Analysis on the Competitiveness of China's International Tourism Service Trade

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Abstract

In recent years, China's service industry has developed rapidly, and the growth rate of service trade has exceeded that of goods trade. As one of the traditional service industries, tourism has a lot of resistance in the wave of rapid development of service industry. Based on the analysis of the international market share, service competitiveness index and the comparative advantage index of tourism service trade before the outbreak of COVID-19, this paper analyzes the current situation and problems of China's international tourism trade. Then, we use the revised diamond model and gravity model to explore the factors that affect China's international tourism service trade, and put forward targeted countermeasures in training tourism talents, improving infrastructure construction, expanding investment and how to deal with COVID-19, aiming to enhance the international competitiveness of China's tourism service trade.

Keywords

Tourism Service Trade; International Competitiveness; Michael Porter Diamond Model; Gravity Model.

1. Introduction

As a member of the world economic and trade arena, trade in services has attracted the attention of all countries under the background of the rapid development of the global economy and the adjustment and upgrading of the economic structure, and has become the fastest part of the world economic development. The vigorous development of service trade has injected capital and human resources into more and more industries, driving the development of intra industry and inter industry industries. Since the reform and opening up, China has made great progress in both trade in goods and trade in services. In 2019, China's import and export of trade in services reached 5415.29 billion yuan, an increase of nearly 180 times over the 1980s. Despite the impact of the epidemic, the import and export of trade in services in 2020 decreased by 15.7% year-on-year, but the decline was less than 5 percentage points of the world. According to the global service trade development index report 2020 released by the Research Institute of the Ministry of Commerce, with the continuous improvement of the status of service trade in the international division of labor, the value created by service links has increased significantly, and the growth rate of global service trade is significantly higher than that of service trade. China's comprehensive development index of trade in services has ranked 20th in the world for three consecutive years. It is the only developing country that has entered the top 20 for the first time over the years.

With the increase of per capita national income and the gradual improvement of living standards, people will find satisfaction in spiritual needs while pursuing material comfort. In the development of China's service trade, tourism, as one of the traditional service industries, occupies an important proportion in the development of service trade. As a tertiary industry, China's tourism industry has developed strongly. Except 2020, the scale of tourism service trade has expanded year by year.

International tourism is a magic weapon to promote international cultural exchanges and enhance mutual connectivity. Chinese one belt, one road cultural industry and tourism international cooperation project, was launched before the outbreak of COVID-19. Not only is the Chinese people going abroad, but more and more foreigners are willing to come to China to enjoy the magnificent natural scenery and the historical relics left over 5000 years. According to the statistical bulletin of the Ministry of culture and tourism of the people's Republic of China on the development of culture and tourism in 2019 issued by the Ministry of culture and tourism, China's domestic tourists in 2019 were 6.006 billion and the number of inbound tourists was 145.31 million, an increase of 2.9% over the same period of last year. Although the number of inbound tourists accounts for only 2.3% of the total number of tourists, the income of inbound tourism is 131.3 billion US dollars, accounting for 16.5% of the total import and export of service trade. It can be seen that China's inbound tourism service trade has great development potential. In this context, in order to maximize the potential of inbound tourism service trade, it is very important to study the competitiveness and influencing factors of China's international tourism service trade.

2. Journals Reviewed

There are also many studies on the competitiveness of international tourism service trade in foreign literature. For example, Huang (2012) studied the tourism competitiveness of nine Asian countries, and Croes (2013) constructed a tourism destination ranking index system based on competitiveness theory. The influencing factors of international competitiveness of tourism service trade include innovation of information and communication technology, national relative price level, income level of tourist source, destination policy and management efficiency.

The research literature of Chinese scholars on the competitiveness of international tourism service trade is mainly in four aspects:

First, research on the current situation and development countermeasures, comprehensively analyze and judge China's tourism competitiveness from the existing policy documents, news materials and statistical reports. Wang Jingjing (2019) through the analysis of the historical data trend of the number of inbound tourists and the volume of tourism service trade in China's tourism industry, it is concluded that China's status as a major country in tourism service trade is established, the total amount is expanding, the deficit is increasing, but the competitiveness is weak. Zeng Xing (2019), Cao Caihong (2019), Ren hang (2018) , Ding Hao (2016) and others all believe that China's tourism service trade has a certain competitive advantage by taking advantage of rich natural resources through the calculation of the international market share index, competitiveness index and revealed comparative advantage index of China's tourism service industry. Although China is a large-scale international trade in tourism services, it is not a powerful country. The international competitiveness of tourism services is at a medium level. If we want to catch up with other countries with developed tourism industry in the world, there is still a long way to go to connect with the world level.

The second is to compare the international competitiveness of tourism service trade between China and other countries through tourism data, so as to put forward reference suggestions. China's one belt, one road initiative, which is the most important factor in the development of service trade, has been compared with the international competitiveness of China and India through Peng Hong's index calculation(2018). After using the export market share index and competitiveness index, Liu Qing(2019) and Shi Zhangyu(2017) made an empirical analysis on the international competitiveness of China's tourism service trade with ASEAN countries and 21 countries around the world based on the diamond model, and put forward some suggestions on the way to improve the international competitiveness of China's tourism service trade.

Third, evaluate the competitiveness of international trade in tourism services in some regions or provinces of China through provincial data or regional data, so as to put forward suggestions for regional development in combination with national strategies. He zhixia(2018) uses the principal component analysis method to analyze the international competitiveness of tourism service trade in Hainan Province under the background of cptpp, and selects three indicators: tourism competition performance, tourism competition potential and tourism competition environment. Li Yabo (2011), Xie Wenzhen(2019), Koryo (2019) , Ge Lifang (2010) and others mainly adopted the method of building diamond model in addition to index calculation when studying the tourism trade competitiveness of different provinces or regions, through the conditions of production factors, demand, support of related industries Revise the five factors of enterprise strategic combination structure, horizontal competition and policy opportunities, study the factors affecting the international competitiveness of tourism service trade in different provinces or regions in China, and put forward policy suggestions to improve the competitiveness.

The fourth is the analysis of the influencing factors of China's tourism service trade competitiveness. Guo Mingying (2019) compared the international competitiveness of China's tourism service trade with other countries by using the gravity model, and found that the total national economy, whether to sign a free trade agreement and China's relative trade freedom can significantly promote China's tourism service trade export. Xu Jun (2008) proposed to build a tourism brand, rationally develop and utilize tourism resources, improve the supporting facilities of scenic spots, correctly position the competitive strategy of tourism enterprises, and implement scientific management. Gao Jing (2006) and others believe that we should learn from the experience of developed countries, actively publicize and implement the strategy of combining "bringing in" with "going out". Shi Zhangxin (2018) proposed to optimize the product structure, regional structure of tourism industry and organizational structure of tourism industry.

This paper will make a preliminary understanding of the international competitiveness of China's tourism service trade through the international market share index, trade competitiveness index and explicit comparative advantage index, and then use the gravity model and diamond model to comprehensively study the influencing factors of the international competitiveness of China's tourism service trade. When considering the influencing factors on China's tourism service trade, the national economic aggregate and distance considered in the gravity model are also added to the setting of the model for regression analysis.

The possible contribution of this paper is that most of the previous articles are policy literal analysis, or qualitative calculation with the three competitiveness indicators, or empirical analysis with the revised diamond model. This paper will introduce the gravity model, combine the factors emphatically considered in the two models, and comprehensively discuss the factors affecting the international competitiveness of China's tourism service trade. The structure of the article is as follows: the third part is to calculate and analyze the competitiveness of China's tourism service trade through the index; The fourth part discusses the factors affecting the international competitiveness of China's tourism service trade by using gravity model and diamond model; The fifth part is the conclusion and suggestions.

3. Calculation of Competitiveness Index of China's Tourism Service Trade

In order to have a preliminary understanding of the competitiveness of China's tourism service trade, this paper will select three indicators and compare them with the top 9 countries in the world's inbound tourism service trade revenue in 2019 (the United States, Spain, France, the United Kingdom, Italy, Germany, Thailand and Australia), so as to evaluate the international

competitiveness of China's tourism service trade. The selected indicators are international market share (MS), which is used to measure the competition of China's tourism trade in the international market; Trade competitiveness index (TC), used to measure the competitiveness of China's tourism service trade in the international market; The revealed comparative advantage index (RCA) is used to reflect the international competitive position of China's inbound tourism. This paper calculates the index through the trade volume from 2010 to 2020 obtained from the database of the WTO official website, so as to preliminarily understand the situation of China's international tourism market in the international market.

3.1. International Market Share(MS)

International market share (MS) refers to the proportion of a country's annual inbound tourism service trade in the total international market. The calculation results are shown in Table 1.

Table 1. 2010-2020 international Market Share of Tourism Service Trade of Various Countries A%

Year	United States of America	China	Spain	France	United Kingdom	Italy	Germany	Thailand	Australia	Japan
2010	13.54	4.76	6.11	4.88	3.65	4.03	3.60	2.09	3.39	1.37
2011	13.20	4.50	6.26	5.08	3.62	3.99	3.61	2.52	3.34	1.02
2012	13.84	4.50	5.69	4.82	3.70	3.70	3.43	2.76	3.19	1.31
2013	14.22	4.30	5.70	4.71	3.88	3.65	3.43	3.15	2.89	1.26
2014	14.40	3.52	5.72	4.64	4.20	3.63	3.46	2.78	2.87	1.51
2015	15.99	3.73	5.19	4.84	4.31	3.28	3.06	3.43	2.84	2.07
2016	15.64	3.60	5.42	4.47	3.97	3.26	3.04	3.63	3.00	2.49
2017	14.78	2.92	5.67	4.43	3.61	3.33	3.00	3.94	3.14	2.56
2018	14.00	2.75	5.70	4.60	3.49	3.43	3.00	3.93	3.14	2.94
2019	13.58	2.35	5.43	4.35	3.59	3.38	2.84	4.08	3.11	3.14
2020	13.26	3.11	3.37	5.97	3.45	3.63	4.02	2.59	4.64	1.93
Ave	14.22	3.64	5.48	4.80	3.77	3.58	3.32	3.17	3.23	1.96

The higher the international market share, the stronger the competitiveness of the country in this industry, on the contrary, the weaker the competitiveness. The international market share of tourism service trade in the ten countries selected in this paper reached 47.4% in 2019, which is representative. From the calculation results, it can be seen that the average international market share of the United States reaches 14.22%, far exceeding that of Spain, which shows that the United States has strong competitiveness in the international tourism market, which is inseparable from the status of the United States as the world's largest country. The perfect trade market and huge economic scale provide financial support for the tourism market. Followed by Spain, France, Britain and other European countries, with strong competitiveness. The international market share of China's tourism service trade has basically remained in the second to third place. Although the market share has increased since 2010, it has not increased much after 2014, hovering around 9.0%, and even decreased in a few years. In sharp contrast to China, Thailand's international tourism market share has been increasing since 2010, and even ranked fourth in the world in 2019.

It can be seen that China's tourism service trade still has certain advantages in the world. It is a large country of tourism service trade. However, at this stage, the development power is insufficient, there is a large gap with the United States, which ranks first, and its advantages are

shrinking compared with other countries in Asia. Therefore, it is particularly important to find a way to enhance the international competitiveness of China's tourism service trade.

3.2. Trade Competitiveness Index

Trade competitiveness index (TC) refers to the proportion of a country's import and export trade balance of tourism service trade to the country's total import and export service trade. The value is between - 1 and 1. When the value is close to 0, it indicates that the competitive advantage of the country is close to the international average level; The greater the absolute value, the higher the production efficiency than the international level and the greater the competitive advantage. This index can directly reflect the international competitiveness of China's tourism service trade.The calculation results are shown in Table 2.

Table 2. Competitiveness Index of Tourism Service Trade of Various Countries from 2010 to 2020

Year	United States of America	China	Spain	France	United Kingdom	Italy	Germany	Thailand	Australia	Japan
2010	0.21	-0.09	0.55	0.10	-0.26	0.18	-0.39	0.56	0.10	-0.36
2011	0.24	-0.20	0.59	0.10	-0.21	0.20	-0.38	0.65	0.05	-0.43
2012	0.26	-0.34	0.61	0.15	-0.20	0.22	-0.37	0.66	0.01	-0.31
2013	0.30	-0.43	0.61	0.15	-0.13	0.24	-0.38	0.71	-0.02	-0.18
2014	0.30	-0.68	0.60	0.09	-0.12	0.22	-0.37	0.66	0.04	-0.01
2015	0.30	-0.69	0.56	0.19	-0.14	0.24	-0.35	0.68	0.08	0.22
2016	0.28	-0.71	0.56	0.15	-0.16	0.23	-0.36	0.66	0.09	0.25
2017	0.25	-0.74	0.55	0.14	-0.16	0.23	-0.38	0.67	0.10	0.30
2018	0.23	-0.75	0.51	0.15	-0.17	0.24	-0.38	0.65	0.10	0.35
2019	0.20	-0.76	0.48	0.11	-0.15	0.24	-0.38	0.66	0.12	0.37
2020	0.34	-0.77	0.36	0.08	-0.07	0.29	-0.30	0.66	0.59	0.32

According to the calculation data, Spain and Thailand have the strongest competitive advantage, especially Thailand, which ranks the highest, reaching 0.66 in 2019. The United States and France followed closely, with positive values and trade advantages. Britain, Germany and Japan are negative and have a comparative disadvantage. China's comparative disadvantage is more obvious. From -0.09 in 2010 to -0.76 in 2019, which is far lower than the selected ten reference countries, mainly because China's outbound tourism has developed rapidly in recent years. In 2019, China's tourism service trade volume reached 250.74 billion US dollars, ranking first in the world, thus weakening the international competitiveness of China's tourism service trade.

The difference between the trade competitiveness index and market share shows that the international competitiveness of China's tourism service trade should not be judged only by one index, but by multiple indexes. Although China has a large international tourism market, the scale of Chinese tourism is very considerable, which intensifies the competitive disadvantage, and this disadvantage is deteriorating, in sharp contrast to Thailand.

3.3. Revealed Comparative Advantage Index

The revealed comparative advantage index (RCA) is used to measure the proportion of a country's exports of tourism service trade in the country's total exports of goods and services and the proportion of world tourism service trade exports in the world's total exports of goods and services, so as to reflect the international competitive position of China's inbound tourism. If RCA ≥ 2.5, it can be identified that the industry has strong international competitiveness; If 2.5 > RCA ≥ 1.25, it indicates that the industry has strong international competitiveness; If 1.25 >

RCA ≥ 0.8, it indicates that the international competitiveness of the industry is general; If RCA < 0.8, the international competitiveness of the industry is weak and at a comparative disadvantage.The calculation results are shown in Table 3.

Table 3. Revealed Comparative Advantage Index of Tourism Service Trade of Various Countries from 2010 to 2020

Year	United States of America	China	Spain	France	United Kingdom	Italy	Germany	Thailand	Australia	Japan
2010	1.41	0.52	3.19	1.29	0.99	1.41	0.47	1.76	2.47	0.29
2011	1.43	0.49	3.24	1.39	0.98	1.43	0.48	2.18	2.31	0.24
2012	1.44	0.46	3.13	1.38	1.05	1.40	0.48	2.31	2.33	0.32
2013	1.49	0.42	3.03	1.34	1.02	1.38	0.48	2.64	2.21	0.35
2014	1.48	0.33	3.00	1.32	1.13	1.37	0.47	2.41	2.32	0.43
2015	1.53	0.32	2.77	1.37	1.11	1.27	0.41	2.71	2.53	0.57
2016	1.49	0.33	2.72	1.24	1.09	1.22	0.39	2.74	2.53	0.64
2017	1.45	0.27	2.84	1.27	1.04	1.25	0.39	2.98	2.47	0.68
2018	1.43	0.26	2.90	1.33	0.99	1.31	0.40	3.04	2.47	0.81
2019	1.37	0.21	2.79	1.27	1.04	1.29	0.39	3.14	2.30	0.87
2020	1.41	0.24	1.91	1.84	1.05	1.40	0.54	2.22	3.51	0.55
Ave	1.45	0.35	2.86	2.86	1.05	1.34	0.45	2.56	2.49	0.52

According to the calculation, Spain has the strongest international competitiveness, followed by Thailand and Australia. In particular, Thailand's competitive advantage has increased year by year, from comparative advantage to strong advantage. In contrast, the competitiveness of China and Japan, two Asian countries, is weak. The average RCA index of China is 0.35 and that of Japan is 0.52.

To sum up, although the scale of China's international trade in tourism services has expanded year by year and the number of foreign tourists to China has increased year by year, what does not match the huge scale of inbound tourism is that the international market share of China's tourism service trade is still a certain distance from that of the United States, and the share has decreased year by year. China's tourism trade competitiveness index and explicit comparative advantage index show that the international competitive advantage of China's tourism service trade is weak, and the advantage has been shrinking in recent years.

4. The Empirical Analysis

In order to further analyze the factors affecting the competitiveness of China's international tourism service trade, this paper uses the modified diamond model for overall factor analysis, and then uses the gravity model to analyze the factors of tourism service trade between several countries and China.

4.1. Modified Diamond Model

"Diamond Model" is proposed by Michael Porter, a famous American strategic management scientist. It is mainly used to analyze the factors affecting the competitiveness of an industry in the world. He classified the factors that determine the competitiveness of a country's industry into four main factors (production factors, demand conditions, related and supporting industries, the strategic structure of enterprises and the performance of competitors) and two auxiliary factors (opportunity and government). This paper will take the "Diamond Model" as the theoretical basis and modify it in combination with the characteristics of tourism industry.

The data sources are "China culture and Tourism Statistical Yearbook", "China Tourism Statistical Yearbook", "China Statistical Yearbook", annual data of the National Bureau of statistics and WTO database, with a time span of 2010-2020.

Factors of production. Porter divided production factors into primary production factors and advanced production factors. Primary factors of production are mainly natural resources, human resources, unskilled workers and other basic resources; Advanced production factors are mainly modern communication, information transportation, etc. It is generally believed that primary factors of production are congenital conditions that are not easy to change, and the influence of primary factors continues to decline with the development of industry. In this paper, the greening coverage rate will be selected as the measurement index of primary production factors. China's scenic spots are mainly landscape and ancient city scenery. The higher the greening coverage rate, the better the environmental quality, attract tourists and improve competitiveness. The assessment index of advanced production factors is the number of employees in the tourism industry. Tourism is a labor-intensive industry. Most of China's tourism employees are service skilled talents. With the strengthening of the supervision of the national Ministry of culture and tourism on the construction of scenic spots, the management of employees in scenic spots is becoming more and more perfect. In order to improve the competitiveness of China's tourism industry, it is necessary to strengthen the training of tourism employees and attract tourists by relying on solid professional foundation, excellent service skills and optimal marketing strategies.

Demand conditions. The prosperity of domestic demand market will drive industrial development, which is the driving force of industrial development and can promote industrial innovation and improvement. The enthusiasm of Chinese people for domestic tourism has accelerated the development of domestic scenic spots, and rural tourism, peripheral tourism and farmhouse entertainment have become the new favorites of the tourism industry; The demand for outbound tourism promotes travel agencies to develop international tourism routes and connect with other countries in the world. Therefore, this paper selects domestic tourism income as the measurement index of tourism demand market.

Related industries and supporting industries. For the formation of national competitive advantage, the relationship between related and supporting industries and advantageous industries is one of solidarity. As a service industry, the development of tourism is inseparable from the support of other relevant infrastructure industries. Tourism involves many industries such as food, housing, transportation and shopping. This paper selects the number of four-star and five-star hotels and the mileage of international flights as the measurement indicators.

The strategic structure of the enterprise and the performance of its competitors. The strategic structure of an enterprise is directly related to the development prospect of the enterprise. Porter pointed out that the driving force to promote enterprises to international competition is very important. This driving force may come from the pull of international demand, the pressure of local competitors or the thrust of the market. This paper selects the number of 4A scenic spots and 5A scenic spots in China as the measurement index of the pressure or market thrust of local competitors, and uses the actual amount of foreign capital to measure the pull of international demand.

Opportunity and government. Opportunity and government are the auxiliary factors in Porter's "Diamond Model". The government can influence the industrial competitive advantage through policy-making, and international tourism also needs the cooperation and coordination of source countries and destination countries. In order to prevent endogeneity, this paper uses gross national income to measure the influencing factors of opportunity and government.

The regression model is constructed. The dependent variable y is China's inbound tourism revenue from 2010 to 2020 (US \$10000), greening coverage, number of tourism employees,

domestic tourism revenue, number of four-star and five-star hotels, number of international flights, number of 4A scenic spots and 5A scenic spots, amount of foreign capital actually used and gross national income, which are expressed in x1-x8 respectively as the independent variables of the model.

Because this paper studies the influencing factors of China's international tourism service trade competitiveness, which belongs to qualitative rather than quantitative analysis, in order to reduce multicollinearity, the independent variable part of this paper adopts the form of growth rate, and the dependent variable and some independent variables adopt logarithmic form to eliminate heteroscedasticity. The model form is as follows:

$$\ln Y = \alpha + \Sigma X_i + \mu. \tag{1}$$

Taking lnY as the explanatory variable, using the stepwise regression method and taking t value and goodness of fit as the judgment criteria, five independent variables including the number of tourism employees, the number of four-star and five-star hotels, the mileage of international flights, the number of 4A scenic spots and 5A scenic spots and the amount of foreign capital actually used are finally obtained. According to the regression results, the number of employees in the tourism industry, the number of four-star and five-star hotels, and the number of 4A and 5A scenic spots have a significant and strongest influence on China's international tourism service trade at the level of 1%; The mileage of international flights is significant at the level of 5%, followed by the influence; The amount of foreign capital actually used is significantly higher than 10%.

4.2. Gravitational Model

Gravity model is a widely used spatial interaction capability model. It no longer regards the research object as an isolated individual, but takes into account the interaction between the research object and customers and the impact of the location of the research object on other competitors. In the study of the international competitiveness of tourism service trade, we should consider the distance between the destination country and the source country and the total economic volume of the two countries. Since this paper studies China's tourism service trade export, the bilateral trade flow in the gravity model is replaced by unilateral trade flow, so the model is set for analysis. The source countries investigated in this paper are the 18 countries (The 18 countries are: Japan, South Korea, Mongolia, Indonesia, Malaysia, Philippines, Singapore, Thailand, India, United Kingdom, France, Germany, Italy, Netherlands, Russia, United States, Canada.) with the highest export volume of China's tourism service trade in 2019, and the data is the panel data from 2008 to 2018.

$$Y_{it} = \alpha + GDP_{ct} + GDP_{it} + dis_i + Trade_{it} + visit_{it} + \mu. \tag{2}$$

The dependent variable Yit represents China's tourism service trade exports to I source countries in t. Generally, the number of inbound tourists, inbound tourism income and the number of inbound overnight tourists are common indicators to measure the development of a country's tourism export. In order to eliminate the impact of inflation as much as possible, this paper uses the number of tourists from source countries to China as the explanatory variable. In the robustness test, the inbound tourism income data is brought into the model for test, and the results are still significant.

The independent variables GDPct, GDPit respectively represent the GDP of China and tourist source country i in t years, representing the total economic volume of the two countries, and the data are from the official website of the world bank; The independent variable disi

represents the distance between Beijing, China and the capital of the source country, and the data is from the official website of distancefromto; visitit refers to the visits of Chinese state leaders and national leaders of tourist source countries in t years, that is, the number of visits of Chinese state leaders to tourist source countries or national leaders of tourist source countries to China in t years. The data comes from the official website of the Ministry of foreign affairs of China and the news network; The independent variable Tradeit indicates the export volume of China's goods trade to the source country i in t years. the export volume of goods trade represents the close degree of economic exchanges between the two countries. Therefore, the increase of the export volume of goods trade will lead to the increase of the export volume of service trade. The data is from the WTO database.

Table 4. Regression Results of Gravity Model

variable	instr
China's GDP	1.363***
	(0.0858)
GDP of tourist source countries	0.301*
	(0.181)
Distance between two countries	-0.384***
	(0.0979)
Export of goods	0.111***
	(0.007)
Leader visit	0.0132*
	(0.00714)

The fixed effect method is used to regress the model, and the results shown above are obtained. The goodness of fit is close to 1, indicating that the variables selected in this paper can well explain the research problems. First, China's GDP and the distance between the two countries have the strongest significance, indicating that with the growth of China's total economy, China's income from international tourism service trade has increased significantly, while the distance factor between the two countries has a restraining effect on China's income from international tourism service trade. Although the GDP of tourist source countries will also affect the international tourism trade of the two countries, it is not as significant as China's total economy. However, the export results of goods trade to the source countries are not significant, and the impact on international tourism is not strong.

The number of visits by leaders can reflect the friendly exchanges between high-level leaders of the two countries. Frequent exchanges show that the two countries are closer in economic cooperation and cultural exchanges. The regression results show that the leader's visit has a significant positive impact on China's international tourism service trade. Therefore, having good international relations can promote international tourism service trade.

5. Conclusions and Suggestions

5.1. Conclusion

From the index analysis of the international competitiveness of China's tourism service trade, we can draw conclusions about the current situation of the international competitiveness of China's tourism service trade: (1) China's international tourism service trade market is growing steadily, the foundation of the inbound tourism market is solid, the number of tourists to China is increasing year by year, and the inbound tourism income ranks second in the world. However, the international share of China's tourism market still lags behind that of the United States,

which ranks first in the world. After a substantial increase in 2014, it has remained at about 9%, and the growth momentum is insufficient. (2) The competitiveness index of China's international tourism service trade is negative, which is mainly due to the rapid development of China's outbound tourism, which reduces the calculation value of this index, and is not comparable to other Asian countries - Japan and Thailand. (3) The explicit preference index shows that China's explicit preference index remains at about 0.8, and its international competitiveness is generally lower than that of the United States and Australia. The RCA index of Thailand, which is adjacent to China, has increased year by year and has a good development prospect. It can be seen that China is a large inbound tourism country, but not an international tourism power, and the international tourism service trade is still in a deficit.

At the same time, COVID-19's impact on China's tourism industry can not be ignored. The sharp decline of domestic and foreign tourists is a fatal blow to tourism, catering and transportation, resulting in the rupture of capital chain and frequent enterprise bankruptcy.

According to the results of the modified diamond model regression analysis, the factors affecting the international competitiveness of China's tourism service trade are: the number of employees in the tourism industry, the number of four-star and five-star hotels, the mileage of international flights, the number of 4A scenic spots and 5A scenic spots, and the amount of foreign capital actually used. The number of tourism employees, the number of four-star and five-star hotels, 4A and 5A scenic spots are the most significant, while the mileage of international flights and the amount of foreign capital actually used are less significant. According to the results of gravity model regression analysis, China's total economy has a good pulling effect on China's tourism service trade. As a symbol of friendly relations between the two countries, the number of leaders' visits can also improve China's tourism service trade exports. The distance between the two countries will inhibit the development of tourism service trade, and the export volume of goods trade has no significant effect on tourism international service trade.

5.2. Proposal

5.2.1. Strengthen Human Capital Investment in Tourism, Pay Attention to the Cultivation of Tourism Talents and Enhance Soft Power

Tourism is a comprehensive service-oriented industry. The state and Tourism Colleges and universities should increase and pay attention to the cultivation of tourism talents, so as to further improve the publicity and marketing, cleaning guidance, route planning, price setting and so on. Do a good job in publicity and marketing, let scenic spots "go out", build tourism brands, package scenic spots with new technologies on the basis of seeking truth from facts, and publicize with the help of new media; Do a good job in cleaning and guidance, improve the tourism comfort of the scenic spot, and keep tourists from turning back; Do a good job in route planning, reasonably formulate tourism routes, break regional barriers, strengthen joint cooperation, and create long-term tourism projects while doing a good job in short-term tourism; Reasonably set the price of the scenic spot, do a good job in price supervision, do not charge or set prices arbitrarily, and maintain the reputation of the scenic spot.

5.2.2. Improve the Supporting Construction of Tourism Infrastructure and Scientific Management

Human capital is the soft power of tourism, so we should also build the infrastructure as the hard power of tourism. Tourism involves the food, accommodation and shopping of tourists. In recent years, the number of four-star and five-star hotels, travel agencies, domestic routes, railway routes and other infrastructure supporting the development of tourism have increased significantly, providing a strong guarantee for the development of tourism. In terms of scenic spot construction, classify and manage scenic spots and historic sites, beautiful mountains and rivers and folk culture. Tourism infrastructure and supporting facilities should also be

gradually improved. Protective measures should be taken for scenic spots with high risk factor, and guidance should be done for scenic spots with large flow of people, so as to create high-quality tourism projects, so as to realize smooth traffic, perfect facilities and information exchange.

5.2.3. Expand Investment Attraction and Improve the Utilization Rate of Foreign Investment

Economic accommodation and cultural communication are closely related. The state should expand investment attraction, improve the utilization rate of foreign investment, improve the international image of Chinese enterprises and China's international status while enterprises attract foreign investment, and make invisible publicity for Chinese culture, humanities and history. Through the implementation and completion of China free trade pilot zone and Hainan free trade pilot port, we can further attract foreign investment, promote the formation of FTA for regional economic integration in other states, eliminate tourism trade barriers, relax market access conditions and integrate with the international market as soon as possible.

5.2.4. Strengthen International Cooperation and Exchanges and Maintain Friendly Exchanges with Other Countries

The one belt, one road initiative is built one by one. One belt, one road initiative is adopted to strengthen and link up with the countries along the road, develop regional tourism projects, expand domestic tourism and international tourism into transnational tourism, and enhance the competitiveness of Asian regional tourism and achieve win-win cooperation.

5.2.5. Do a Good Job in Epidemic Prevention and Control to Ensure the Steady Development of Tourism under the Normalization of the Epidemic

Tourism, as a traditional service industry, has a great impact on COVID-19. China's international tourism revenue in 2020 decreased by 63.4% compared with 2019. The tourism, aviation and catering industries of other countries in the world were also hit hard. With the expansion of the epidemic and the continuous variation of the virus, the future development prospect of international tourism is still not optimistic. Relevant governments and departments should continue to do a good job in epidemic prevention and control, strictly prevent the import of external viruses and ensure the safety of residents' lives and property. During the epidemic period, we will increase financial support for tourism and protect small and medium-sized travel agencies, catering businesses and gift shops from the crisis. Do a good job in public health inspection under the normalization of the epidemic, and dispel people's concerns about travel.

Acknowledgments

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