

Study on the Influential Factors of the Development of Outbound Travel Market Based on "The Belt and Road Initiatives"

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Abstract. "The Belt and Road Initiatives" strategic background and significance of the research are explained. The present situation of the outbound tourism in Fujian province is investigated and analyzed. Through the analysis of the development characteristics, development stages and advantages of outbound tourism in Fujian province, the present situation of the development of outbound tourism in Fujian province is fully understood. Under the strategy of "The Belt and Road Initiatives", the development of outbound tourism modes in Fujian province is an industrial coordination mode, a management coordination mode and an enterprise coordination mode. At the same time, suggestions for accelerating the development of outbound tourism in Fujian province have been put forward.

1. Introduction

In September and October 2013, during a visit to Central Asia and Southeast Asian countries, Chinese President Xi Jinping proposed the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road" (hereinafter referred to as "The Belt and Road Initiatives"). It has drawn great attention from the international community. At the 2013 China-ASEAN Expo, Chinese Premier Li Keqiang stressed that speeding up "The Belt and Road Initiatives" construction will be conducive to promoting the economic prosperity and regional economic cooperation of all countries along the line [1]. The proposal of "The Belt and Road Initiatives" strategy has profound realistic and long-term significance. It is a national strategy of great significance in the process of building a well-off society in an all-round way.

The implementation of "The Belt and Road Initiatives" will surely promote the all-round economic and social development. From an international strategy, it is conducive to China's all-round new pattern of open land and sea coordination and mutual assistance between the east and the west. It will bring about advantages and win-win results for all countries along the line. From a domestic strategy point of view, it is an important measure to promote the coordinated development of the region and the coordinated development of economy and society. At the same time, it has also increased its investment in tourism, economy and trade, infrastructure construction and transportation development. Therefore, under this strategy, economic cooperation will be closer and closer. This will further promote the rapid development of outbound tourism. As the concept of "The Belt and Road Initiatives" has gradually become popular with the public, more and more consumers will develop outbound tourism from traditional domestic travel. In the context of the whole economic development, tourism will face unprecedented opportunities and challenges [2].

2. The Concept of "the Belt and Road Initiatives" Strategy

"The Belt and Road Initiatives" means the abbreviation of "Silk Road Economic Belt" and "21st Century Maritime Silk Road." It is estimated that the total population along "The Belt and Road Initiatives" is about 4.4 billion with a total economic output of about 21 trillion U.S. dollars. From the population, the population of countries along "The Belt and Road Initiatives" accounts for 63% of the world's population. In terms of economies, it accounts for 29% of the world's total economy. "The Belt and Road Initiatives" involves various fields and various departments. It needs a comprehensive

and detailed policy. The formulation of policies is the only way to promote the ultimate realization of the strategic objective of "The Belt and Road Initiatives". Because of different national conditions, different resources advantages and different economic and social development, different economies have strong complementarity. Therefore, the formulation of policies must be based on the actual situation [3]. The policy refers to the communication between the government and the Chinese "The Belt and Road Initiatives" along the country's top leaders of many consultations, and reached consensus on strengthening cooperation between the government and the national macro-control, regional cooperation, large-scale project implementation.

Policy communication can promote mutual political trust between China and its neighbours, promote cooperation in economic development and achieve complementary resources. In the end, the win-win of the interests of all countries is achieved. Facilities refer to the planning of infrastructure construction in China and other countries, especially the transnational traffic construction between China and its neighbors, as well as the extension of transportation infrastructure in neighboring countries. Therefore, infrastructure construction is put in the highest priority for policy formulation. Its contents include infrastructure construction and planning, convergence of technical standards in various countries, key access to transportation infrastructure, key nodes and key projects. The interconnection of these infrastructures helps to promote transport coordination among countries and facilitate the facilitation of international transport. In the meantime, China has also stepped up its infrastructure construction with its neighboring countries and continuously unblocked the channels of land, sea and water transport. The facilities of these policies have greatly promoted the construction of infrastructure between countries, which is conducive to cross-border transport, so as to further promote the exchange of visits between countries and make cross-border tourism develop rapidly.

3. The Status Quo of Outbound Travel in Fujian Province

3.1 Analysis on the Development of Outbound Travel in Fujian Province

According to the latest statistics in 2015, the GDP of Fujian has reached 2 trillion and 590 billion yuan. The per capita GDP reached 69893 yuan and entered the top 10 in the country. It can be seen that China's national economy has made rapid progress in the past 30 years. Great achievements have been made in economic construction. The following is the continuous improvement of the level of national income and the standard of living. Fujian Province, as a coastal province, has made full use of the advantages of coastal cities in the past 30 years, and has developed rapidly in the economy. The increase of free disposable income has brought the opportunity for the development of Fujian's outbound tourism and the foundation for its stability and promotion. Fujian tourism market has 30 years of outbound tourism development experience. In 2016, the GDP of Fujian province is expected to grow by 8.5% over the same period. The implementation and promotion of "The Belt and Road Initiatives" will bring an unprecedented opportunity for the development of outbound travel in Fujian province. However, it is bound to be full of challenges at the same time. Based on the theory of tourism system, the status quo of the outbound tourism in Fujian province is analyzed from the aspects of tourist subject (tourist), tourist object (tourism product) and travel media.

70% of China's outbound travel mainly takes Hong Kong, Maucao and Taiwan regions as tourist destinations. It also means that in the true sense of the word, outbound travel only accounts for about 30% of the total number of tourists. China's current outbound travel is still in its infancy. At the same time, the current main body of outbound travel is still characterized by short trips. As a coastal province, Fujian has unique conditions for outbound travel. With the continuous development of transportation and the support of relevant policies, the outbound tourism in Fujian province has made great strides in recent years. Taking the official statistics of Fujian Provincial Tourism Administration in 2014 as an example, in 2014, the number of outbound tourists to Fujian was 4.95 million. Compared with 140,000 people 10 years ago, it has grown 35 times. Among them, the growth of private outbound tourism was the most obvious. In 2005, the number of private outbound tourists was 60,000. In 2014, the number of private outbound tourists was 375, which increased by 62 times. This is closely related to the continuous relaxation of the visa policy in Fujian province and the

continuous improvement of the residents' income level. In 2015 and 2016, the number of outbound tourists in Fujian province will continue to rise continuously, which will effectively promote the overall development of Fujian's tourism industry [4].

3.2 Advantageous Conditions for Developing Outbound Tourism in Fujian Province

Location advantages: Fujian province is located in the southeast coast of China. It is located in the west bank of the Taiwan Strait, adjacent to Zhejiang province in the northeast, and is bordered by Guangdong in the southwest. It is one of the provinces with the closest overseas destinations in mainland China, Taiwan, Southeast Asia and the Pacific Ocean. Xiamen and Kinmen which is only 137 nautical miles recently. Therefore, Fujian province has a special geographical location. Historically, Fujian province was also one of the earliest ports open in China. It is an important window for exchanges between China and the rest of the world. As a major overseas Chinese province, Fujian Province approved the organization of returned overseas Chinese, relatives of overseas Chinese and relatives of Hong Kong, Macao and Taiwan to visit Hong Kong and Macao. Later, it allowed Chinese citizens to visit relatives in three Southeast Asian countries. All of these highlights the unique geographical advantages of outbound tourism in Fujian province [5].

Economic advantages: "The economic basis determines the superstructure". Tourism is a higher level of spiritual demand based on food and clothing. Therefore, economic factors are also the core factors to determine the development of tourism, especially for higher consumption of outbound tourism. Throughout the past thirty years of reform and opening up, the economic achievements achieved in Fujian province, as well as the level of people's income and living standard have not been improved to a certain degree, which has laid a solid foundation for Fujian's outbound tourism development. The comparison of GDP, total output and residents' income in 2000-2014 years in Fujian is show in Table 1.

Table 1. The comparison of GDP, total output and residents' income in 2000-2014 years in Fujian

Time	GDP	Total output	Per capita disposable income of urban residents	Per capita disposable income of rural residents
2000	376.5 billion yuan	987 billion yuan	4853 yuan	2049yuan
2005	655.4 billion yuan	16995 billion yuan	12321yuan	4450yuan
2014	2.41 trillion yuan	7.74 trillion yuan	30722yuan	12650yuan

From the Engel coefficient analysis of residents: more than 59% are in poverty stage, 50-59% are in food and clothing stage, 40-50% are well-off stage, 30-40% are in rich stage and 30% are in extremely rich stage. The Engel's coefficient of urban residents also dropped from 61.0 in 1995 to 33.2 in 2014. The Engel's coefficient for rural residents dropped from 61.1 in 1995 to 38.2 in 2014. It can be seen that the living standard of urban and rural residents in Fujian province is getting higher and higher. The higher per capita disposable income of residents provides the basic conditions for the development of outbound tourism. Fujian province has become one of the most important tourist destinations for outbound tourists in China.

Policy advantages: Among the three major tourism businesses, outbound travel is the most restrictive business of the relevant state policies. Outbound travel is a special consumer behavior. At the same time, it has a strong policy. In the 1980s, the development of outbound tourism began to enter the agenda. Since 1984, the state has promulgated and implemented the "Request for Instructions on the Proposal to Organize the Returned Overseas Chinese and Overseas Chinese, Hong Kong, Macao and Taiwan Families to Visit Relatives in Hong Kong and Macao," "the Provisional Administrative Measures on the Travel of Chinese Apartments to Three Southeast Asian Countries," and "Chinese citizens go abroad at their own expense Interim Measures for Tourism Management" and other regulatory requirements. In April 2015, the China National Tourism Administration issued "Opinions on Supporting the Opening of Tourism in China (Fujian) Pilot Free Trade Zone" to support the further opening up of the tourism industry in the pilot area of free trade in Fujian province. With

the intensification of opening up to the outside world, China has continuously expanded its outbound tourist destinations.

4. Outbound Tourism Development Mode of Fujian Province Under the Strategy of "the Belt and Road Initiatives"

4.1 Industry Collaboration Model

Synergy theory is an important theory developed in the 1970s. With the popularization of science and technology, it is constantly being applied to the field of management and has become one of the management theories widely used in the world today. It mainly emphasizes that the various parts of the system coordinate and cooperate with each other to realize the optimization of the overall function. The industry refers to a certain collection or system of similar properties in economic activities. In China, the tourism industry belongs to the tertiary industry. The development of tourism industry not only depends on the development of tourism itself, but also is closely related to other industries. On the one hand, industrial coordination of outbound tourism is reflected in the synergy between tourism industry and other related industries such as agriculture, industry, cultural and creative industries, education and health industries, and science and technology industries. On the other hand, it is reflected in the tourism industry within the transport industry, catering industry, service industry, hotel industry, as well as an internal synergy between industries. Therefore, it is necessary to give full play to the synergistic effect of tourism industry. Tourism industry chain collaborative management mode has been exploited.

In order to achieve sound development among different businesses within the travel industry, it is necessary to coordinate the relationship among the three major businesses of inbound travel, domestic travel and outbound travel. In terms of the synergy of inbound tourism and outbound tourism, due to the high profit-driven outbound tourism, the relevant provisions should be followed during the tourist peak season. Compared with the number of inbound tourists, tourist quotas should be implemented. In the domestic tourism and outbound tourism relations coordination, travel agencies must lay the foundation for domestic tourism, to achieve better tourism services, outbound tourism source markets. Therefore, according to the synergistic theory, it is necessary to achieve synergy among the three major businesses in the tourism industry and to optimize the system functions of the tourism industry. The comparison of traditional enterprise management and coordination mode of outbound tourism is shown in Table 2.

Table 2. The comparison of traditional enterprise management and coordination mode of outbound tourism

Content	Traditional mode	Synergy mode
Management model	Large and all inclusive, small and comprehensive	Omnibearing, collectivize, specialization, networking
Division of labor	Horizontal division of labor,	Vertical division of labor
Features	The identity of wholesalers and agents is in confusion	Wholesalers and agents are properly divided
Effect	Professional division of labor is not clear	The advantage of division of labor synergy is brought into play

4.2 Management Coordination Model

The theory of management synergy is to integrate the local forces in a system and to arrange them rationally and regularly. Eventually, a task or achievement of a management goal is completed. In the field of outbound tourism, the lack of a management system in outbound travel is compensated through management synergies. Therefore, relevant administrative departments for tourism administration should establish a more reasonable and comprehensive coordination mechanism through management and coordination based on the entire tourism system. For example, a tourism management committee or a professional committee may formulate relevant communication and liaison mechanisms through the committee. In the meantime, according to the latest situation of the outbound travel market, policy and administrative law enforcement are coordinated. It creates a

harmonious and good external business environment for the healthy development of outbound tourism. At the same time, outbound tourism involves cooperation between government agencies and other relevant functional departments in China and destination countries. Therefore, it is necessary to establish transnational travel cooperation agencies or organizations, establish cross-border liaison mechanisms and emergency resolution mechanisms to jointly improve service quality and solve unexpected problems. Collaborative management can further enhance the overall level of outbound tourism.

At the level of management and coordination, the government plays a major role in macroeconomic regulation and control, and macroeconomic regulation and control must be conducted in accordance with market conditions. Therefore, in order to further promote the industrial upgrading and adjustment, the government functions will be changed and the intervention in outbound travel management will be reduced. The means of control should shift from administrative measures to economic and legal ones. Administration, economy and law are three basic means for the state to carry out macro-control over the economy. Through economic levers and legal systems, the macro regulation and control of the entire outbound tourism will be realized. The government should make qualification and service estimates for travel agencies that have the privilege of traveling abroad. Corresponding information is released to consumers in advance, which avoids loss to consumers due to asymmetric information.

4.3 Enterprise Collaboration Model

In the area of outbound tourism, business collaboration is mainly achieved through strategic alliances, business cooperation and multinational cooperation. However, the coordination among outbound tourism enterprises can be said to be the most active and complex in tourism coordination. With the advance of "The Belt and Road Initiatives" strategy, the nationwide opening up of China's outbound tourism will become a trend. With the deepening of exchanges and cooperation, overseas travel agencies may also enter the Chinese tourism market. By promoting the cooperation among transnational tourism enterprises, the advanced management experience of overseas tourism enterprises has been introduced. The overall quality of the tourism industry has been fully improved. In the face of such a situation, enterprises should adopt an active integration approach. By combining the development of the outbound tourism market in Fujian province, different forms are adopted for different markets to implement the transnational management that infiltrates into the international tourism market.

In recent years, the traditional outbound tourism pattern in Fujian province has quietly changed. In recent years, outbound tourism destinations have gradually shifted from Southeast Asia to Europe, New Zealand, South Africa, Australia and other countries. Aiming at the new growth point of outbound tourism destination in Fujian province, it is necessary to explore the business scope of cooperation with local tourism enterprises. An outbound tourism activity itself involves business communication and cooperation between tourism enterprises in two or more countries. Therefore, the tourism enterprises in Fujian province should strengthen cooperation with tourism enterprises in destination countries, to ensure the normal development of outbound tourism activities in Fujian province. For enterprises that travel abroad, it is very important for enterprises to work together to safeguard their integrity and reputation. Honesty system was established. Reputable travel enterprises have been chosen for strategic cooperation. Enterprises should establish a system of honesty and promote a fair and transparent mechanism.

5. Conclusion

China's "The Belt and Road Initiatives" strategy will prompt more enterprises to go abroad, promote exchanges among the countries along the line, and bring new opportunities for the further development of China's outbound tourism. Fujian province is located in the southeast coast. It is positioned as the "21st Century Maritime Silk Road" core area. Under such a favorable situation, the implementation of "The Belt and Road Initiatives" national strategy will surely bring new opportunities for the development of outbound travel in Fujian province. Based on the extensive

collection of data and questionnaires, field investigation and interviews, this paper analyzes the status quo of the development of outbound travel in Fujian province through the methods of investigation, statistics and comprehensive analysis. Based on the tourism synergy theory, the tourism industry synergy model, the government management synergy model and the enterprise synergy model are constructed.

6. References

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