11.87	8.10	12.80	13.46
United Kingdom	5.76	4.16	3.37	3.04	2.84	2.96	4.33	4.25	4.01	3.40	3.48
France	4.54	3.94	3.04	3.03	2.63	2.38	3.65	3.01	3.07	2.94	2.62
Germany	5.44	3.79	3.07	2.94	2.66	2.56	3.95	3.10	3.40	2.84	2.78
Italy	1.97	1.55	1.45	1.33	1.09	1.04	1.48	1.65	1.78	1.74	1.76
Switzerland	0.71	0.68	0.54	0.55	0.62	0.57	0.66	0.54	0.54	0.49	0.47
Sweden	0.91	0.62	0.60	0.52	0.50	0.39	0.43	0.36	0.39	0.29	0.27
Russia	1.56	1.23	1.25	1.41	1.16	1.13	0.68	0.75	0.94	0.84	0.87
United States	13.76	9.99	8.56	7.80	7.78	7.22	10.27	10.4	10.46	8.96	8.33
Canada	2.96	3.40	3.27	2.71	2.52	2.01	2.48	2.79	3.37	2.14	1.35
Australia	3.66	2.62	2.34	2.33	2.18	2.25	3.34	3.40	3.96	3.27	3.54
Thailand	0.77	0.93	0.76	0.87	1.12	0.81	0.87	1.12	1.23	1.37	1.43
Singapore	1.22	1.86	1.80	1.55	1.42	1.60	1.25	1.53	1.92	1.64	1.85
Indonesia	0.52	1.23	1.15	1.11	0.91	0.95	0.48	0.54	0.65	0.58	0.56
Malaysia	0.87	1.47	1.45	1.37	1.28	3.07	2.77	3.07	3.24	3.72	3.81

By Figure 2 and Table 1 it can be seen that the inbound tourism market in Shaanxi Province has been dominated by foreign tourists. From 2009 to 2012, the growth rate of the number of tourists from Hong Kong, Macao and Taiwan was basically the same as the number of foreign tourists, but with the development of tourism, after 2014, the growth rate of the foreigner source market began to be much higher than that of their compatriots from Hong Kong, Macao and Taiwan.

From 2009 to 2019, the market share of major inbound tourist markets in Shaanxi Province is as follows table 1 It can be found that the inbound tourist market in Shaanxi Province is dominated by Hong Kong, Macao, Taiwan Province, South Korea and the United States. During 2009-2019, the market share of Hong Kong and Macao has been in the first place with absolute advantages except in 2009. Taiwan Province's market is relatively stable, and it has been the second inbound tourist market in Shaanxi Province from 2010 to 2019. Although the U.S. market has dropped significantly in eleven years, its market share has remained in the top five. The Korean market has sprung up, surpassing the United States

for the first time in 2014.

In addition to the above four major tourist markets, first of all, the Japanese market has the largest decline; Secondly, although the inbound tourists in Singapore, Malaysia, Thailand and Indonesia are relatively small, their market share fluctuates. Finally, the traditional European and American markets all showed different degrees of fluctuation and decline.

4.2. Inter-annual change index analysis

Divide the 11 years from 2009 to 2019 into four segments, and calculate the interannual change index of inbound tourist market in 2009-2011, 2012-2014, 2015-2017 and 2018-2019 according to formula (2), and get it by using the average value of the total number of inbound tourists in each time period. Table 2.

By Table 2, It can be seen that the number of inbound tourists in the second stage of Shaanxi Province from 2009 to 2019 increased by 1,086,500 compared with the first stage, and the interannual change index decreased by 0.12,

indicating that the number of tourists in Shaanxi Province increased rapidly from 2012 to 2014. Compared with the second stage, the number of inbound tourists in the third stage increased by 204,600, indicating that the change of passenger flow is small, which indicates that the change of tourist flow in this stage is relatively stable and the distribution of tourism demand in time is relatively balanced; Compared with the third stage, the number of people in the fourth stage soared by 1,131,000, while the interannual change index continued to drop to the lowest value of 0.03 in 11 years, making the inbound tourism market more stable.

Table 2. Inter-annual variation index of inbound tourist market in Shaanxi Province in different time periods

stage	first stage	stage II	The third stage	The fourth stage
	2009--2011	2012--2014	2015--2017	2018--2019
Y value	0.24	0.12	0.11	0.03
Average value of inbound tourists	2092181	3178681	3383278	4514290

Generally speaking, during 2009-2019 in Shaanxi, the highest interannual change index was in the first stage, and

then it continued to decline. The passenger flow of inbound tourism in Shaanxi is getting smaller and smaller with time, which shows that the inbound tourism market in Shaanxi is developing more and more stably.

5. Analysis of spatial changes of inbound tourist market in Shaanxi Province

5.1. Geographic Concentration Index Analysis

Bring the number of tourists from various tourist sources in Shaanxi Province in 2009-2019 into formula (3) to calculate the geographical concentration index table and geographical concentration index curve of inbound tourism in Shaanxi Province. From Figure 3 From 2009 to 2019, we can see the change of geographical concentration index, and the overall trend is "M". Based on this, we can see that the spatial structure of the inbound tourist market in Shaanxi Province is characterized by the trend of first concentration and then dispersion, then concentration and then dispersion, which is not stable. During 2013-2015, the high concentration of tourists made the operation of inbound tourism unstable, but it also made the marketing of tourism easier. After 2015, the inbound tourist market in Shaanxi Province showed a trend of regional differentiation, which brought greater difficulties to its development and operation.

Table 3. Geographical concentration index table of inbound tourist market in Shaanxi Province from 2009 to 2019

age	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
G	25.18	26.07	25.95	25.73	24.31	25.61	30.38	29.57	28.1	27.9	27.76

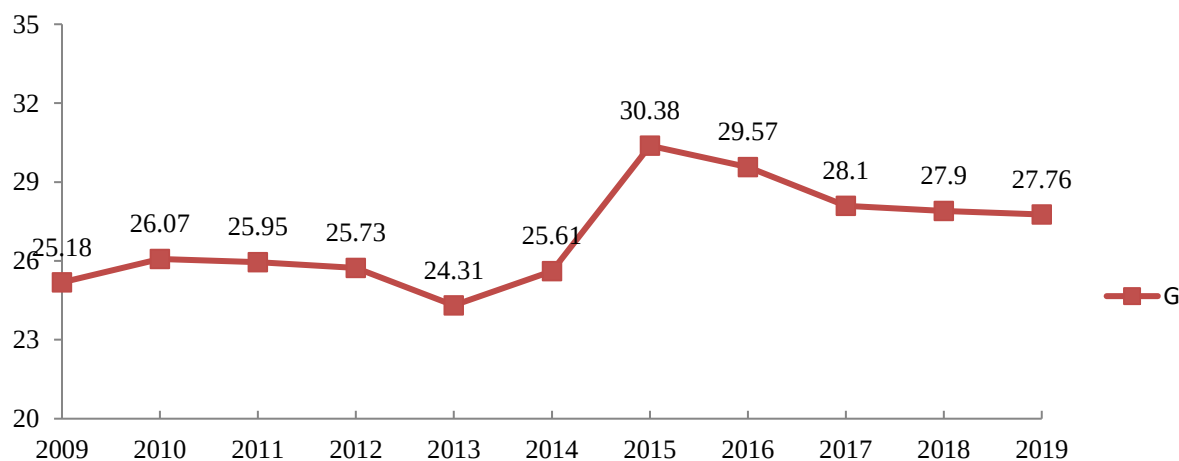


Figure 3. Graph of Geographical Concentration Index of Inbound Tourist Market in Shaanxi Province from 2009 to 2019

5.2. Pro-Scenery Change Analysis

Since the National Bureau of Statistics has not published the composition of inbound tourists in 2019 by country, this paper selects the data from 2009 to 2018 to analyze the evolution characteristics of affinity. According to the formula (4), calculate the affinity index of the main inbound tourist markets in Shaanxi Province, then calculate the average value of the affinity index of each source country according to the affinity value, and then divide the markets of 18 source countries (regions). The results are as follows Table 5As shown.

According to Table 4 and Table 5, It can be seen that in the two time periods of 2009-2013 and 2014-2018, the inbound

tourist market in Shaanxi Province was 14 strong scenic markets, 2 weak scenic markets, 1 weak scenic market and 1 strong scenic market. The changes of scenic affinity of each source country are as follows:

1. The upward trend. China, Taiwan Province, China, Hong Kong, Macao, South Korea, Singapore, Australia, Thailand and Malaysia, the seven tourist countries (regions) have all increased their scenic affinity to different degrees. Among them, Thailand and Malaysia have both changed from a weak pro-landscape market to a strong pro-landscape market. In addition, the pro-landscape degree of Australia and South Korea has also increased significantly; The Hong Kong and Macao markets have not changed much, and they are still in the sparse market.

2. The downward trend. Japan, Switzerland, Sweden, Italy, Britain, Germany, France, Russia, the United States, Canada, Indonesia, the 11 tourist countries (regions) have declined to varying degrees, indicating that these 11 tourist countries (regions) have declined in their preference for Shaanxi Province.

Generally speaking, Switzerland has the highest degree of

preference, while Hong Kong and Macao have the weakest degree of preference. European and American markets are the main scenic markets in Shaanxi province, but their preference has decreased; Asian markets, Oceania markets, especially Southeast Asian markets, have increased their preference for Shaanxi.

Table 4. The change of tourist market affinity of inbound tourism in Shaanxi Province from 2009 to 2018

Source/Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Hong Kong and Macao compatriots	0.16	0.20	0.23	0.24	0.23	0.23	0.26	0.25	0.24	0.24
Taiwan compatriots	2.36	2.95	3.19	3.05	2.91	3.15	3.39	3.28	3.08	2.83
Japan	3.13	3.10	2.56	2.06	1.58	1.92	1.75	1.82	1.99	1.95
Korea	2.11	2.49	2.03	2.20	2.31	2.73	3.58	3.44	2.80	4.31
United Kingdom	13.77	9.68	7.65	6.50	5.86	6.47	10.00	9.91	9.07	7.89
France	13.51	10.27	8.35	7.64	6.36	6.09	10.04	8.28	8.31	8.31
Germany	13.28	8.34	6.53	5.91	5.29	5.11	8.47	6.87	7.16	6.22
Italy	13.01	9.02	8.34	6.99	5.59	5.42	8.02	8.59	8.48	8.85
Switzerland	14.42	12.26	9.65	8.86	9.88	9.50	12.16	10.19	9.97	9.31
Sweden	9.17	5.38	4.80	4.05	4.03	3.62	4.84	4.31	4.61	3.72
Russia	1.13	0.69	0.67	0.77	0.68	0.73	0.57	0.52	0.53	0.49
United States	10.18	6.65	5.48	4.87	4.81	4.57	6.59	6.42	6.05	5.09
Canada	6.80	6.64	5.92	5.07	4.75	3.98	4.89	5.22	5.60	3.55
Australia	8.24	5.30	4.37	3.99	3.89	4.43	7.01	6.99	7.22	6.14
Thailand	1.79	1.95	1.70	1.78	2.21	1.75	1.82	2.06	2.13	2.32
Singapore	1.74	2.48	2.29	2.00	1.90	2.19	1.84	2.29	2.73	2.36
Indonesia	1.39	2.86	2.56	2.36	1.95	2.22	1.18	1.18	1.28	1.14
Malaysia	1.04	1.58	1.58	1.47	1.37	3.60	3.44	3.65	3.52	4.07

Table 5. Analysis on the Tourist Market of Inbound Tourism in Shaanxi Province from 2008 to 2018

	2009-2013	2014-2018
Strong pro-scenery market	Taiwan Province compatriots (2.89) Japanese (2.49) South Korea (2.23) Britain (8.69) France (9.23) Germany (7.87) Italy (8.59) Switzerland (11.01) Sweden (5.49) USA (6.40) Canada (5.84) Australia (5.16) Singapore (2.08) Indonesia (2.22)	Taiwan Province compatriots (3.15) South Korea (3.37) Britain (8.67) France (8.21) Germany (6.77) Italy (7.87) Switzerland (10.23) Sweden (4.22) USA (5.74) Canada (4.65) Australia (6.36) Thailand (2.02) Singapore (2.28) Malaysia (3.66)
Weak pro-scenery market	Thailand (1.89) Malaysia (1.41)	Japan (1.89) Indonesia (1.40)
Weak sparse scenery market	Russia (0.78)	Russia (0.53)
Strong sparse scenery market	Hong Kong and Macao compatriots (0.21)	Hong Kong and Macao compatriots (0.24)

6. The conclusions and suggestions of Shaanxi inbound tourist market research

6.1. Conclusion

By analyzing the temporal and spatial structure evolution of inbound tourism market in Shaanxi Province from 2009 to 2019, the following conclusions are drawn:

Judging from the number of inbound tourists and market share, the inbound tourist market in Shaanxi Province is dominated by Hong Kong, Macao, Taiwan Province, South Korea and the United States. Among the number of inbound tourists, the inbound tourism market in Shaanxi Province has always been dominated by foreign tourists. After 2014, the

number of inbound tourists has increased substantially. Compared with Hong Kong, Macao and Taiwan, the growth rate of foreign tourists has changed from the previous synchronous growth to the growth rate of foreign tourists, which is much higher than that of tourists from Hong Kong, Macao and Taiwan.

From the annual change index of time change characteristics, the overall development of inbound tourism in Shaanxi Province shows a good trend, with the annual change index decreasing year by year, the distribution of inbound tourism becoming more dispersed, and the anti-risk ability improving.

Judging from the geographical concentration index of spatial change characteristics, the geographical concentration index of inbound tourist market in Shaanxi Province shows

an overall evolution trend of "up-down-up-down", and the spatial structure characteristics show an "M" shape, which is not stable, but to some extent, this shows that the stability of inbound tourism management is good.

Judging from the scenic affinity of inbound tourist markets, the scenic tourist markets are mostly, while Russia has always maintained a weak scenic market, while China, Hong Kong and Macao have always been a strong scenic market. The popularity of Asian markets and Oceania (except Japan and Indonesia) has improved, while that of North America (except Singapore) and Europe has been declining. It shows that the preference of European and American markets for Shaanxi is declining, while the preference of Asian and Oceania markets for Shaanxi has increased.

6.2. Suggestions

6.2.1. Market segmentation and graded development of tourism products.

(1) Stabilize key tourist markets.

With the increasing market share of Hong Kong, Macao and Taiwan, we can launch new routes and new products with the theme of culture and root-seeking, which are in line with the consumption habits of Hong Kong, Macao and Taiwan tourists.

The Korean market loves mountain climbing and has a strong interest in China's scenic spots and historical sites and the natural inaction of Confucianism and Taoism. Therefore, suitable tourism products are formulated according to the tourism preferences of Korean tourists, such as mountaineering adventure tours, world heritage tours in Xi'an and religious and cultural tours.

The main purpose of Japanese tourists coming to China is to experience the profound history and culture of China and taste the unique Chinese cuisine. Shaanxi province has the culture of "Zhou, Qin, Han and Tang", which is the heyday of oriental culture, and the variety of delicacies in Shaanxi province is rich and diverse. Therefore, we should focus on the promotion of Oriental cultural experience tour, gourmet tour and Seiryuji Buddhism tour.

European and American countries have a high level of economic development and show great interest in eco-tourism, and because of the great cultural differences, they have a strong interest in customs, dietary characteristics, religious beliefs and historical sites completely different from the West. Therefore, propaganda should be carried out purposefully, for example, Shaanxi is an important birthplace of Chinese culture and the Chinese nation, and understanding China starts from Shaanxi.

(2) explore the opportunity tourist market

Southeast Asia has a low market share, but with the promotion of the "the belt and road initiative" strategy and the implementation of the 144-hour transit visa-free policy, the number of tourists from countries and regions along the route has increased rapidly. Most tourists from Southeast Asian countries believe in religion and prefer tourist destinations with religious culture. In addition, some Southeast Asian countries have more Chinese, so they have a strong "root-seeking" complex. Therefore, Shaanxi Province can develop some tourist routes of "visiting relatives in the province", "seeking roots", "worshipping Buddha" and "offering sacrifices to ancestors".

(3) Pay attention to the potential tourist market.

Although the market share of Oceania and other markets is low, it is developing steadily and the value of scenic affinity

has increased, so Shaanxi Province should pay due attention to it. Tourists in Oceania are full of yearning for China's culture, so Shaanxi Province should especially strengthen the promotion of tourism products, such as the famous Tang Dynasty culture, and build an aviation corridor that is open to the outside world and the world as soon as possible, so as to improve the inbound traffic accessibility of these potential markets.

6.2.2. Strengthen tourism marketing

Chang'an, which witnessed the heyday of Han and Tang dynasties, was once the richest capital in the world and attracted messengers from countless countries. However, according to the analysis of this paper, the attraction of Shaanxi Province to many tourism markets is gradually decreasing, and Shaanxi Province should look for new tourism growth points in tourism marketing and publicity.

(1) Film and television media promotion and marketing. According to Fan Feng's research, the export of film and television cultural products can promote inbound tourism by promoting cultural closeness and generating cultural attraction. Shaanxi Province can use The Longest Day In Chang'an, The Legend of the Demon Cat and other film and television works with strong Shaanxi cultural characteristics to package Shaanxi's characteristic scenic spots, culture and diet through the marketing mode of "film and television + tourism".

(2) Internet marketing. First of all, we can cooperate with foreign travel websites and travel agencies to create multilingual overseas travel websites so that foreign tourists can better understand Shaanxi's tourism resources; Secondly, Shaanxi Provincial Tourism Department can use emerging media to open social platform accounts, such as short video forms preferred by young people such as VLOG, Tik Tok and Aauto Quicker, so that more young overseas tourists can understand and pay attention to Shaanxi.

(3) Tourism brand marketing. In recent years, the launch of tourism IP such as "Datang City that Never Sleeps" and "China in Xi'an" has made tourism in Shaanxi Province continuously popular. Therefore, Shaanxi should carefully build and launch a unique IP belonging to tourism in Shaanxi Province-"the starting point of the Silk Road, the hometown of Terracotta Warriors". Focusing on key countries and regions, we will hold tourism promotion conferences, participate in and hold tourism fairs and various exhibition activities to expand the visibility of Shaanxi Province overseas.

6.2.3. Training professional innovative talents

The quality of professionals can reflect the quality of service. According to Ken Wang The conclusion of the study shows that the perceived image of inbound tourists in Shaanxi Province is good, but it needs to be improved in tourism service and tourism environment.

(1) Strengthen talent introduction and training. First of all, we should provide professional knowledge and skills, and cultivate the knowledge of English, Korean and other languages and foreign cultures of service personnel; In addition, tourism enterprises can also stimulate their work enthusiasm by organizing vocational skills training and skills competitions; Finally, professional teachers in colleges and universities can be invited to train the staff of tourism enterprises regularly. Managers of tourism enterprises can be sent abroad to study and exchange, so as to gain more advanced management experience and innovative methods.

(2) Strengthen cooperation with tourism universities. There

are many colleges and universities in Shaanxi that have strong strength in tourism specialty. Therefore, we should actively create a cooperation model of "colleges and universities + tourism enterprises" in the training of innovative talents in Shaanxi Province. On the one hand, enterprises can enter colleges and universities, timely transmit the frontier information of tourism development to students, and at the same time provide sufficient opportunities for students' internships. On the other hand, let teachers and students study the development of inbound tourism together, so as to improve students' ability to deal with practical problems and inject fresh blood into the development of inbound tourism in Shaanxi Province.

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