

The Interaction Mechanism Between Tourism Industry Agglomeration and Regional Economy in Yunnan Province

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Abstract

Tourism is one of the pillar industries of economic development in Yunnan Province. The agglomeration and development of tourism industry has become an important engine of regional economic growth in Yunnan Province. This article takes the interactive mechanism of regional economic growth and tourism industry agglomeration development in 16 cities (state) in Yunnan Province as the research object. It clarifies the development scale and spatial-temporal evolution of tourism industry agglomeration in Yunnan Province, then use push-pull theory to analyze the interaction mechanism between the agglomeration of tourism industry and the development of regional economy in Yunnan Province. The study found that the regional economic development and tourism industry agglomeration in 16 cities (state) in Yunnan Province are polarized, and the effectiveness of the interaction between the two has gradually become prominent over time, but the uncoordinated development between the two has always been presence. Finally, the article puts forward suggestions for promoting the development of both benign interactions of tourism industry agglomeration and regional economy from both macro and micro levels

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0. INTRODUCTION

Industrial agglomeration is an economic phenomenon in the process of dynamic development of market economy. Tourism industrial agglomeration refers to the process in which the capital elements of tourism industry are converging in space with the development of tourism economy in a certain region. Since 1986, Yunnan Province has regarded tourism as one of the important industries. With favorable macro policies, favorable tourism development environment and huge consumption demand, the tourism industry in Yunnan Province has developed rapidly. As a highly dependent industry, tourism industry is closely related to the development of transportation, catering and other related industries; meanwhile, tourism

industry is also a highly related and driving industry, forming a "+ tourism" development trend after integration with various industries, promoting regional economic development. By analyzing the interaction mechanism between tourism industry cluster and regional economy in Yunnan Province, this paper explores the cultivation of tourism industry cluster in Southwest China, for promoting the sustainable and healthy development of tourism economy in Yunnan Province.

1. Literature review

In 1890, Marshall, a British economist, raised the issue of industrial agglomeration ^[1], and later introduced it into tourism industry. He proposed the concept of industrial cluster and thought that tourism

industry is one of the most suitable industries for cluster development^[2], Therefore, the research on tourism industry agglomeration has been gradually carried out at home and abroad, in which the research on the interaction between tourism industry agglomeration and regional economy has become an important research perspective, but the relationship between them has not yet formed a unified view. Consortium^[3], Molefe^[4], etc. respectively discuss the phenomenon of tourism industry agglomeration in South Africa, and think that tourism industry agglomeration can accelerate the development of regional economy in South Africa. Ghali takes Hawaii as a case study to empirically study the promotion effect of tourism industry agglomeration on economic growth^[5]. Jackson put forward that tourism industry cluster based on Potter model can improve the competitiveness of tourism industry^[6]. However, Chi OK Oh found that Korean economic growth has an important role in promoting tourism consumption through empirical research, otherwise it is not significant^[7]. Domestic relevant researches focus on the year 2000, especially the "industrial cluster and regional innovation and development" Ningbo conference and the opening of local industrial cluster research network provide a broader platform for such research. The main viewpoints of domestic scholars are: Yin Yimei believes that tourism enterprises have the inherent advantages of cluster development, which can improve the competitiveness of tourism destinations^[8]. Bian Xianhong takes Hangzhou tourism complex as an example^[9], Wang Liwen takes Chongqing as an example^[10], Wang Zhaofeng takes Zhangjiajie as an example^[11] to analyze the relationship between tourism industry cluster and regional economic growth. By studying the phenomenon of national tourism industry agglomeration, Liu Kai found that the effect of tourism industry agglomeration on the growth of regional economic changes with industry and region, but the whole was positively promoting relationship^[12].

From the review of domestic and foreign research, the research on the relationship between tourism industry

agglomeration and regional economic development has gradually deepened, and the theoretical research has gradually turned to empirical research. This paper takes Yunnan Province as the object of study, studies the relationship between tourism industry cluster and economic development from the provincial scope, clarifies the economic power of the development of tourism industry cluster in Yunnan Province, and seeks practical suggestions and Countermeasures for improving regional economic competitiveness.

2. Research methods

2.1 Regional entropy index

The commonly used technical methods to measure the spatial agglomeration of tourism industry include hefindar index, spatial Gini coefficient, E-G coefficient, location entropy index, etc.^[13], and various measurement methods have their advantages. Among them, the regional entropy index can measure the agglomeration level of the development of regional tourism industry from multiple perspectives in geographical space. The paper uses the regional entropy index to measure the agglomeration level of tourism industry in different cities (states) of Yunnan Province, and the calculation formula is:

$$LQ = \frac{e_i / \sum_{i=1}^n e_i}{E_i / \sum_{i=1}^n E_i}$$

In the formula, LQ calculates the location entropy of each city (state), e_i represents the total income of tourism industry in the year of i City (state), E_i represents the GDP value of i City (state) in the current year, If $LQ > 1$, it indicates that the degree of tourism industry agglomeration in this city (state) is higher than the average level of the whole province, and the degree of tourism industry agglomeration is high, which has formed a dominant industry; otherwise, it indicates that the level of tourism industry agglomeration in this region is low.

2.2 Elasticity coefficient of tourism industry agglomeration

There is a certain correlation between the development of regional economy and tourism industry cluster. The elasticity in economics is used to measure the effect of regional economy on tourism industry cluster development. The specific calculation formula is:

$$\varepsilon_i = \frac{L_i}{Y_i}$$

The formula ε_i represents the elasticity coefficient of the regional economic growth rate, Y_i represents the growth rate of the total tourism income, L_i , which is used to measure the driving effect of the regional economic growth of different cities (states) in Yunnan Province on the development of the tourism industry cluster.

2.3 Economic contribution rate of tourism industry

With the tourism industry has become a new engine of economic growth^[14], it plays an increasingly significant role in promoting the development of regional tourism economy. Constructing the contribution rate model of tourism industry development to regional economic growth:

$$G_i = \frac{L_i \times D_i}{Y_i}$$

In the formula, G_i represents the contribution rate of tourism industry agglomeration to the economic growth of i City (state), L_i represents the growth rate of tourism income of i City (state). The calculation method is $L_i = \frac{\text{Total tourism revenue of the year} - \text{Total tourism revenue of last year}}{\text{Total tourism revenue of last year}}$, D_i Indicates the dependence of tourism revenue of the city (state), The calculation method is $D_i = \frac{\text{iCity and state tourism revenue}}{\text{Total tourism revenue of the year}}$.

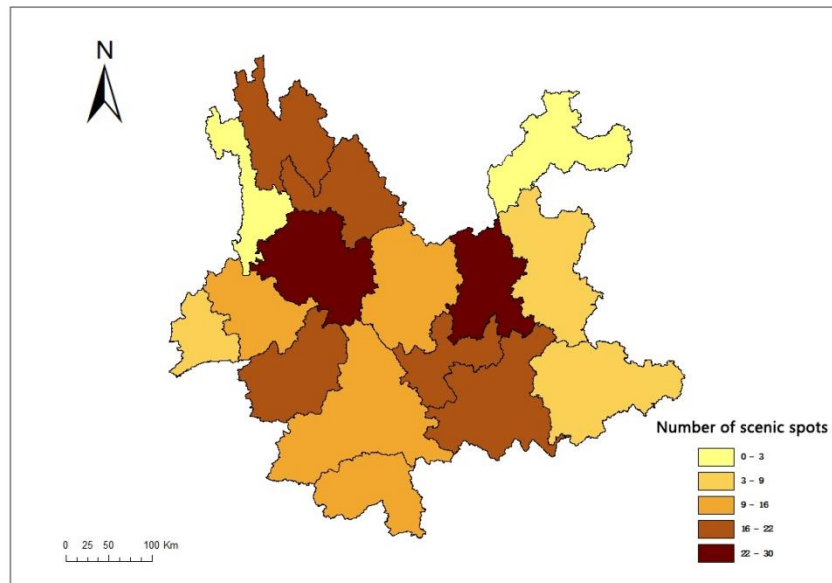
i City and State GDP, Y_i represents the GDP growth rate of city (state) i, The calculation method is $Y_i = \frac{\text{GDP of the year} - \text{GDP of last year}}{\text{GDP of last year}}$.

3. The Development laws of tourism industry agglomeration in Yunnan Province

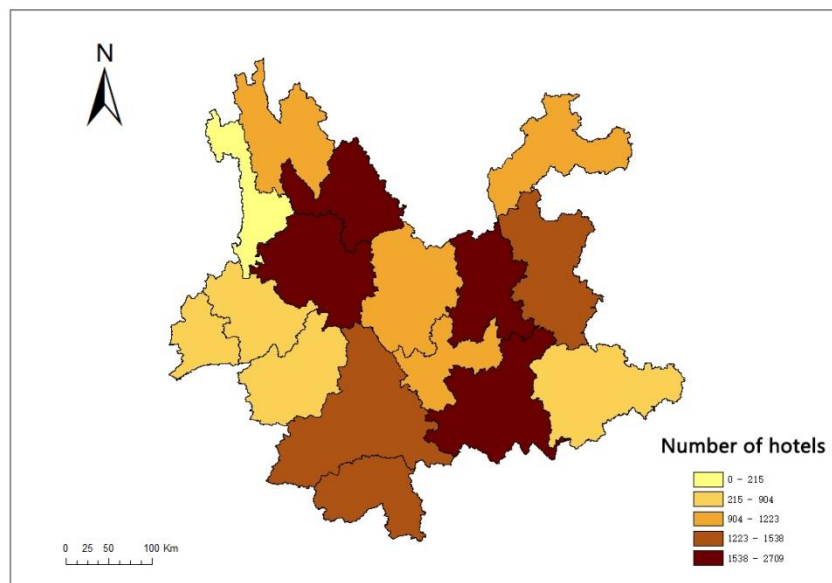
3.1 Scale of tourism industry in Yunnan Province

Tourism industry agglomeration is a kind of economic phenomenon that a large number of industries, enterprises and relevant supporting organizations closely related to tourism activities gather in space, and thus form the core competitiveness of regional tourism industry^[15]. Since the successful holding of Kunming World Expo in 1999, tourism in Yunnan Province has developed rapidly and rapidly. According to statistics, in 2017, the number of domestic and foreign tourists received by Yunnan Province reached 573.3981 million, a year-on-year increase of 32.98%, realizing a total tourism revenue of 692.223 billion yuan, a year-on-year increase of 46.46%. Among them, the development of scenic spots, travel agencies, tourism hotels and other industries, which are regarded as the three pillars of tourism, shows a trend of simultaneous development. By December 2018, the number of class a scenic spots in Yunnan Province has reached 239, the number of travel agencies has reached 7563, and the number of tourist hotels has reached 20414. Except that there is no A-level scenic spot in Nujiang, the three pillar industries are distributed in 16 cities (states) of Yunnan Province, and the aggregation scale of the three industries in different cities (states) is different.

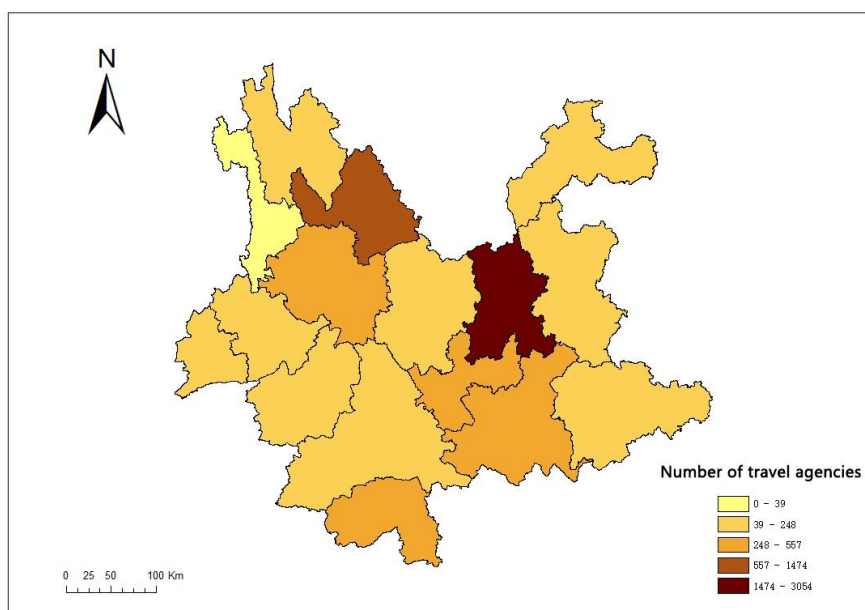
In the analysis of spatial agglomeration law of tourism pillar industries in Yunnan Province, the number of A-level scenic spots, travel agencies and tourism hotels is divided into five grades by natural breakpoint method, and the distribution law is depicted by ArcGIS software (Figure 1).



a)The Spatial Agglomeration Pattern of Tourism A-level Scenic Spots in Yunnan Province



b)Spatial agglomeration pattern of hotels in Yunnan Province



c) Spatial agglomeration pattern of travel agencies in Yunnan Province

Figure 1 Current status of tourism pillar industry agglomeration in Yunnan Province (as of December 2018) Data source: public data collation

The observation shows that: in Yunnan Province, the aggregation degree of the three pillar industries of tourism in different cities (states) is different, and the aggregation degree of different pillar industries in the same city (state) is also different. For example, the level of A-level scenic spots and travel agencies in the Western double edition is at a medium level in the whole province, but the level of hotel aggregation in the region is on the high side. In a word, the three pillar tourism industries in Yunnan Province are generally highly concentrated in Kunming, Yuxi, Dali, Lijiang, Xishuangbanna and other cities (states), while the tourism industries in Nujiang, Zhaotong, Wenshan, Dehong, Baoshan and other cities (states) are less concentrated, and the tourism industries in neighboring cities (states) are developing in groups, such as Lijiang and Dali, Pu'er and Xishuangbanna. The agglomeration degree of tourism industry in Banna and other cities (states) is often in the same gradient range.

3.2 Analysis on the Spatial and Temporal Evolution of Tourism Industry Agglomeration in Yunnan Province

The main feature about tourism industry cluster is the concentration of geographical space. Many tourism enterprises cluster in a certain region can give play to the advantages of scale economy and scope economy. At the same time, regional economic development plays an important role in the development of tourism industry cluster in Yunnan Province. Based on the data from 2007 to 2017, this paper analyzes the spatial and temporal evolution characteristics of tourism industry agglomeration in Yunnan Province by measuring the location entropy index.

By calculating the LQ of 16 cities (states) in Yunnan Province in 11 years, figure 2 shows the development trend of tourism industry agglomeration in Yunnan Province:

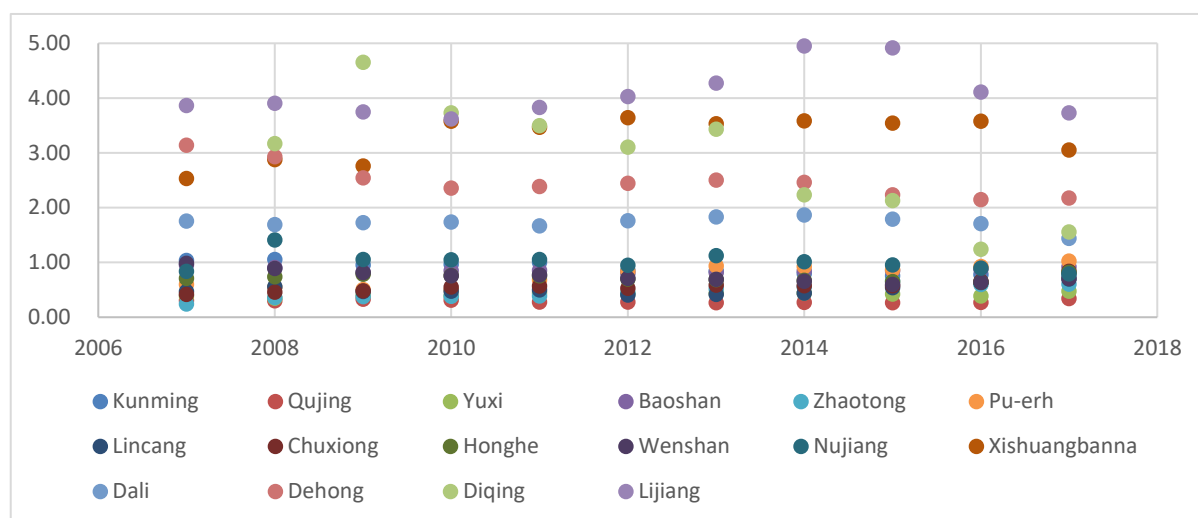


Figure 2 development trend of tourism industry agglomeration in Yunnan Province(Source: "Yunnan Statistical Yearbook")

The research shows that the level of tourism industry agglomeration in 16 cities (states) of Yunnan Province is in a steady rising stage during the 11 years from 2007 to 2017, while the polarization phenomenon is relatively obvious. In addition to Nujiang's tourism industry agglomeration level gradually higher than that of the whole province ($LQ > 1$) after 2008, the change range of regional entropy index of other cities (state) in 11 years is relatively small and always fluctuates at the original level: Qujing, Baoshan, Zhaotong, Pu'er, Lincang, Chuxiong, Honghe, Wenshan and other cities (states) have fluctuated in the degree of tourism industry agglomeration. However, LQ is always less than 1; the degree of tourism industry agglomeration in Xishuangbanna, Dali, Dehong, Diqing, Lijiang and other cities (states) is always higher than that in the whole province ($LQ > 1$), and the degree of agglomeration is increasing; the LQ value of Kunming is floating up and down in 1, and the degree of tourism industry agglomeration is similar to that in Yunnan Province.

At the same time, the tourism enterprises in Yunnan Province have formed a geographical and spatial aggregation trend in the past 11 years. From the perspective of location distribution, the cities (states) with $LQ > 1$ are mainly concentrated in southwest,

northwest and central Yunnan, forming the trend of cluster development, and these cities (states) with tourism industry cluster development are also regions with better regional economic development. There is an interactive relationship between the agglomeration of tourism industry and the development of regional economy in Yunnan Province. Such a development pattern conforms to the general law of the relationship between the evolution of industrial cluster and the development of regional economy^[16].

4. The interaction between tourism industry agglomeration and regional economy in Yunnan Province

As an industry with strong dependence and relevance, the growth of tourism industry depends on the level of regional economic development. At the same time, the agglomeration development of tourism industry can bring direct or indirect benefits to regional economic development, and then promote the overall development of regional economy. Taking 16 cities (states) of Yunnan Province as the research area, this paper uses push-pull theory to analyze the interaction between tourism industry agglomeration and regional economic development, and to explore the law of tourism economic development in Yunnan Province.

4.1 The promoting effect of regional economic development on tourism industry agglomeration

This paper uses the elasticity coefficient of tourism industry agglomeration to measure the indirect impact of regional economic development on tourism industry agglomeration, so as to quantify the level of indirect driving effect of regional economic change on tourism industry agglomeration^[17], and get the driving trend of regional economy on tourism industry agglomeration in Yunnan Province in recent 11 years (figure 3). In addition to the negative elasticity coefficient of Nujiang tourism industry cluster in 2009, the elasticity coefficient of tourism industry cluster in all cities (states) of Yunnan Province is positive in 11 years, which shows that regional economic growth has a positive impact on the development of tourism industry cluster in all cities. Excluding some extreme values, the elastic coefficients of tourism industry clusters in various cities (states) of Yunnan Province changed in fluctuation from 2007 to 2011. During this period, the elastic coefficients of Kunming, Yuxi, Dehong, Diqing and other cities (states) were less than 1 and positive in some years, which indicated that the regional economic growth of these cities (states) in a specific year had a small role in promoting the development of tourism industry clusters.

However, with the development of time, especially in the course of vigorously promoting the transformation and upgrading of tourism industry in Yunnan Province, a series of measures have been taken to promote the development of tourism industry agglomeration by regional economy^[18], and the effects of these measures are gradually reflected in the development process of tourism industry agglomeration. From 2011 to 2017, the elasticity coefficient of tourism industry agglomeration in all cities (states) of Yunnan Province is greater than 1, which indicates that the indirect driving effect of regional economic development on the development of tourism industry agglomeration is large, and with

the evolution of time, this driving effect has an increasing development trend. The main reasons are as follows:

First, regional economic development provides more complete infrastructure for the development of tourism industry. The transportation facilities, urban infrastructure service facilities, tourism reception facilities, etc. that the development of tourism industry depends on require a lot of capital investment. A good regional economic development environment enables the governments at all levels to support the financial and monetary policies such as investment, tax, subsidy, reward, etc., so as to provide industrial competitive advantages for the cluster development of tourism industry. By 2018, Yunnan Province has made remarkable achievements in the development of real economy, infrastructure construction, pollution prevention and control in key fields, public service level^[19] and other aspects. The development of basic conditions accelerates the development of regional tourism industry, and gradually forms the trend of agglomeration.

Secondly, regional economic development provides a good market platform for the development of tourism industry cluster in Yunnan Province. The GDP growth rate of Yunnan Province is in the forefront of the whole country. In addition, the geographical advantages of the border development and opening up of Yunnan Province optimize the tourism investment environment of Yunnan Province, making Yunnan Province the first choice for investment by many famous tourism groups at home and abroad. In 2018, there were 16 major tourism projects with a total investment of more than 10 billion yuan in Yunnan Province, 24 key projects with a total investment of 5 billion to 10 billion yuan, the proportion of leisure products reached 33.3%. With the combination of high-quality tourism, high-end leisure vacation and various special tourism products, the characteristic brand tourism product system has gradually formed^[20].

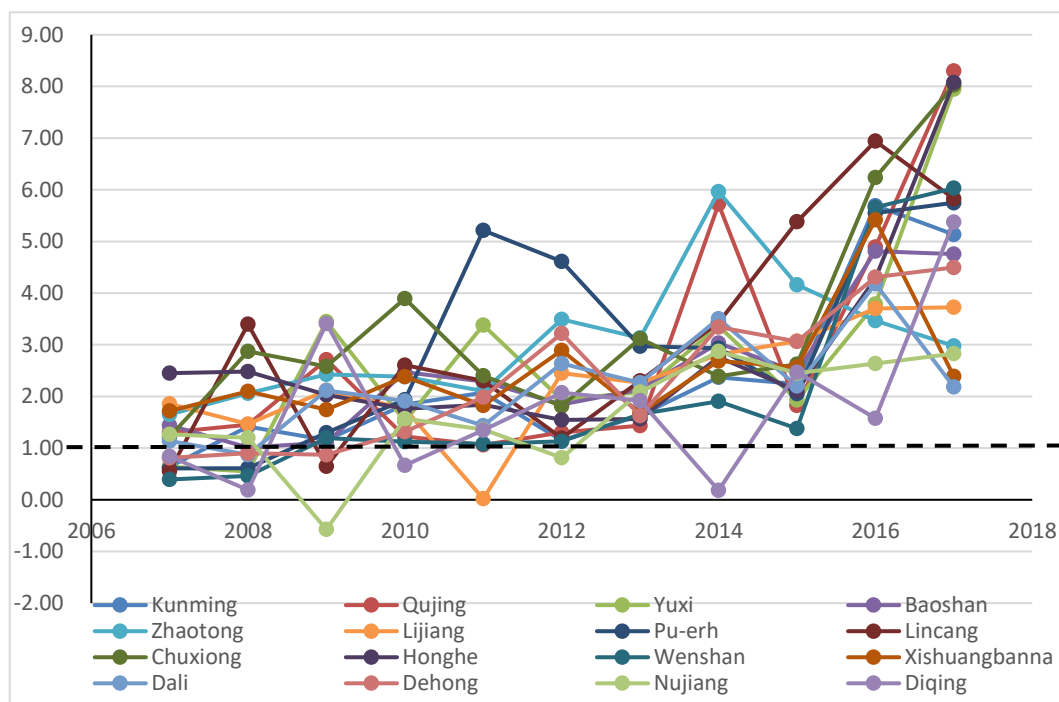


Figure 3 The promotion of tourism industry cluster development in Yunnan Province from 2007 to 2017(Source: "Yunnan Statistical Yearbook")

4.2 The pulling effect of tourism industry agglomeration on regional economic development

This paper uses the formula of economic contribution rate of tourism industry to calculate the pulling effect of tourism industry agglomeration on regional economic development. According to the formula, the contribution rate of tourism industry agglomeration to

economic development in Yunnan Province is obtained. for the sake of ensuring scientificity of the results, the distorted data of some years are eliminated, and the average value is used to represent the pulling force of tourism industry agglomeration development on regional economic development of each city (state) in the past 11 years, as shown in Figure 4.

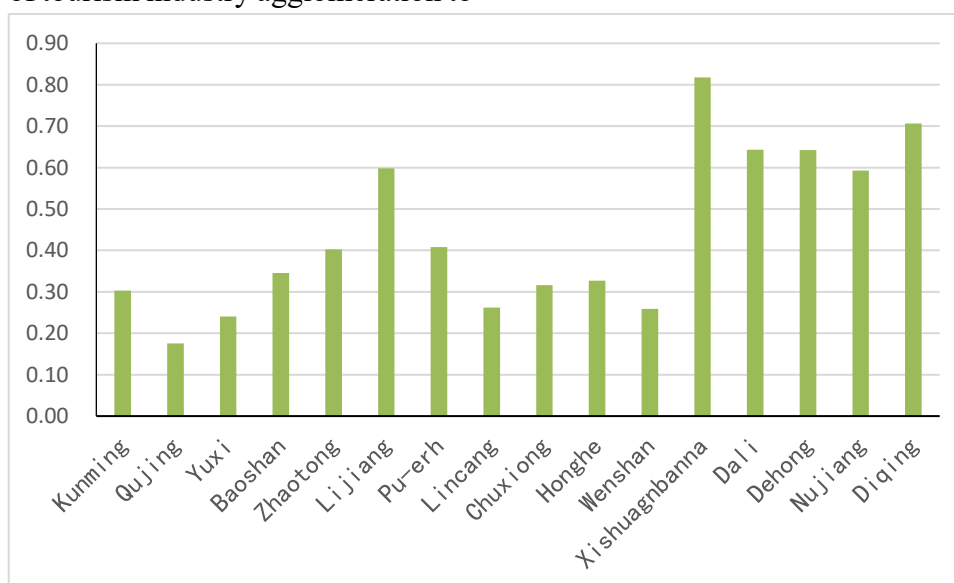


Figure 4 contribution rate of tourism industry agglomeration development to regional economy in Yunnan Province (%)(Source: "Yunnan Statistical Yearbook")

From the statistical results, the tourism industry agglomeration in Xishuangbanna, Dehong, Dali, Nujiang, Diqing, Lijiang and other cities (states) has a relatively obvious pulling effect on regional economic development, but the tourism industry agglomeration in Kunming, Qujing, Yuxi, Baoshan, Zhaotong, Pu'er, Honghe, Lincang, Wenshan, Chuxiong and other cities (states) has no significant pulling effect on regional economic development. Such a trend is related to the dependence of the economic development of these cities (states) on the tourism industry. Taking Kunming as an example, the effect of tourism industry agglomeration on regional economic development is not obvious, because for a long time, the industrial economic pattern of Kunming has been: the industrial system with tobacco and supporting facilities, metallurgy, chemical industry, equipment manufacturing, biopharmaceutical as the pillar, the agricultural industrial system with vegetables, flowers, animal husbandry and flue-cured tobacco as the feature, and the agricultural industrial system with commerce, logistics, tourism and culture as the pillar. The leading modern service industry system^[21], the position of tourism industry as a pillar industry has not been highlighted. After that, with the introduction of policy documents such as the outline of Yunnan tourism industry development and reform plan, the strategy of "123456" and the key task of Kunming to speed up the transformation and upgrading of tourism industry, the pillar position of tourism industry has gradually become prominent, the contribution of tourism industry agglomeration to regional economy has gradually increased, and the development of tourism industry agglomeration in these economically developed cities is excellent. The potential is gradually emerging.

The maintenance of the push-pull relationship between the agglomeration of tourism industry and regional economic development is partly because tourism is an industry with a strong correlation and leading role. The agglomeration of tourism industry in regional space helps to drive the connotative

growth of regional economy in Yunnan Province^[22]; On the other hand, from the perspective of enterprise development, the agglomeration of the tourism industry will help to integrate small and medium-sized tourism companies, large and small, to achieve resource sharing, reduce internal competition costs, and promote the expansion of the tourism industry cluster size. Regional economic development has achieved a virtuous circle.

5. Conclusions and suggestions

5.1 Conclusion

(1) There are polarization phenomena in the regional economic development and tourism industry cluster development of 16 cities (state) in Yunnan Province. The regional economic development and tourism industry agglomeration development of Yunnan Province are not balanced. During 2007-2017, the two cities and state with the highest and lowest average GDP and average total tourism income in Yunnan Province are Kunming and Nujiang respectively. The ratio gap between the two cities and state is wide, 36.2:1 and 31.56:1 respectively. There are only a few cities (states) with high level of regional economic development and obvious agglomeration of tourism industry, which are mainly concentrated in Kunming, Qujing, Yuxi, Honghe, Dali, Lijiang, etc. most cities (states) have low level of economic development and tourism industry agglomeration.

(2) With the development of time, the interaction effect between tourism industry agglomeration and regional economic development in Yunnan Province is gradually prominent. Since the position of tourism as the pillar industry of Yunnan Province has been gradually highlighted, the push-pull effect between the regional economic development of 16 cities (state) and the tourism industry agglomeration has become more and more obvious, especially in Lijiang, Dali and other cities with rapid tourism development, the proportion of the added value of the tertiary industry dominated by tourism in the regional GDP has increased year by year.

(3) There is always an incongruity between the regional economic development and the tourism industry agglomeration development in Yunnan Province. Some cities (states) have a high level of regional economic development, but the level of tourism industry agglomeration is low (such as Kunming), or the effect of tourism industry agglomeration on regional economic development is not obvious (such as Dehong). Yunnan Province is located in the inland and border areas. The factors such as insufficient development of market economy, low level of overall development of tourism industry, unreasonable structure of tourism supply and demand, imperfect market mechanism and malicious competition seriously restrict the role of regional economy in promoting its development and hinder the potential contribution of tourism industry to regional economy.

5.2 Suggestions

In the context of supply side reform, the advent of the era of global tourism means that the interaction between Yunnan tourism industry cluster and regional economic development should pursue high-quality development, and strive to move towards a higher level in terms of scale, efficiency and quality. In order to achieve this positive interaction, we can start from the following aspects.

5.2.1 Take advantage of regional advantages , take advantage of development

Yunnan Province is located in the inland frontier. To realize the improvement of the level of benign interaction between regional economic development and tourism development, it is necessary to rely on the national "Belt and Road" construction, development and opening up policies along the border, and Yunnan-Cambodia Tourism Cooperation Bilateral Talks, the Czech Republic-Yunnan Business Tourism Cooperation Forum, China Yunnan Province-Bangladesh Cooperation 5th Dialogue Meeting and many other development opportunities, take advantage of Yunnan 's industrial economy, build a high-quality tourism cooperation platform, and

extend the tourism industry chain, Promote "+ tourism" in all walks of life and enhance the overall competitiveness of the tourism industry in Yunnan Province.

At the same time, Yunnan Province will also promote cross-regional and inter-provincial tourism cooperation and build a tourism industry development circle. For example, take Kunming City with good economic development as an example. With the help of the regional economic development of the city and the characteristics of the tourism industry cluster, create tourist routes, tourism product chains and tourism service facilities with regional cultural characteristics. Jointly develop with neighboring Sichuan, Guangxi and other provinces to expand the common tourist market, and at the same time reduce the extension cost of regional tourism development, and promote their own development in a win-win situation.

5.2.2 Tap the potential of the city, Balanced development

In view of the incongruity between the development of regional economy and the development of tourism industry in Yunnan Province, it is necessary to tap the tourism development potential of backward cities (states) and improve the driving force of regional economic development. Through a series of preferential policies to attract tourism investment. In the process of tourism construction and development, it is necessary to strengthen planning guidance and policy support, Promote the scientific development of tourism industry integration in the whole province ^[23]. All cities (states) should pay attention to the local culture excavation, enrich the structure of the tourism industry cluster with culture as the soul, differentiate development within this large tourism area of Yunnan Province, form their own brand advantages, and exert the comprehensive driving benefits of tourism.

At the same time, different cities (states) promote the flow of tourism elements and capital elements in the whole province by means of resource sharing, market co construction, cooperative marketing, etc.,

especially by giving full play to the supporting and driving role of the economically developed cities, integrating the funds, resources, formats and other elements of the whole province, realizing resource complementarity, market connectivity, and promoting more capital flow to the tourism industry, Accelerate the pulling effect of Kunming, Yuxi, Qujing and other cities with rapid economic development on tourism industry cluster, and accelerate the driving effect of tourism industry cluster on economic development of Diqing, Dehong and other cities.

5.2.3 Cultivate leading enterprises, Promote development

The long-term mechanism to promote the positive interaction between tourism industry agglomeration and regional economic development and the transformation and upgrading of tourism industry in Yunnan Province lies in the cultivation of leading tourism enterprises. With a group of excellent enterprises such as World Expo Group as the core, accelerate the integration and concentration of industrial resources, improve the development pattern of "small scattered weak" tourism industry in Yunnan Province; at the same time, on the basis of the improvement of tourism industry structure, give play to the leading enterprises' demonstration and driving role, promote the integration of different industries, and constantly deepen the cross-border integration between tourism and different economic industries, extend the chain of tourism industry forms, promote the diversified development of new tourism forms, and enhance the core value of tourism enterprises; and bring the leading role of leading enterprises into full play, create an industrial support model, provide technical, financial, talent and other assistance for small and medium-sized enterprises, activate tourism innovation vitality, promote cooperation between upstream and downstream enterprises, and promote the rank of tourism market in Yunnan Province Sequence improvement.

5.2.4 Optimize the industrial structure, Coordinated development

The optimization of industrial structure helps to improve the quality of regional economic development, and the optimization of the structure of tourism industry pursues the rationalization of industrial structure and the enhancement of industrial structure^[24]. The realization of the former is to reform and optimize the tourism management system under the conduct of the concept of global tourism development, and to make full use of the strengths and advantages of municipal and state local governments, tourism management departments, tourism-related enterprises, and tourism non-governmental organizations.^[25] Clarify the division of tasks among different regions and departments to achieve coordinated development in cooperation. The realization of the latter should focus on industrial integration, make the best of the advantages of scientific and technological progress and social division of labor, vigorously promote the application of information technology in the development of the tourism industry, promote the integration of tourism industry with flowers, tobacco, industry, medicine and other advantageous industries in Yunnan Province, promote the in-depth development of tourism resources, increase the high added value of tourism industry output, and continuously improve the economic effect of tourism.

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