Contents List available at VOLKSON PRESS Intelligent Computing and Information Engineering (ICIE)

DOI : <http://doi.org/10.26480/icie.01.2017.74.76>Journal Homepage: : <https://www.intelcomp-design.com/>

ANALYSIS OF CONSUMPTION STRUCTURE FEATURED BY INBOUND TOURISTS IN ZHEJIANG PROVINCE

Yu Tong

He Yuan Polytechnic, He Yuan, Guangdong, China

*Corresponding author email: 86282557@qq.com

This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited

ARTICLE DETAILS

Article History:

Received 12 May 2017

Accepted 12 July 2017

Available online 14 September 2017

Keywords:

Zhejiang province, inbound tourist, consumption structure.

ABSTRACT

In accordance with the data related to the inbound tourism in Zhejiang province from 2006 to 2015, and based on the Excel software, the consumption structure of inbound tourists in Zhejiang province is analyzed. As, the result indicates, the average daily consumption per capita of inbound tourists in Zhejiang province is slightly higher than that of China, whereas this advantage is being declined progressively. Q, the consumption level index of inbound tourists in Zhejiang province, is lower than 1, indicating that the consumption level of inbound tourists in Zhejiang province lags behind the development of foreign exchange receipt from tourism in the increase, and the consumption of inbound tourism in Zhejiang province is deemed as the retarded type consumption. Under the structure of Zhejiang's inbound tourism consumption, the basic consumption takes up over 60% of all years' data, and the β , the advanced index of inbound tourism consumption, is valued less than 1 among all years' data. Hence it is bespoken that the inbound tourism consumption in Zhejiang province is unreasonably structured and not coordinated with inbound tourism industry in Zhejiang province in development, and the inbound tourism supply shall be optimized in structure.

1 Introduction

Zhejiang province is on the southern wing of Yangtze River delta, located in the southeast costal region in China, deemed as the origin of Wuyue culture and Jiangnan culture, with developed economy, featured with globally famous scenic spots, including West Lake, Mount Putuo, Wuzhen and Thousand-island lake. In each year, numerous foreign tourists are attracted to this place, rapidly developing the tourism industry of Zhejiang province. It is acquired from Figure 1 that the inbound tourist number has increased from 4.268 million in 2006 to 10.12 million people in 2015, marking an increase of 137.1%, ranking the third place among all provinces in China.

The foreign exchange receipt from tourism of Zhejiang province has increased from 2.13 billion USD in 2006 to 6.79 billion USD in 2015, marketing an increase of 218.8%, ranking the 5th place in China. Hence Zhejiang province is growing massively and strongly in the tourism industry.

The tourism consumption structure is perceived as the important index measuring the development condition of inbound tourism. To more comprehensively analyze the inbound tourist consumption structure in Zhejiang province, this paper, based on the data related to China's annual tourism statistics (from 2007 to 2016) and the outline of Zhejiang tourism statistics (from 2006 to 2015), through adopting inbound tourist consumption level index, inbound tourist consumption advanced index and applying the Excel software, anatomizes the inbound tourist consumption structure in Zhejiang province. This paper seeks to provide the reference for developing inbound tourism in Zhejiang province.

Figure 1: Received inbound tourist number and developing tendency of foreign exchange receipt from tourism in Zhejiang province from 2006 to 2015

2. ANALYSIS OF OVERALL CONDITION OF INBOUND TOURISM CONSUMPTION IN ZHEJIANG PROVINCE

The Figure 2 is made through adopting the average daily consumption per capita of inbound tourists in Zhejiang province and the Excel software. From Figure 2, it is acquired that the average daily consumption per capita of inbound tourists in Zhejiang province keeps pace with the China's index in development, indicating the same slow rise in developing. The average daily consumption per capita of inbound tourists in Zhejiang province is slightly higher than that of China, and since 2013, such advantage has progressively declined, and the average daily consumption per capita of inbound tourists in Zhejiang province has been growingly approaching to that of China. Such phenomenon indicates that the specific measures shall be taken to optimize the supply structure of inbound tourism consumption in Zhejiang province.

Figure 2: Comparison between average daily consumption per capita of inbound tourists in Zhejiang and China from 2006 to 2015

3. EVALUATION OF INBOUND TOURIST CONSUMPTION LEVEL

The inbound tourist consumption level can be measured by the proportion of inbound tourist consumption level to foreign exchange receipt from tourism, as expressed in formula:

$$Q = \frac{C_d/C_s}{F_d/F_s} \quad (1)$$

Where Q refers to the average index of inbound tourist consumption level, C_d refers to the inbound tourist consumption expenditure in the year, C_s refers to the inbound tourist consumption expenditure of last year in a certain place, F_d refers to the foreign exchange general receipt from tourism of the year in a certain place and F_s refers to the foreign exchange general receipt from tourism of last year in a certain place. If Q is lower than 1, it is bespoken that the inbound tourism consumption of the local place is deemed as the consumption with lagging development. If Q equals to 1, the inbound tourism consumption of the local place is deemed as synchronized consumption. If Q is higher than 1, it is deemed as the early-maturing consumption [1].

In accordance with relevant data, and through adopting the Excel software formula (1), Q, the inbound tourist consumption index in Zhejiang from 2006 to 2015 is computed (as shown in Figure 3). From Figure 3, it is acquired that the inbound tourist consumption index in Zhejiang has basically been rising with fluctuation, and Q had been valued approaching 1 but lower than 1, bespeaking the inbound tourist consumption level in Zhejiang province basically slightly lags behind the foreign exchange receipt from tourism. Hence, the inbound tourist consumption of Zhejiang province is perceived as the retarded consumption.

Figure 3: Trend chart of Zhejiang's inbound tourist consumption level index from 2006 to 2015

4. ANALYSIS OF INBOUND TOURIST'S CONSUMPTION STRUCTURE

4.1. Variation of Inbound Tourist's Consumption Structure

The inbound tourist consumption consists of basic consumption and non-basic consumption. The basic consumption is composed by accommodation, catering, transportation (including long-distance and urban transportation) and scenic spot sightseeing. The basic consumption is deemed as the necessary expense of tourists. The non-basic consumption is composed of shopping, entertainment, posts and telecommunications and other consumptions, and it is the unnecessary consumption for tourists. The non-basic consumption is more elastic than basic consumption. From Figure 4, it is acquired that in the inbound tourist consumption structure of Zhejiang province, the transportation takes up the greatest place. However, the occupancy of transportation in the overall inbound tourism consumption has increased year by year following the relatively large growth rate, increasing from 21.2% in 2005 to 40.8% in 2015. The other consumption items are less fluctuated, and rank from large to small as shopping, accommodation, other services, catering, entertainment and posts and telecommunication.

From Table 1, it is acquired that the basic consumption takes up over 60% of all years' data, and yet its occupancy among the consumption structure has progressively increased. The non-basic consumption takes up the relatively less place with less than 40% of all years' data. However, the non-basic consumption in countries with advanced tourism has taken up 60% of the total consumption [2]. Therefore, it is bespoken that the inbound tourist consumption level in Zhejiang province is lower, with unreasonable inbound tourist consumption structure and great gap with other countries with advanced tourism.

Figure 4: Variation trends of all inbound tourist consumption items in Zhejiang province from 2006 to 2015

4.2. Change of inbound tourist consumption structure

To analyze the structure of inbound tourist consumption more scientifically, the advanced index of inbound tourist consumption can be adopted for the analysis [3]. Such index can be expressed in the formula as:

$$\beta = \frac{x}{y} \quad (2)$$

Where β refers to the advanced index of inbound tourist consumption, X refers to the proportion of non-basic inbound tourist consumption expense to the total consumption expense and Y refers to the basic inbound tourist consumption expense to the total consumption expense. The larger β is valued, the higher tourism development level and the tourist consumption level shall be, the higher the tourism consumption shall be and the more reasonable the consumption structure shall be. The less β is valued, the over large the proportion of basic inbound tourist consumption expense to the total consumption expense shall be, the lower the tourism consumption quality shall be, and the more unreasonable the consumption structure shall be.

From Table 1, it is acquired that β , the advanced index of inbound tourist consumption, has declined year-on-year from 2006 to 2015. The highest β was valued in 2006, with the reasonable consumption structure. β has been valued less than 1 in all of the rest years. The lowest β reached 0.49 in 2010. The year-on-year declined β indicates that the foreign exchange receipt from tourism in Zhejiang province mainly relies on the increase of quantity without highlighting the quality of tourism product. For this reason, it is bespoken that the consumption structure of inbound tourism in Zhejiang province is unreasonably established and not well coordinated with the development of inbound tourism in Zhejiang province. Hence, the supply structure of inbound tourism in Zhejiang province shall be optimized.

Table 1: Advanced index of inbound tourist consumption in Zhejiang province from 2006 to 2015

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
The proportion of non-basic consumption	54.6	37.2	36.1	35.6	33	38.4	42	41.8	36.1	35.3
The proportion of basic consumption	45.4	62.8	63.9	64.4	67	61.6	58	58.2	63.9	64.8
β value.	1.2	0.59	0.56	0.55	0.49	0.62	0.7	0.72	0.56	0.54

4. CONCLUSIONS

The average daily consumption per capita of inbound tourists in Zhejiang province slightly surmounts that of China, whereas the advantage has increasingly declined, and both data are progressively approaching to each other.

The consumption level index of inbound tourists in Zhejiang province has been lower than 1, bespeaking that the consumption level of inbound tourists in Zhejiang province basically lags behind the development of foreign exchange receipt from tourism, and the consumption of inbound tourism in Zhejiang province is deemed as the retarded consumption.

Under the structure of Zhejiang's inbound tourism consumption, the basic consumption takes up over 60% of all years' data, and the β , the advanced index of inbound tourism consumption, is valued less than 1 among all years' data. Hence it is bespoken that the inbound tourism consumption in Zhejiang province is unreasonably structured and not coordinated well with the development of Zhejiang's inbound tourism, and the inbound tourism supply shall be optimized in structure.

REFERENCE

- [1] Jianchao, X., Mengyu, G., Pu, W., Quansheng, G. 2008. Empirical Research of China's Inbound Tourist Consumption Variation. *Tourism Tribune*, 23, 18-22.
- [2] Yiwei, L. 2004. Analysis and Consideration of Inbound Tourism Consumption Structure. *International Economic Cooperation*, 7, 17-19.
- [3] Ying, J. 2008. Comparative Research of 6 Greatest China's Cities with Inbound Tourism Consumption Structure. *Tourism Science*, 22, 13-17.