

An Analysis of the Impact of Tourism Regulation on Economic Growth -- Taking Yunnan as an Example

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Abstract. As one of the pillar industries in Yunnan Province, tourism has greatly promoted the overall economic development of Yunnan. If the tourism industry wants to maintain a stable, healthy and sustainable development situation, it must regulate and regulate it through effective regularization mechanism. Starting from the current development of Yunnan's tourism industry, this paper selects relevant statistics from 2006 to 2015 to explore the impact of Tourism Regulation on economic growth. The analysis shows that long term regulation of tourism will help to improve the total output value of the tourism industry, and have a positive impact on the development of the overall economy of Yunnan province.

1. Analysis on the Present Situation of Tourism Industry in Yunnan Province

With the continuous development of social economy and the change of people's consumption concept, tourism has become an entertainment way for more and more people to choose. Since the twenty-first Century, tourism industry has been playing an important role in the third industry and has become an important part of the third industry. After more than thirty years of development and transformation, China's modern tourism industry has become a truly Asian tourist country. As of 2016, the total tourism revenue reached 4 trillion and 690 billion, accounting for 11% of the total GDP in China. In 2017, the total tourism revenue of the whole country has reached 9 trillion and 130 billion, accounting for 11.1% of the total GDP in the country. Therefore, China's tourism industry has entered a new stage in both scale and income, which has become one of the "pillar industries" in reality.

Yunnan, as a major tourist province in China, has rich tourism and cultural resources. The development characteristics and trend of Yunnan's tourism industry are the portrayal of China's tourism industry to a certain extent. Located in the southwest border of China, Yunnan has abundant natural resources and human resources. At the beginning of the construction of China's reform and opening to the outside world, Yunnan has developed the tourism industry as an important industry in the province, and the tourism industry has played an important role in promoting the economic growth of Yunnan. In 2014, the total output value of Yunnan's tourism industry was 266 billion 500 million yuan, and after 2015, this figure changed to 328 billion 100 million yuan, an increase of 23.1% over the same period last year. In 2016, the total value of tourism industry in Yunnan province reached 347 billion yuan, an increase of 7% over the same period last year. Comparative data can be found that the total growth rate of tourism industry in Yunnan has seen a sharp decline. This shows that the development of tourism industry in Yunnan has "insufficient power". Therefore, it is of great practical significance to strengthen the regulation of tourism industry and promote the sustainable development of tourism industry.

2. Measures for the Regulation of Tourism Industry in Yunnan

Economists predict that in the next few years after 2014, the growth rate of total output value of tourism industry in Yunnan will decrease to a certain extent. In order to ensure the stability, health and rapid development of the tourism industry in Yunnan Province, since 2006, Yunnan province has

promulgated a number of policies and regulations to regulate and regulate the tourism market. Based on this, the Yunnan provincial government put forward the idea of "three adherence" and the "three changes" policy. The so-called three adherence, that is, continue to adhere to the tourism industry reform, strengthen the government's guidance and control of the tourism market; adhere to the integration of the tourism industry and other industries, coordinated development, and highlight the characteristics of the tourism industry; adhere to the "people-oriented" development policy, and continue to optimize the tourism environment and the humanistic environment. The three transformation is to promote the transformation of traditional tourist tourism services to leisure and holiday tourism services, and to promote the transformation of tourism industry development model to "economical and intensive" direction, and to promote the transformation of the evaluation target of tourism industry development from the traditional quantity growth to the quality improvement. In addition, on the basis of conscientiously carrying out the relevant policies and regulations of the state, the Yunnan provincial government has made significant achievements in the regulation and investigation of some illegal and illegal operations in the tourism market.

Yunnan province has also launched the "Internet + tourism" industrial model, built a large tourism data center and the corresponding tourism network trading platform, greatly promoting the modernization of the tourism industry. In the aspect of standardizing the tourism market, Yunnan province has also made active efforts and exploration. On the one hand, Yunnan Province set up a special tourist police force, set up a special management organization, responsible for the maintenance of the tourism market order, and investigate and deal with all kinds of illegal and illegal behavior. At the same time, Yunnan actively promotes the construction of corresponding tourist market command centers in various cities, and plans to carry out various tourism industry guidance work as a whole. In addition to the achievements of the system, Yunnan has also planned a series of key tourism projects, such as opening to the outside world, quality improvement projects, and urban and rural environmental construction projects, to improve and optimize the tourism environment and improve the tourist experience.

3. Analysis of the Impact of Tourism Industry Regulation on Economic Growth

The impact of tourism industry regulation on economic growth can be described by quantitative relationship. The tourism industry regulation can promote the benign development of the tourism industry, and the benign development of the tourism industry can promote the improvement of the local economy. Therefore, we can evaluate the economic growth by examining the contribution rate of the tourism industry to the economic growth. The contribution rate of tourism industry to economic growth can be calculated by the following formula:

$$Ci = \frac{\Delta Xi}{\Delta Yi}$$

In the formula, "Ci" represents the comprehensive contribution rate of the I industry

(Tourism Industry). Delta Xi represents the added value of industrial I, and delta Yi represents the value added to the regional industrial value (GDP). This evaluation method is only affected by the increase of output value and total output value of the total industry of tourism industry, and it has the advantages of simplicity and feasibility. At the same time, a comparative analysis of the comprehensive contribution rate of a certain industry in a number of years can directly reflect the development momentum of the industry, and the average value of a certain industrial comprehensive contribution rate in several years can better reflect the impact of the industry on the overall industry (economic growth). According to the formula, the results are as follows:

The analysis of tabular data shows that the tourism industry in Yunnan has maintained a good momentum of development through the promulgating of a series of regulations and policies. In the past ten years, the added value of tourism industry in Yunnan has been increasing. In the 2006-2011 year, the average contribution rate of Yunnan tourism industry to economic growth is 17.2%, and the average contribution rate of tourism industry to economic growth is up to 54.6% since 2012, which fully indicates that the tourism industry has developed into a pillar industry in Yunnan Province, which has an important and significant effect on regional economic growth, influence.

Table 1. The contribution rate of tourism to GDP

Particular year	ΔX_i (Hundreds of millions of dollars)	ΔY_i (Hundreds of millions of dollars)	$C_i(\%)$
2006	69.6	526.4	13.2
2007	59.4	784.4	7.6
2008	104.1	919.6	11.3
2009	147.8	447.6	33.0
2010	196.1	1054.3	18.6
2011	293.4	1526.8	19.2
2012	650	1558.2	41.7
2013	750	1441	52.0
2014	823.9	1094.5	75.3
2015	907	2055	44.1

4. Conclusions and Suggestions

In summary, according to the actual situation of Yunnan Province, tourism regulation has an important impact on economic growth. Tourism industry is an important part of Yunnan's third industry. Tourism industry has made great contributions to Yunnan's overall economy. According to the experience of tourism industry in Yunnan Province, tourism industry is not a single "sightseeing industry". It is closely related to cultural industry and service industry. Only by introducing scientific and systematic regulation can we effectively eliminate all kinds of chaos in the tourism market and create a good order and sound legal system. The tourism market will lay a foundation for further development of the tourism industry. Tourism industry regulation helps to better develop the tourism industry, and the prosperity and development of the tourism industry is conducive to promoting regional economic prosperity. This shows that there is a significant correlation between tourism regulation and economic growth, and this association is positively correlated as a whole. The author believes that the tourism industry has gradually developed into one of the pillar industries in Yunnan province. In the future, how to ensure the stability, health and high quality of the tourism industry is an urgent subject to be explored. We can further increase the investment in the tourism industry, promote the construction of the tourism industry and promote the development of the tourism industry in Yunnan province.

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