

A Preliminary Study on the Integration Mechanism and Degree of the Tourism Industry

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Keywords: Tourism Industry; Fusion mechanism; Fusion

Abstract: With the gradual improvement of living standards, people gradually began to pursue a high-quality spiritual life, which greatly promoted the development of my country's tourism industry. Based on the theory of system, organization, innovation, and economic evolution, this article summarizes the connotation of the integration of my country's tourism industry, establishes a model of the integration mechanism of the tourism industry, and discusses the integration mechanism of the tourism industry with the three mechanisms of incentive, motivation and guarantee. Using the Herfindahl index method to evaluate the best industrial integration of 10 selected tourism companies, it deeply analyzes the industrial integration of 5 outstanding tourism companies, and puts forward suggestions that can improve the integration of the tourism industry.

The integration of tourism industry means that based on the genetic mechanism, tourism companies can inherit the original conventions but cannot achieve the expected economic benefits, and re-search and innovate conventions to target industries and achieve tourism product innovation [1]. By selecting the appropriate industrial integration mechanism, integrated tourism products are produced and innovative tourism new business forms are presented [2-3]. This will not only help the comprehensive functions of my country's tourism industry, but also promote the large-scale, in-depth, and sustainable development of my country's tourism industry, which has reference value for conforming to the supply-side structural reform of my country's tourism industry. Therefore, the following article will discuss the integration mechanism and degree of integration of my country's tourism industry.

1. Overview of the Integration of Tourism Industry

1.1 The Integration Process of the Tourism Industry

As one of China's relatively comprehensive industries, the tourism industry is closely related to many other industries. The tourism industry is formed by the interaction of different types of tourism enterprises. Therefore, the integration of the tourism industry to achieve the final integrated product production requires the tourism enterprise as the main body of action. . If you want to realize the integrated development of tourism enterprises, the manifestation lies in cross-industry integration. Then, in the process of cross-industry integration of tourism enterprises, there are also heterogeneous differences between tourism enterprises, including the ability of original innovation and imitating innovation. difference.

In the embryonic stage, the overall innovation ability of tourism enterprises is weak [4-5]. In the growth stage, with the accumulation of knowledge stock of tourism enterprises, the innovation ability of most tourism enterprises is gradually improved. At the maturity stage, tourism companies have basically obtained a relatively sufficient knowledge reserve, which has significantly improved the learning ability and technical content of tourism companies, so they have more outstanding innovation capabilities. Therefore, according to the integration process of the development stages of the three tourism enterprises, it can be found that the scope of cross-industry integration in the budding stage is limited, and the cross-industry integration in the growth stage has diversified and multi-level new products. In the final mature stage, new tourism products with obvious competition and integration will be produced [6- 7].

1.2 Tourism Industry Integration Mechanism Model

By establishing a tourism industry integration mechanism model in this article, it will help us to form a systematic understanding of the tourism industry integration mechanism, thereby creating a good environment for highly integrated tourism industry. Under normal circumstances, the gradual evolution of the integration process of the tourism industry from low-level to high-level requires not only creative thinking but also external incentives such as modern technology and modular division of labor to enhance the advantage of tourist women. (See Figure 1) As a model for establishing a tourism industry integration mechanism [8].

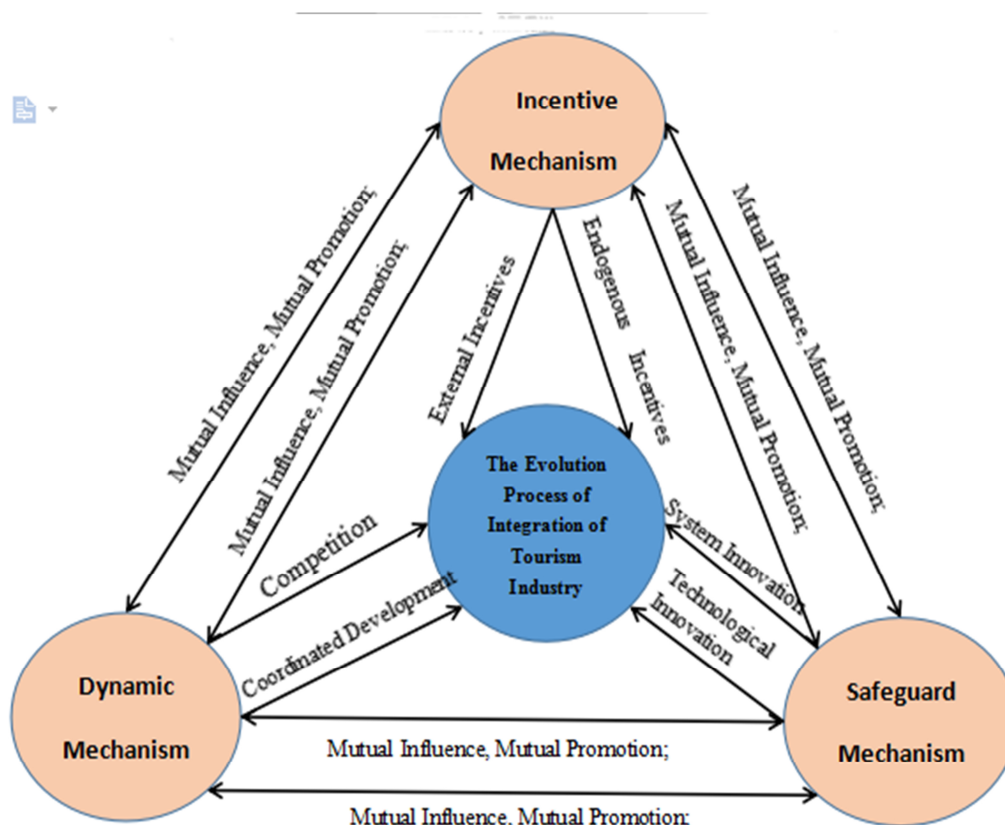


Figure 1. Model diagram of the integration mechanism of tourism industry

2. Tourism Industry Integration Mechanism

2.1 Incentive Mechanism

Combining the above analysis of the evolution stage of the integration of the tourism industry, we can find the behavior of tourism companies, such as integrating different industrial resources and technologies to achieve fusion product innovation behavior, and the integration of closely related tourism companies is upgraded. In different development stages of tourism enterprises, different ways of interaction of tourism enterprises are presented, so the interaction between tourism enterprises is constantly changing dynamically, which will have a continuous impact on the integration and development of the tourism industry.

In the integration of the tourism industry, enrich the cultural connotation of tourism products, expand the use of tourism resources, extend the tourism industry and related industry chains, and promoted by multiple incentives, coordinate modern technological progress to improve the high-tech level of the tourism industry, and significantly enhance people's tourism The consumption level has also effectively improved the efficiency of tourism business management, strengthened the market competitiveness of China's tourism business, and promoted the development of the evolving tourism industry [9].

In the transformation and development of the traditional tourism industry, endogenous incentives

are indispensable as a spontaneous internal force of enterprises. The integration of tourism industry is a dynamic integration process. Therefore, the development needs to combine the integrated characteristics of the tourism industry itself, optimize product structure and increase revenue Added value, gradually extending the integrated development of tourism industry.

2.2 Power Mechanism

First of all, in the integration of competition in the tourism industry, the existence of a competition mechanism is inevitable to promote tourism companies to independently choose to develop and innovate, and industry integration is the key to tourism industry innovation, so competition is also the key source of power in the integration of tourism industry.

Secondly, the coordinated integration of the tourism industry, from the perspective of the collaborative process, to achieve the coordinated development of tourism is that tourism companies can use different methods to correctly view their own strength and future opportunities, and adopt certain methods to achieve resource sharing [10]. From the perspective of synergy, to achieve integration of the tourism industry is to pursue overall synergy to maximize benefits.

2.3 Guarantee Mechanism

The integration of the tourism industry with other industries not only requires technological innovation, but also ensures that there is a reliable system innovation, and the realization of technological innovation linkage system innovation can provide a dual development guarantee for the integration of my country's tourism industry.

3. Analysis based on the Integration Degree of Tourism Enterprises

3.1 Integration Evaluation Method

The Herfindahl index method (HHI index method) was selected for this study, and the formula is as follows:

$$HHI = \sum_i^n (x_i / X)^2$$

The value should be the sum of the squares of each variable and the total proportion, where X is closely related to the measured object. The HHI value is planned to be divided into 5 intervals: [0.2, 0.36], [0.36~0.52], [0.52~0.68], [0.68~0.84], [0.84~1.00]. The interval value fusion degree from low to high is low, medium-low, medium, medium-high, and high. If the calculation of the degree of technological integration of the tourism industry is completed from the perspective of patents, X represents the total number of patents, and the number of patents involved in the i-th industry is Xi. If measured from the perspective of enterprise products and integration, X represents the total investment, total sales, and total output value of the i-th industry in the tourism industry, and Xi represents the total investment, total sales, and total output value of the tourism enterprise in the industry.

3.2 Sample Selection and Analysis of Tourism Industry Integration of Typical Tourism Companies

Tourism companies are very important to enhance the integration of the tourism industry. This study summarized and merged the businesses of the travel companies by querying the relevant data and information of 10 tourism companies published on the securities website to ensure that it will not affect the final result. Combining relevant data, after sorting and analyzing the business scope of these companies (see Table 1).

Table 1. The integration of tourism industry of 10 selected tourism companies in 2019

Company serial number	Tourist Hotel	Realtor	Media Exhibition	Tourist attractions	Tourist traffic	Merchandising	Cruise ropeway	Travel agency	other service
1	0.7041	0.1259							0.1703
2	0.6754	0.2382							0.0867
3		0.5398			0.4208				0.0397
4	0.1760			0.3973	0.0716			0.3202	0.0354
5	0.7746	0.0729							0.1528
6	0.0277	0.0071	0.0024	0.1176	0.3009		0.2837	0.2613	
7	0.7068	0.0439	0.1186						0.1311
8	0.1432								
9	0.8151								0.1274
10	0.1546								0.1078

Based on the above data, the HHI index method is used to calculate the degree of integration of these 10 tourism companies (see Table 2). It reflects that no tourism companies have reached a high degree of integration, and the six tourism companies 1, 3, 4, 6, 8, and 10 have achieved a high degree of integration in the tourism industry. The reason for analyzing this result is that these companies have reached a wide range of cross-border integration and have a wealth of tourism product types, so they have reached a high degree of industrial integration.

Table 2. HHI value of industrial integration degree of 10 tourism companies

Company serial number	HHI Value
1	0.26
2	0.27
3	0.28
4	0.26
5	0.32
6	0.26
7	0.40
8	0.26
9	0.43
10	0.27

Table 3. The range of industrial integration of 10 tourism companies

HHI Interval	Number of listed companies	Corresponding fusion	Percentage
[0.2, 0.36]	1	Complicate	10%
[0.36~0.52]	2	Moderate to low	20%
[0.52~0.68]	4	Moderate	40%
[0.68~0.84]	3	Medium height	30%
[0.84~1.00]	0	Height	0%

Calculate the corresponding distribution interval of the HHI value according to Table 2, and statistics can obtain the number of tourism companies in each interval, the degree of industrial integration and the interval ratio (see Table 3). Reflecting the integration and development of China's tourism industry, 40% of them have reached a moderate degree of industrial integration, 30% of which are below the medium degree of industry integration, and 70% of the industry's degree of integration are medium or above, so China's tourism industry is in a moderately integrated stage. , Showing a trend of high integration and upgrading, indicating that the cross-border integration and development of the tourism industry has a significant effect.

Based on the above analysis, the improvement of the integration of the tourism industry does not require each tourism company to blindly cross-border integration regardless of its own actual situation. It must appropriately cross-border integration according to its own actual situation and

choose the target industry in a misplaced manner. The effective improvement of the integration of China's tourism industry depends on each such tourism companies dislocate innovative tourism products. In addition to relying on the innovation ability of tourism enterprises, the integrated development of the tourism industry is also closely related to the external environment. The research in this paper finds that the environment for the integration of my country's tourism industry has become increasingly mature. Through the analysis of the society, technology, economy and policies that affect the integration and development of China's tourism industry, taking 10 tourism companies as examples, they have a good foundation in terms of holiday system and talent training. The holiday system is constantly improved and the training of tourism talents Quality and training scale go hand in hand. However, information technology needs to mature continuously to promote the integration of tourism industry.

4. Conclusion:

All in all, this article explores the three major mechanisms of tourism industry integration, incentive mechanism, motivation mechanism, and guarantee mechanism. From the three major processes of tourism industry integration, establishes a tourism industry integration model, and selects 10 tourism companies to conduct a quantitative analysis. It is found that improving the degree of integration of the tourism industry will help to optimize the structure of China's tourism economy. The realization of the integration of the tourism industry is also a dynamic two-way integration process, which still needs in-depth exploration.

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