

Analysis of Relationship between Tourism Development and Economic Growth in Xi'an

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Abstract: With the development of economy and the increasing perfection of market economic system, the tourism industry is facing a severe market competition. For Xi'an, it is a tourism and cultural city. Xi'an tourism industry has developed continuously in recent years, which has greatly promoted the economy growth of Xi'an. However, it can be seen that there are still many problems in the development of the overall tourism industry in Xi'an that need to be highly valued. This paper conducts an in-depth analysis of the current relationship between tourism development and economic growth in Xi'an, and based on this, it identifies the influencing factors that currently restrict the development of tourism in Xi'an, and puts forward specific suggestions for improvement and optimization, hoping to provide useful references for the research on the related aspects of the more sustainable and healthy development of promoting Xi'an tourism industry.

Keywords: Xi'an; tourism; development; economic growth; relations; problems; measures

1. Introduction

With the economic development and social progress, the public's living standards have been continuously improved, and their spiritual and cultural life has become increasingly abundant, which has greatly promoted the development of tourism industry. As a strong tourist city, Xi'an has continuously used its advantages in market policies in recent years to vigorously improve its characteristic tourism industry and achieved certain results. However, on the whole, Xi'an tourism industry lacks unified deployment and in-depth research on resource development and construction layout. The overall service quality needs to be improved. The product structure needs to be further optimized, and the concept and pattern of "big tourism" are not fully formed. To some extent, it is difficult to fully play the clustering advantages and effects of tourism industry, which is not conducive to better stimulating the vitality of economic development and assisting all-round economic and social development. Therefore, it has important practical significance to strengthen the research on the relationship between tourism development and economic growth in Xi'an under the new situation.

2. Research on the Relationship between Tourism Development and Economic Growth in Xi'an

Theoretical support.

As one of the departmental structures of the national economy, the industrial structure is an important part of

the national economic system. The research contents of the industrial structure mainly focus on the relationship between the production materials and the living materials, involving the relationships among various sectors such as agriculture, heavy industry, light industry, construction and service industries, and the internal relationship among the industrial sectors, which constitute the industrial structure system together.

Economic growth refers to the situation in which the per capita output of the country has continued to increase over time. The economic growth rate represents the growth rate of the total economic output of the country or region over a period of time, and is also one of the important indicators for evaluating the overall economic strength. For the analysis of economic growth, there are many influencing factors. The three factors of productivity, input, and labor can be used for analysis. The scale of economic development and the rate of economic growth can be expressed and analyzed using calculated GDP at current price and calculated GDP at constant price.

With the acceleration of the process of reform and opening up, the tourism of Xi'an has grown faster and faster in recent years. The number of tourists is very large each year and the income from tourism continues to increase. Through the analysis of the correlation between tourism income and GDP in Xi'an, retrospective analysis methods are used to estimate and the result shows that they have relationship with each other on the whole, but they are also affected by the constraints of realistic conditions and various external factors, it is necessary to comprehensively analyze and judge the factors that affect the

sustainable and high-quality development of tourism in Xi'an, and then analyze how to deal with the relationship between tourism development and economic growth from the angle of economics and other perspectives, so as to achieve coordinated and unified development.

3. Analysis of the Basic Conditions for the Development of Xi'an Tourism Industry

For Xi'an, the development of the tourism industry has a good foundation and abundant resources, which is also an important key factor supporting the long-term development of the tourism industry in Xi'an. The basic conditions specifically related to the development of the tourism industry mainly include the following parts:

3.1. Strong tourism resources.

Xi'an is one of the birthplaces of excellent traditional culture. It has many ancient buildings. Historically, a lot of dynasties left many trails in Xi'an and stored many excellent cultural heritages here. Xi'an is also the starting point of the Silk Road, the traffic arteries and it is one of the important areas concerning the development of commerce and trade in the two continents of Asia and Europe. These congenital advantages and incomparable conditions make Xi'an have rich tourism resources. The superiority of Xi'an geographical location is also reflected in its crossing of the Qinling Mountains and the Weihe River plains, two major geographic units. Different geographical advantages have created different terrain and geomorphological features in the region, which have great development potential and attractiveness and are very suitable for the formation, shaping and development of natural tourism resources.

3.2. Policy advantages.

Currently, China vigorously implements the "One Belt and One Road" strategy. Xi'an, as an important hub of the strategy, has a smooth network connection and is an important network center that interacts with the mainland and Central Asia. At present, Xi'an has fully grasped the policy opportunities, vigorously carried out infrastructure construction, completed transportation facilities and facilitated transportation hubs. The transportation routes such as automobiles, trains, and airplanes can achieve full linkage and three-dimensional development, greatly expanding traffic capacity and leading to the rise and continuous development of the tourism industry.

3.3. The construction of the revolutionary red base is rich in content.

In the history of Xi'an, there have been many important red revolution events. These events are witnesses of history and can also provide an overview of the history through the signs of these events to make people better

understand the history and culture. This also provides an important reference support for the open up of Xi'an revolutionary red tourism base. Many tourists often come to visit Xi'an with historic feelings. The Xi'an Incident Memorial Hall, the "Shaanxi-Gansu-Ningxia Red Tourist Zone" centered on Yan'an and General Hucheng Yang's Martyrs Cemetery and so on are well received by tourists and attract more and more overseas tourists. From here, the traces of historical development can be found and the atmosphere of war era can be felt. This ritual cannot be summarized and explained in words. This is why many admirers continue to come here to find the traces of history.

3.4. To vigorously develop online and offline tourism resources of tourism-related industries

For the development and application of tourism projects, it should not just be satisfied with the current resources. With the development of modern information technology, Xi'an tourism and cultural industry has gradually developed more abundant online and offline linkage resources by using the Internet advantages, which makes Xi'an tourism resources more abundant and the distribution more extensive, so as to increase the overall brand influence.

4. The Current Bottleneck Encountered in the Development of Xi'an Tourism Industry

At present, there are still some problems in the development process of Xi'an tourism, which restricts the sustainable development of the overall tourism industry. The main problems are shown as follows.

4.1. The overall tourism brand has no obvious advantages and its features are not clear.

Through analyzing the development of Xi'an tourism, it can be seen that the advantages of tourism brands in Xi'an are not prominent at present, and the quality of many souvenirs is not up to standard. Some arts, crafts and souvenirs have poor quality and low level with no high added value, so it leads to poor sales. For example, Xi'an tourism market has many factories for the production and operation of tourism commodities. They are used for imitating and producing terracotta warriors and warriors and bronze products. However, they lack new ideas. It is often characterized by a single variety and different types, which do not reflect the characteristics it deserves. Therefore, it is difficult to obtain the desired benefits and effects.

4.2. The structure is not optimized enough.

For the tourism industry in Xi'an, there are only several scenic spots that people are familiar with and it exists the problem of relying on individual scenic spot to drive the

development of the overall industry. The main products in the overall tourism structure are heritage tourism products, and there are few kinds of tourism products for leisure and entertainment or even lack of such products. There is not enough financial support for the structural adjustment and optimization of the tourism industry, and there is no in-depth understanding of the advanced tourism structure adjustment strategies of other provinces and cities. Nowadays, the most well-known spot is the Terra-Cotta Warriors, and other tourism, products, resources and brands are not fully constructed and utilized. Their power is weak, which is not conducive to the further optimization of the overall tourism structure.

4.3. Matching snacks, food and other aspects have no characteristics.

Xi'an snacks are famous, and even many tourists come to Xi'an for tasting its specialty products. But it can be found that although some of the specialty snacks in Xi'an are relatively famous in other areas outside the province, they lack sound management and control mechanism in food hygiene and safety management, and many businesses do not pay attention to personal hygiene, thus affecting the green development of the entire area.

4.4. The means of propaganda is single and the overall influence is not enough.

Although Xi'an is a relatively famous tourist city and has strong tourism resources, in fact, the overall influence of Xi'an is not high. On the one hand, it is mainly due to the lack of diversified propaganda, and it does not integrate and analyze the advantages of tourism cities. And it doesn't make full use of modern information technology to conduct propaganda, resulting in insufficient influence. On the other hand, considerations such as the internal development and packaging of tourism resources are not detailed or in place, resulting in low overall influence.

5. Analysis of Specific Countermeasures for the Development of Tourism in Xi'an

In view of the current problems in the development of tourism in Xi'an, in order to further improve the advantages and development level of the overall tourism industry in Xi'an, it is necessary to carry out one by one targeted solutions based on the actual situation and combined with the problems. In this way, it can integrate the advantages of development and utilization of tourism resources, providing better services for visitors and improving brand influence.

5.1. Unify the planning, layout schematically, and strengthen the establishment of tourism ecological resources.

The development of the tourism industry must clear its principles firstly. It should not regard obtaining economic benefits as its ultimate goal with destroying the environment. It must strictly follow the national report of the 19th National Congress of the People's Republic of China to continue to strengthen the protection of the natural environment and not to relax and persevere in the ecological environmental protection. So it must adhere to this principle, and on this basis, formulate an overall strategic plan for the development and utilization of tourism resources, and define specific promotion goals so as to achieve the sustainable development and utilization of tourism resources and maximize the protection of natural resources from harm, providing important resources support and development basis for promoting the sustainable and healthy development of tourism.

5.2. Establish a sound system to unify and standardize the tourism market development environment.

At present, the country's economic system reform has been further advanced. In the overall development process, we must attach great importance to the dominant position of the market economy and respect the laws of market development so as to achieve better orderly competition. Therefore, we must improve the management system of Xi'an tourism industry, speed up the implementation of tourism legislation and the remediation of tourism business environment, carry out constraint and regularization from the perspective of the system, so as to ensure the orderly development of tourism industry development and utilization, and have a strong market supervision mechanism. Also, we must deal with the organic and coordinated relationship between economic development and ecological environment protection.

5.3. Strengthen brand construction and increase innovation-driven influence.

We must make full use of excellent historical and cultural resources in Xi'an and closely combine the new requirements of China on the construction of spiritual civilization, to fully tap the advantages of Xian tourism industry. And we should not only combine the specific conditions of different historical and cultural resources to create more brand resources for divisions, enrich brand connotation and use the advantages of the Internet and other platforms to carry out publicity, but also to form an integrated management system integrating tourism and services, to provide better one-stop service for tourists. We should look at the domestic market, and also to take advantage of the international economic and trade development, focus on the world market, base on the goal of creating a world tourist city, and take the opportunity of the strategic development of the Belt and Road, to accelerate the development of new industrial development on

the basis of strengthening the brand construction, so as to form an integrated service platform that integrates tourism, leisure and entertainment, shopping as so on, to better serve tourists and improve overall influence and reputation. It is also necessary to strengthen the development of additional industries and auxiliary industries, effectively link the development of tourism with the development of other auxiliary industries, and carry out hand in hand to form a chain effect, so as to better stimulate the development of related industries.

In a word, Xi'an is rich in tourism resources. If we want to continuously improve the development efficiency of tourism and realize the simultaneous growth of tourism and economy, we need to find out the existing problems and causes according to the reality, and carry out multiple measures, such as policy legislation, propaganda forms, brand building and other aspects. Only in this way, we can better promote the full blooming, full landing and full development of tourism, so as to achieve an effective balance between tourism development and economic growth. Strengthening the study of tourism development

and economic relations in Xi'an under the new situation is worth exploring by every generation.

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