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Research on the International Competitiveness of China's Tourism Service Trade

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Introduction

Since 2009, China's tourism service trade has seen a deficit and it has been increasing year by year. Now, with the impact of the pandemic on China's tourism industry no longer present, it is necessary to conduct a comprehensive analysis of China's tourism service trade in order to turn the deficit into a surplus. This article will utilize the latest information for analysis, drawing more timely conclusions and proposing feasible solutions to some urgent issues in the development of China's tourism service trade.
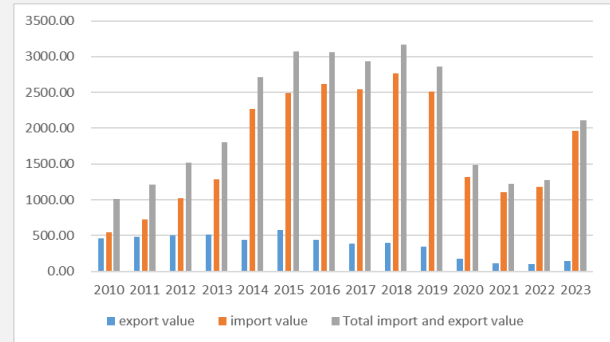
Research Questions

International competitiveness of China's tourism service trade and its influencing factors.

Figures

Figure 1. Import and export value of China's tourism service trade (unit: USD 100 million)

Mathematical Formulas

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + c + \varepsilon \qquad (1)$$

Tables

Table 7. Results of Granger causality test

Null Hypothesis	Obs	F-Statistic	P-value
X1 does not Granger Cause Y	16	3.44106	0.0691
Y does not Granger Cause X1		0.05195	0.9496
X2 does not Granger Cause Y	16	0.29567	0.7498
Y does not Granger Cause X2		3.18695	0.0810
X3 does not Granger Cause Y	16	10.9037	0.0025
Y does not Granger Cause X3		0.64952	0.5412
X4 does not Granger Cause Y	16	8.73114	0.0054
Y does not Granger Cause X4		1.86208	0.2011
X5 does not Granger Cause Y	16	0.10452	0.9016
Y does not Granger Cause X5		0.65344	0.5393

Conclusion

This paper compares and analyzes the international market share, trade competitiveness index and demonstrative comparative advantage index with Japan, and finds that the international competitiveness of China's tourism service trade is still weak. A multiple linear regression model is further established for empirical analysis. The results show that the number of star-rated hotels and the number of international civil aviation routes play the most significant role in promoting the international competitiveness of the tourism service trade, while the number of employees in the tourism industry also contributes, but its impact is relatively small. In contrast, the per capita domestic tourism expenditure and the RMB/US dollar exchange rate do not significantly improve the international competitiveness of tourism service trade.