

Study on Government Tourism Management Function from the Perspective of Economics

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Abstract: The modern economic system has been transformed from the traditional planned economy to the market economy. Through research, it is found that while the market economy brings development opportunities to enterprises, it also brings many problems, especially in the tourism market. However, as the government itself is not perfect, the information is not comprehensive, so the government in the tourism management there are many problems, not conducive to the healthy development of the tourism market. Therefore, from the perspective of economics, this paper analyzes the problems existing in the government's tourism management functions, analyzes the limitations of the government's tourism management functions, and analyzes the measures the government should take to fulfill the tourism functions from the perspective of economics.

The government should play what role in the process of tourism development, in the current is still a baffling problem, a lot of real-life case reveals that many of the local government is still in the process of tourism management offside, malposition exercise their functions and powers, although many controversial things out for more, but the government behavior whether properly is the key. What is more important is that in many cases, we still lack understanding of the combination of local public products like tourism, and the relationship between government and market is wrongly blurred under the so-called government-led tourism development model. China's tourism industry has a certain foundation, but the more the stage of development deepening, the more required the government to have the corresponding function transformation, appropriately for the local tourism economic development escort. What should the government do? What should the government do? The construction of learning government, service government and limited government needs our deep thinking. This paper focuses on the development of tourism economy from the perspective of the government to discuss how to correctly play the management function, the formation of a multi-center management system, so as to truly realize the healthy and rapid development of tourism in the changing regional environment^[1].

1. Problems Existing in the Government's Tourism Management Function from the Perspective of Economics

First, information asymmetry. Information asymmetry is a very common problem in the tourism management function of the government. Due to the existence of information asymmetry, it has a great impact on the price mechanism, which is easy to make the price mechanism lose its efficiency and make it impossible to realize effective transactions. For tourism, it is a relatively special service, difficult to measure from an objective perspective. Before tourists participate in the tourism, it is impossible to fully grasp relevant information, the existing information is mostly to listen to others or enterprise propaganda, so there is information asymmetry. At the same time, in this case, the characteristics of on-site consumption can affect the service quality, but the impact on the payment price is not significant, reducing the high service quality of tourism enterprises, but the poor service quality of enterprises are very positive. At the same time, due to the existence of information asymmetry, many tourism enterprises cheat tourists by various means, and the contradiction between travel agencies and tourists is also increasing^[2].

Second, “tragedy of the commons”. The so-called “tragedy of the Commons” is actually that some public resources are exclusive and competitive in consumption. For consumption competition, it represents all people in the consumption of the Commons, and their activities have negative external characteristics. In this case, the consumption sites of public resources are limited. Despite the non-exclusivity and negative externality of public resources, the “tragedy of the Commons” is born, and the destruction of public resources is very common. For example, after the development of a tourism site, a large number of tourists enter it, the destruction of resources, environmental pollution is inevitable. At the same time, because the ownership of tourism resources is not clear, many enterprises often increase the development of limited resources in order to seek more benefits, and present a state of mad plunder. In addition, the ownership and management rights of some scenic spots are separated from each other. Due to insufficient government supervision, some enterprises often increase the destruction of scenic spots. In this case, many commercial scenic spots have appeared, which seriously damages the natural characteristics of scenic spots^[3].

Thirdly, externality problem. The externality problem mainly refers to the commodity constraint provided by one party for the other party under the state of lack of economic trade. In general, if a person or enterprise does not bring harm to the individual in the economic activities, the individual and the enterprise do not need to pay the corresponding money, the resulting harm is called externality. For tourism resource development, the external problems in its operation is very common, especially in the transformation of economic development today, tourism investment with more characteristics of state-owned capital in the investment process will often appear insufficient effective budget, the resulting private cost is much lower than the social cost, low level repeated construction and is becoming more and more serious. Through the research, we found that in recent years, the number of foreign-related tourist hotels in China is in the stage of continuous growth, but more than 50% of the hotels are rented, which also brings the problem of insufficient total. These are common problems in government tourism management, so it is necessary to put forward effective measures to rectify^[4].

Fourthly, tourism synthesis fallacy. The fallacy of composition is a common mistake in economic research and a common problem in tourism. In tourism, the fallacy of composition is mainly reflected in two aspects, one is the fallacy of price composition, the other is the fallacy of investment composition. First of all, from the perspective of the fallacy of price synthesis, it is mainly reflected in the fact that tourism companies hope to promote revenue growth by lowering prices, but hope that other prices will not change, which will also lead to vicious competition. However, this situation cannot be changed by enterprises themselves, and they can only rely on government regulation. Second, the investment synthesis fallacy. Studies of travel programs show that once a program is popular with consumers, other businesses often follow suit. However, due to the existence of a variety of similar products, it is easy to appear that the market supply and demand cannot be correctly grasped, so the fallacy of composition occurs^[5].

2. Limitations of the Government's Function of Tourism Management

At the same time, we should also recognize that the exercise of government management function also has its limitations. For the popular government-led strategy, we must have a clear understanding, to see the problems in the process of government-led, not only to see the good side of government-led. Many problems arise because when it comes to government dominance, we assume that the government is omnipotent, and the arbitrary actions of individual administrators have the illusion of plausibility. The limitations of the government's function of tourism management are mainly reflected in:

Behind many of the arguments for state intervention in the economy lies an implicit premise that the authorities are omniscient and that government-led tourism development strategies have something to do with it. In fact, in a fickle world, there is no objective method or consensus that can make government departments or public affairs managers in the tourism industry more informed and more accurate than some private entities. On the contrary, predictions made by a centralized sector tend to be more biased than those made by many dispersed people in a market economy. The

process that the government manages the tourism industry is the process that the government makes decisions based on the tourism market information. Therefore, whether the government has accurate and sufficient information becomes the necessary condition of the government's correct management and scientific decision-making. Market information can be divided into external information and internal information, the former mainly through a variety of statistical caliber, the latter needs the effective cooperation of related enterprises. The reality is that the relevant information statistical work foundation of the former is quite weak, and the internal information of relevant enterprises is more difficult to obtain. Companies do not want to reveal their internal information to the government out of self-interest, as was the case with the national economic census, launched in 2004. In order to respond to market signals in a timely and effective manner, the government must make great efforts to collect and study the internal information of enterprises, and improve the overall benefit of tourism management by learning and interacting with the market^[6].

The effectiveness of the government in managing the tourism industry depends on the level of governance and decision-making ability of the government. Government officials at all levels have different professional backgrounds and abilities. They are not necessarily tourism experts. Government officials at all levels have different professional backgrounds and abilities. They are not necessarily tourism experts. Furthermore, it is alarming to note that individual government departments no longer directly interfere in specific industrial activities, but choose agents to act in the front office. The roles of referees and athletes are confused, and some grassroots government leaders directly interfere in specific businesses, which also violates the law of economic development. Even if it is the good motive also is to longterm more, with less effort, not to mention illegal administration. The role of the government is embodied in the macro level of organizational leadership, the specific details should be left to the market to operate^[7].

With the promulgation and implementation of the administrative license law, the functions of government departments in China are more standardized, but the interests of the departments behind still become the restricting factors of government administration. Tourism involves many sectors. Theoretically, each government sector represents the overall interests of the society and pursues the maximization of social welfare. But as a result of tourism related departments have their own interests, and the government personnel in terms of subjective constraints, local and overall, the lower and upper multiple interests intertwined, any policy of promoting tourism rights and interests of the public policy could be the result of most government departments interest game, and its implementation or not and the size of the effect of further depends on the power balance of all departments. Different departments represent different interest groups. Under the promotion of sunshine administration, such conflicts will be more explicit and open under supervision, but will not disappear completely^[8].

3. Measures for the Government to Fulfill the Tourism Management Function from the Perspective of Economics

First, determine management content. From an economic point of view, the government in the process of exercise the functions of tourism management, combining the basic advantages and disadvantages in the environment, in order to ensure the government administrative function is not affected, introducing market mechanism can be combined with the actual situation, as far as possible will be problem solving through market means, reduce government intervention, only after learning that the market is incomplete and unbalanced situation to enter again can. In order to promote the healthy development of the tourism market, the national government has set the following goals: The second is to ensure that residents can obtain necessary services in tourism. Fourth, strengthen the research and development of tourism culture and its industry; fifth, strengthen the protection of ecological environment. Through the research, it is found that due to the different national conditions, the tourism development status is also different, so the government adopts different policies or executive functions. In view of this situation, it is necessary to determine the content of government management according to the actual situation. Generally speaking, Chinese government should have the functions of marketing, planning, information

management and quality regulation in tourism management.

Second, clarify the relationship between the government and the market. In the development of tourism, there are mainly two kinds of differences, that is, whether the tourism market is better to be carried out by the government plan or to use the market. Many scholars have also done research on this issue. Some scholars believe that the tourism market under the guidance of the government will follow the tourism industry itself as much as possible, and the market-oriented tourism can fully reflect the control role of the government, which is more conducive to the healthy development of the tourism industry. Some scholars believe that the tourism market under the guidance of the government can go hand in hand with social development, and the adverse factors will also be avoided. In general, most scholars believe that in the process of tourism market development, we should not only pay attention to the government's role, but also strengthen the basic role of the market. At the same time, there are not many market-oriented tourism at the present stage, the reasons are as follows: first, government-led tourism has made some achievements in China, especially in areas where the market mechanism is not sound, the role of government-led is very significant; Secondly, under the influence of traditional management concepts, many people still rely on the government for management, believing that the government has the ability to regulate the tourism market; Thirdly, the development of tourism will involve many sectors. If all hope is placed on the market, the investment will be much higher than that under the government; Fourth, although China's economic system has been transformed into a market economy, the government has mastered enough experience under the planned economy system, which can better promote the development of the tourism market. In a word, in the process of tourism market development, we must pay more attention to the government. Although both market regulation and government regulation have some shortcomings, its advantages cannot be denied. Only by making full use of its advantages and avoiding its disadvantages can it enhance the interaction and really lay the foundation for the healthy development of tourism market^[9].

Thirdly, strengthen the interaction between government and industry, academia and civil media. For tourism, there are different particularity in different stages. In the initial stage of tourism development, there are high requirements for basic setup and promotion, which cannot be separated from the guidance of the government. However, after the development of tourism to a relatively prosperous stage, each country chose to promote itself through tourism. In the mature stage of tourism development, the economic value of tourism gradually emerges. At this time, market regulation is needed to realize the rational use of social resources, but government supervision is also indispensable. It can be seen that the government is still an indispensable part of the development of tourism. In order to promote the further development of tourism, it is necessary to pay attention to the interaction between government, industry, academia and civil media. The so-called interaction between government, industry, academia, the public and the media actually promotes the development of the tourism industry through the power of the government, industry, educational circles, the public and the media, as shown in figure 1. In this mode, the government can not only fully understand the different needs of different groups, but also understand the impact of the market on the development of tourism, so that the role of relevant departments can be fully reflected. For the academia, the public and the media, it is a channel to promote the deepening interaction between the two, which can influence the tourism business function, and further promote and optimize the relationship between the two. For both the government and the tourism industry, they should participate in the development of tourism products and create a good environment for the healthy development of tourism through the connection with academia. Only in this way can tourism management function be better reflected and economic benefit growth be truly realized^[10].

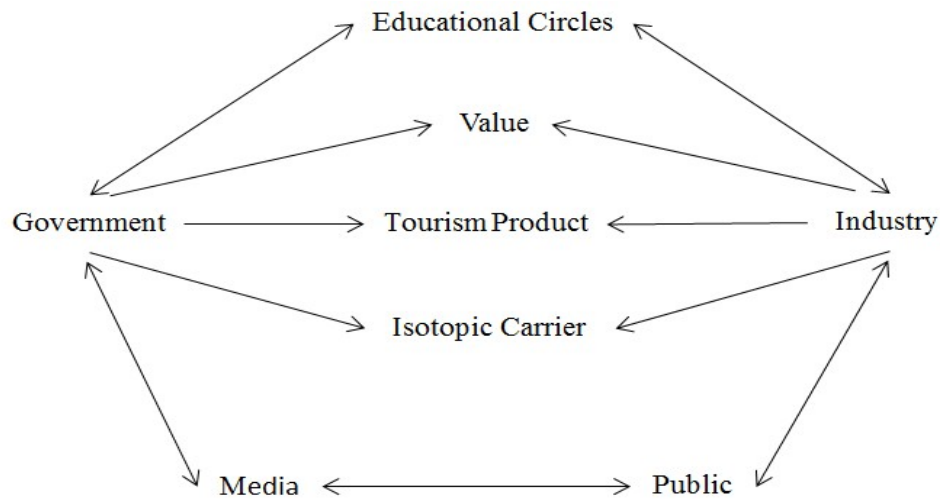


Figure 1. Government tourism management model of government-industry-educational circles-public-media interaction

Conclusion

From the perspective of government management, we can analyze the value demands of different interest groups and frame their productive roles in the interactive cooperation mechanism. The overall level of management is done by the government public sector, that is, the "official"; The management content at the carrier level can be participated or led by the "industry" in the market to varying degrees due to the difference in its publicity, and the role of the tourism industry sector can be fully played here; "educational circles, the public and the media" serves as a channel to deepen the interaction between the two, threading the needle for different market-oriented tourism business functions, and playing a role in promoting the establishment of orderly market production relations. Government departments and tourism industry departments are all involved in tourism development and product production under the premise of their respective priorities, cooperating with academia, media and the public to form their own multi-center production cooperation mechanism in different regional environments. In China with all-round economic development, the sustainable development of tourism depends on whether the tourism management functions of government departments are really appropriate, accurate and effective.

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