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**Master's Thesis of Public Administration**

**The Influence of Tourism Policies on  
the Performance of Forest Parks in  
China**

중국의 관광정책이 산림공원의  
성과에 미치는 영향

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# **The Influence of Tourism Policies on the Performance of Forest Parks in China**

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## **Abstract**

# **The Influence of Tourism Policies on the Performance of Forest Parks in China**

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This study aims to review the influence of tourism policies on China's forest parks performance. It looks at 31 provinces in China to illustrate how policies affect forest parks performance during the period 2010 to 2012.

The research found that policy deregulation has a positive impact on forest parks' performance. Seven provinces or cities with more deregulated policies showed outstanding performance in forest parks development. It is believed that there is a tendency that China's tourism policy is shifting from regulated one to more deregulated one.

China needs to accelerate related policies' modification in order to promote more health and sustainable development for tourism industry. Advice and suggestions

for tourism policies were provided. The result and study procedure also provide reference for further related research.

**Key words:** Tourism policy, Forest parks.

**Student ID:** 2012-24068

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## **List of Abbreviations and Acronyms**

ADPFIAP	Association of Development Financing Institutions in Asia and the Pacific
CNTA	China National Tourism Administration
EAA	Australia established Ecotourism Association of Australia
GRDP	Gross regional domestic product
IUCN	International Union for Conservation of Nature
JATA	Japan's Tourism Association
JES	Japanese Engineering Standard
NGOs	Non-Governmental Organizations
PECC	Pacific Economic Cooperation Council
SAS	Statistics Analysis System
SFA	State Forestry Administration
TTCR	Travel and Tourism Competitiveness Report
VAT	Value added Tax
VOA	Visas on Arrival
WTTC	World Travel and Tourism Council

# **CHAPTER ONE**

## **1.1 INTRODUCTION**

Tourism industry developed late in China and it was only after the introduction of the open-door policy that its tourism industry began its rapid development which is linked closely to related tourism policies.

China's tourism policy went through three phases. The first stage, from 1978 to 1989, is seen as the foundation period of tourism industry. During this period China's target was to earn foreign currency so Chinese government advocated for inbound tour.

The second stage, from 1990-2002, is described as fully development stage. During this period people's living conditions improved and due to innovation and open-door policy, domestic tourism demand increased sharply and constantly. In this period the government emphasized efficiency and profit and implemented policies to include tour view area development planning and star hotel quality control policy.

The third stage from 2003 to present, China changed its tour type from inbound tour to multiple ways like inbound and outbound tours and domestic tour which promote China's tourism industry. To enable it to develop into a sustainable and healthy future, more policies were developed and modified during this period.

During these three stages, there are major policies that played important role in China's tourism industry. Qiu, King, and Jenkins(2002), summarized these important policies as follows:

**Table 1:Major Tourism Policies and Regulations Implemented in China Since 1978**

Year	Policy and Regulation	Target Areas	Status of Implementation
1979	Introduction of foreign investment	Initially in the hotel but expanding to the travel agency sector	Successfully implemented
1984	“Five together”	Investment in tourism industry	Successfully implemented
1985	“Provisional regulation on the administration of travel agencies”	Travel agencies	Not well implemented Replaced by the regulation on the administration of travel agencies in 1996
1988	“Regulations on the star standard and star rating of tourist hotel China”	Hotels	Successfully implemented
1992	Development of State-level resorts	Tourist attractions	Successfully implemented
1993	“Provisional methods on the administration of hotels management companies”	Hotels	Successfully implemented
1995	“Provisional regulations on the administration of quality service guarantee funds of travel agencies” and “Quality supervision Bureau”	Travel agency- quality service and customer satisfaction	Successfully implemented With resistance at the initial stage
1996	Regulation on the administration of tour guides	travel agencies- qualification and licensing of tour guides	Implemented

1996	Regulation on the administration of travel agencies	travel agencies	Implemented
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Note: \* The “Five together” is a policy decision in tourism which allows tourism administrations, individual government agencies local governments, collectives together with individual persons to invest in the tourism industry.

From the above table it could be seen that only one policy was not well implemented. Most of them are successfully implemented. The table includes two important development stages in China tourism policy development history. These important policies are made after “culture revolution” and started with reform and opening-up policy. The two stages are renew, develop and policy modification respectively which find a solid base for future development of tourism industry.

China’s tourism policies went through 30 years or so, grew out of nothing, from small to big, from weak to strong during which period policies played quite important role for the industry development which also helpful for derivative industries as well. At the same time, policies were implemented based on sustainable scientific outlook on development with development opportunity in the new era. Gradually policy details were modified based on people oriented theory which provided a guarantee for a full and sustainably developed tourism industry. Wang (2005) said that based on the national tourism policy each province laid out their own tourism policy with special target; location and resource condition (see Appendix A).

This research aims to review the influences of tourism policies on China’s forest parks performance. It will use data for a three year period (2010-2012) from

31 provinces in China to illustrate how these policies affect forest parks performance. It also aims to provide recommendations to tourism policies for China.

Regulation and deregulation in tourism policy are universal worldwide. According to different resources, economic and political system, each country has different tourism development strategy. In the following section, it will summarize the situation of many countries and also present the effects of the two kinds of polices.

Firstly, regulation is commonly implemented by most of the countries in the world. India has implemented tourism policy regulation for many years. In the year 2008, the India tourism government organized a campaign in order to promote the local population's capacity and to educate them with proper and good behaviour while dealing with foreign customers. The tourism industry of India is economically important and grows rapidly; according to Arunmozhi and Panneerselvam (2013), the World Travel and Tourism Council calculated that tourism generated \$121 billion in 2011 which was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011.

The way Indonesia introduces to attract tourists is not that popular and the regulation is tighter in terms of visa application. According to Diana (2011), even though the visa for tourism usually lasts valid for around 60 days, nowadays, visitors from different countries were still required to purchase one of two kinds of visas on arrival (VOA): a US\$15 visa valid for 10 days or a US\$25 visa valid for

30 days. However, the regulation does not help the tourist industry and was heavily protested by the stakeholders. As it mentioned that the cost makes it difficult for families to enjoy 30 days trip in Indonesia, especially hard for families who are keen on the number of remote and hard to reach locations. As Diana (2011) mentioned that on July 14th 2004, the Indonesian government agency decided to include more countries on the list that need VOA and these visa holders were required to leave within 30 valid days.

North Korea is another country with an extremely tourism policy regulation, Kate (2003) summarized that tourism in North Korea is directly and highly controlled by the government, so many strict regulations are the preconditions made the country cannot become the destination for tourists. Every year western tourists in North Korea is only around 3,000 to 4,000, even Asian tourists is not that much either. The strict regulation could be proofed by many aspects, for instance, photography and interaction with local people are strictly prohibited.

Kristene (2013) found that tourism policy regulation was utilized in Thailand in this aspect. Sex tourism also contributes to arrival numbers. Regulation tourism policy is utilized in Thailand in this aspect. In Thailand, prostitution are officially illegal, however, prostitution and their activities are fully under monitoring and regulation system which controlled by the government to control the spread of STD's (Sexually Transmitted Diseases) and to prevent excesses. As mentioned his research, Hao (2011), Thailand tourism management system already formed a unified one from the top to the bottom.

Daniel (2003) argued that tourism policy regulation can be reflected by the laws that the Cuban government has made. Many laws and regulations were adopted by the Cuban government in order to promote tourism industry development and sustainability. Espino (2000) mentioned that it was not lost on the average Cuban citizen, and the government tourism policy soon began to be referred to as “enclave tourism” and “tourism apartheid”. According to Facio (1999), the government turned “a blind eye” in hopes the dollars ‘jineteras’ earned would help overcome the Revolution’s worst economic crisis.

Although regulation is a commonly used policy in the world, there are still some countries which are implementing tourism policies deregulation as the priority. According to Algeria country file (2006) that Algeria has made tourism policy deregulation as its priority which showed as that over 140 building permits in the tourism sector have been granted by the ministry since 2005 to nations who want to invest in tourism infrastructures.

Based on his research, Zeng (2007) summarized that in the United States government does not interfere in tourism industry association’s work, to some extent, reduce their tax to show government’s support. There is no tourism agency in the government, and government emphasizes that tourism enterprises are warmly welcomed to take part in the tourism activities and only need registration in related sectors.

According to domestic policy government does not interfere in tourism industry association’s work, to some extent, reduce their tax to show government’s support

and economic researchers' study, the core content of innovation in 1990s in Japan is "from government to folk" and "from center to local", which means that government gave more power to folk enterprises and association and local government took over more authority to deal with local issues.

According to Jiang (2008), Germany is also a country implementing policy deregulation. Center government only responsible for policy issue, other works are under the control of local agencies.

Tourism industry in Pakistan is not the priority of its national strategy which diverse the number of tourist attractions. In their research, Muhammad, Basharat and Abdul (2011), the 2008 World Economic Forum's Travel and Tourism Competitiveness Report (TTCR) ranked Pakistan 103 out of 124 countries to visit. There are many reasons can explain the phenomenon and the main reasons are their weak travel and tourism infrastructure. The phenomenon because of low investment from government and also led to the result of weak branding and marketing effectiveness. All the above showed that policy regulation did not work well in tourism industry in Pakistan.

According to Hao (2001), private enterprises in France, Britain, Poland, Canada, Ireland and Colombia directly participate tourism exploration and development; private sectors play an active role. In Chile, Peru, Bolivia and Uruguay, they occupied the restaurant and hotel market much earlier than government; in Egypt, private companies fully interfere national tourism promotion; in Kenya government schools start accepting funding from tourism entities; in

Chile, all tourism education institutions are under private management, in order to promote staff training work.

From the above examples it can be found that some countries have complete tourism management system, at both center level and local level. Other countries may prefer either center level or local level. It could also see that some others still focusing on center level management. Both regulation and deregulation can result in good effects for tourism and therefore has positive effects on their derivative industries or business' development. Whereas, it can also be found that deregulation is more effective for the development of tourism.

Most of the countries with tourism policies deregulation have undergone a positive facilitating period and are still developing rapidly, and the policy regulation brings obstacles for the development of tourism. As such this research posits the hypothesis that deregulation in China has positive influence on forest parks' performance. Tourism policies, state investment, GRDP, staff number, population and transportation will be used as variables to measure the influence of deregulation on the forest parks' performance in China.

## **1.2 RATIONALE AND OBJECTIVES**

China's tourism industry since the 1990's has been seen as pillar industry, strategic and comprehensive industry. Under the push of economic globalization, the world's tourism industry has entered its golden development stage. In China, along with improved living conditions, people now have more time and more desire to go outside and enjoy natural view and natural life. So it's a good time for

the Chinese government to promote tourism and service quality, employee capacity and tourism policies in order to maintain the tourism industry.

China is a big country with long history, sufficient natural resources, 56 ethnic cultures, which are huge attractions for tourist from both domestic and foreign and which paves the way for more space for China's tourism industry development.

As the speed of global economic development increased, environment protection was neglected which was emphasized by both government and related NGOs. More and more government lay out their tourism policies with inclination of ecotourism development or natural protection and fund more ecological protection. Ecotourism appeared as a new way of tourism development which met the requirement for people who want to feel and enjoy nature and natural view, which plays a quite important role for natural resources maintenance and sustainable development.

In China, the ecotourism industry developed mainly on natural resort protection areas, forest parks and scenic spots which combined tourism industry development and ecological environment protection together.

In order to review whether tourism policies has positive influences on China's forest parks' performance, forest parks from 31 provinces were taken as examples.

Tourism policy needs government strategy for realizing particular economic and social targets which will also promote industry

development. Policy is the foundation of the industry development so whether the policy layout and implementation of tourism industry is proper or not is quite important which directly influence development direction and local economic development to name a few. Proper policy will be good for local planning and marketing which could promote economic development and also industry competition power.

Tourism industry needs sustainable development which is constantly supported by governments and their policies. So whether the policies reflect their own tourism characteristic, make full use of local resources, promote employment rate, effectively protect local environment and ecological balance, encourage more key players contribution into the whole procedures, successfully promote local products, or bring real benefit to the local people all are challenges for tourism policy making and implementation. In a word, policy making and implementation in a proper way will be a guarantee of directing tourism industry get in the right track.

In examining the effectiveness of tourism policy for China's forest parks' development, the objectives of this study is as follows:

2. To assess which factors influence to forest parks' performance
3. To explore the advantages and disadvantages of two kinds policies
4. To provide advice and suggestions for tourism policies making in China

### **1.3 METHODOLOGY**

Documentary review is the use of outside sources, documents, to support the viewpoint or argument of an academic work. It involves collecting and analyzing data from written documents. The process of documentary research often involves some or all of conceptualizing, using and assessing documents.

In this study, existing documents and articles that related to tourism industry policy both domestic and abroad are collected, identified and rearranged in order to know other countries' tourism policy situation and also to get a better idea of the development of tourism policy in China as well.

Second-hand data analysis was done utilizing quantitative analysis method. According to Babbie (2012), Quantitative Analysis refers to the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect.

In this research, data for China forest parks was collected from 31 provinces from the years 2010-2012. The data included China forest parks' financial budget (state investment), GRDP of each province, transportation data and population of each province. Panel data analysis was used in SAS software to get the relationship among different independent, control variables and dependent variables.

# **CHAPTER TWO**

## **LITREATURE REVIEW**

### **2.1 Theoretical Framework**

All the government has this headache problem of how to assign power? Different scholars have different opinions on regulation and deregulation. Some scholars prefer to argue that regulation is better comparatively. In the following four paragraphs, the arguments among scholars regard policy regulation's advantages and disadvantages and policy deregulation's advantages and disadvantages will be listed respectively.

Schaede (2000) argues that, contrary to what many have suggested, the reduced role of government regulation may not result in more open markets. Instead, as has happened throughout Japanese history, deregulation and the recession of the 1990s have once again led Japanese trade associations to assume important regulatory functions of their own.

Norton (1985) analyzes risk effects of regulation for a sample of electric utilities operating in “strongly regulated,” “weakly regulated,” and “unregulated” states. He compares “betas” (from a Capital Asset Pricing Model of returns), and concludes that regulation reduces systematic risk.

Bailey, Graham and Kaplan(1985) and Morrison and Winston (1986) argued that there have been dramatic changes in airline route structures, aircraft utilization,

and laborproductivity since deregulation. These changes are convincingly attributed toairlines' ability to optimize their routes free from CAB certification restrictions, aswell as to competition.

Phillips (1971) argues that CAB regulation of the airlines did not retardinnovation, and there is casual evidence to suggest that CAB ratemaking policiesencouraged rapid diffusion of larger, faster aircraft.Andrew, Rudiger, and Anthony(2005) analyzed that the adoption andimplementation of ('old' and 'new') policy instruments offer a useful analytical touchstone because governance theory argues that regulation is the quintessence of government.

Both regulated and marginal cost rates result in substantial losses for railroads, as Levin (1981) estimated, for example, railroad rates of return on book value or replacement cost of assets at 75 to 1.6% under marginal cost pricing and at roughly 2% under ICC regulated rates. This suggests that regulation has heldaverage rates substantially below unregulated levels.In the insurance market, Brennan and Schwartz (1982) mentioned that the intensity of regulation varies even among "regulated" or "unregulated" states.

Regulation may also raise firms' costs by increasing financial risk and the costof capital. The nature of the regulatory process will affect the systematic riskfaced by regulated firms and therefore their cost of capital.There are many studies examined the cost effects of economic regulation in multi-firmindustries for instance, Joskow (1981), Sloan and Steinwald (1980) and Wheeler and Feldstein (1981) use an interstate comparative approach to evaluate theeffects of

rate regulation and/or certificate of need (entry) regulation on hospital costs. They generally conclude that rate regulation tends to reduce costs, but that certificate-of-need (entry) regulation does not.

Shepherd (1971) hypothesizes that regulation retarded innovation in telecommunications in a variety of different ways, but provides little empirical support for these hypotheses. Studies from Douglas and Miller (1975), Keeler (1972), Eads (1975), Graham, Kaplan and Sibley (1983) and Bailey, Graham and Kaplan (1985) found that price regulation induces non-price service competition, yielding equilibria that on average give passengers too much quality; that is, given consumer valuations of service quality, flights are too frequent, load factors are on average too low, and costs are too high.

Hendricks (1977) investigates the distribution of wages for workers across fourteen regulated industries and the unregulated manufacturing sector, using microdata on individual workers to estimate a conventional human capital earnings equation with controls for occupation, industry concentration, and regulation. For most occupations and most regulated industries, regulation appears to have zero or negative effects on average wage levels. Tariq and Juliet (1992) put forward a new doctrine based on the idea that government regulation of financial markets was futile and foolish.

Moore (1975), estimates that unregulated carriers' costs would decrease by \$3.2 billion (in 1986 dollars) if their empty backhaul level were reduced to that of regulated carriers. Moore infers cost effects for regulated carriers indirectly, based

on assumptions about regulatory price effects and calculations of rents to capital and labor. Combining Moore's (1978) assumptions with a more plausible 10% discount rate to translate firms' rents into annual terms implies cost inflation of 8% to 11% of revenues, or roughly \$4.5 billion annually in 1986 dollars. These calculations could now be refined using data on deregulation system operations.

Rhonda (1992) explored the effects of regulation and deregulation on strategic choice and performance in the U.S. banking industry. The results suggest that deregulation has direct effects on firms' strategic choices and both direct and indirect effects on risk and return.

Morrison and Winston (1986) compare actual 1977 fares to predictions of what 1977 fares would have been under deregulation, and conclude that deregulation coach fares would be on average 10% higher, while average discount fares would be 15% lower under deregulation. Bailey, Graham, and Kaplan (1985), argued that deregulation also increased the variance of prices across markets. Their document significant gains in airline productivity after deregulation, but these gains cannot be attributed specifically to an increased rate of technological innovation.

Snitzler and Byrne (1958) provided one of the earliest regulatory applications of the comparative time series approach in their studies of the effect of regulation on trucking rates for certain agricultural products. They found that rates for a variety of food products fell by an average of 19% to 36% when a series of court decisions exempted their shipment from price and entry regulation.

Sloss(1970) used inter-provincial differences in Canadian trucking regulation with a comparative cross-sectional approach to measure rate effects. He found that average revenue was roughly 7% lower in “unregulated” provinces, although the limited cross-provincial variation in regulation and the potential correlation of economic environments with regulation create some difficulties in interpreting this result. Kaserman, and McClave’s (1986) comparative time series study of Florida trucking rates suggests that intrastate deregulation reduced rates by roughly 14%.

Concern about examples from other countries mentioned above and scholars’ research and argument illustrated above, it is easy to find out that deregulation becomes a tendency in many countries; because of the huge pressure governments suffering from their limited budget is one of the big reasons.

Enterprises have financial power and experience with operation, with the advantages they made profit maximum successfully like European countries, Britain, France, Poland etc. in these countries private sectors directly take part in the tourism industry development and play an active role in the whole procedure; and private sectors in Chile, Peru, Bolivia and Uruguay also play a leader role in the market before governments’ participation (Kuang, 2004).

According to the documentary view and comparison Analysis of Cases in other countries, this research is based on the theoretical underpinnings found in deregulation has a positive impact on forest parks’ performance in China. In order to review the development of the policy that influence the forest parks performance, forest parks from 31 provinces in China were taken as examples by checking their

three years data from 2010-2012and chose independent variables, dependent variables and control variables as follows:

Independent variables: Policies (regulation and deregulation) and State Investment;

Dependent variables: Total revenue and the number of tourists;

Control variables: Park Staff Number, Population, GRDP, and Transportation.

## 2.2 THEORETICAL ISSUES

### **What is Regulation?**

According to Tianand Du (2013), regulation means leader in the organization centralized all the power in the leading group or his or her own hand in order to realize the high degree of unity of control and direct. Itrefers to government control and management activities by specific regulations or polices. The purpose of regulation is to maintain and emphasize the leadership of government. Policyregulation will be more useful to protect public being from illegal or immature private-oriented activities.

### **What is Deregulation?**

Huang and Tang (2004), considered that deregulation means to assign more power to the lower level managementagencies whichrefers to lessrestriction from governments,governments entitle more powerful to subordinate units. The purpose of deregulation is to make full use of other players in addition to governments like

enterprises etc. Deregulation policy provides space for different level governments or agencies to have more space to support development.

### **Challenges of Using Regulation and Deregulation**

In the procedure of tourism industry development, what kind of attitude government should have? What kind of role they should play? What functions should they have? Still are controversial topics nowadays. According to World Tourism Organization(WTO) research in the procedure of tourism industry development, government should at least fulfil four functions, coordination (for example Pakistan keen to government involvement to promote tourists' serving quality), rule of law, policy planning (for instance Japan and Canada control the scale of domestic people to go to foreign country for tourism) and investment; and five goals like leisure, service, tourism industry related field's development, society and culture development and protection of nature and environment.

However many countries' governments are facing the dilemma of overlap and resources wasting so some of them decide to gradually give up their traditional function like Ireland, New Zealand who have given more running and management space to private enterprises. France as another example their bureau of tourism successfully put forward a classical model of running so called France tourism house which divides executive agencies and promotion agencies.

In China, tourism policy is in a dilemma too; because it is in the transforming period. For China's situation, there are 31 provinces in China, different provinces laid out their own tourism policy according to their own particular situation and real

condition based on national tourism policies. Among them 7 provinces or cities (more details please refer to Appendix C) are comparatively implementing deregulation policies while other 24 provinces or cities are implementing regulation policies. For details of the whole tourism policy in China please refer to Appendix C.

In China's case, policy regulation means tourism executive power is centered in top level management agencies which is responsible for big issue's decision making, while deregulation refers to local government has their own right and more power and upper lever government doesn't interfere to.

The strength of policy regulation is unified macro-strategy and avoidance of "red tape" and resources wasting. However the weakness of policy regulation is that lower level agencies know that they have to obey upper lever agencies so their own opinions are oppressed, they don't have a willingness to do works.

While the strength of policy deregulation are grading power, preventing arbitrary superiors, mobilizing the enthusiasm of lower level agencies etc.; however the biggest problem for policy deregulation is that disrupting macro-control, over power for lower level agencies, exacerbating inter-regional imbalances. All over the world, especially European and Western countries, implemented policy deregulation system.

## **2.3 ECOTOURISM IS A SPECIAL BRANCH IN TOURISM**

In the early 1980s, due to the rapid development of traditional tourism, the traveling environment has been severely threatened. In order to find a traveling pattern both satisfying people's demand and promoting regional economic development, ecotourism came into being, which is regarded as one of the main traveling tendencies in the 21st century.

Ecological Tourism as a relevant concept to tourism was first pointed out by a Claude Moulin in 1980. However, according to Zhong, Wang, Li and Luo(2008), the term, Eco-tourism, was originally put forward by CeballosLascurain, a special consultant from International Union for Conservation of Nature (IUCN), in 1983, which was confirmed in 1986.

Ecotourism development mainly experienced three stages. The first stage is from 1960s to 1980s, which is called original stage. The second stage is from 1980s to 1990s, which is named as development stage. The third one is from 1920s till now titled mature stage. At the original stage, the concept of ecotourism has not been formed and it is only a thought. At the development stage, as the branch of mass tourism, ecotourism becomes mainstream tourism product, and the study on it becomes more and more broad and profound.

Yang, Zhong and Ming (2010), argued that from1990s till now, experts and academicians gradually reach a consensus towards the concept, essence and

content. There is no doubt that ecotourism globalization tendency is coming. One characteristics of Eco-tourism is its natural features, that is, the location for ecotourism activities should be natural areas, and eco-tourism objects are emphasis on natural landscape and local culture.

The definition of ecotourism has been controversial, and currently there are more than 20 worldwide. Fortunately, Hua, (2009) mentioned that ecotourism field accepts the concept pointed out by Lascurain who used the Spanish term “tourismoecologico”, which was formally defined as to going to undisturbed and unpolluted natural area for learning and appreciating the views, animals, plants and culture within it.

As Rui (2009) mentioned that even though the concept of ecotourism has multiple versions, the essence of it is unified, that is traveling to the uninterrupted and unpolluted area excluding city, planetary, sightseeing or artificial places, and not limited to natural reserves. In addition, as Huang, Yang and Ma (2005) put forward that ecotourism promotes ecological environment protection and sustainable development as well including regional environment protection, local residents' welfare promotion and low side effect.

Jian (2007) mentioned that ecotourism is an optional method after people realize the rising problems of mass tourism, which is a travel activity carried out in a relatively complete ecological system environment, and hopefully it can realize the ecological system balance and social economy system sustainable development.

According to Liu (2013), since 1970s to 1980s, when people put forward the concept of sustainable development, they were afraid that tourism resources might be threatened by the gradually developing tourism industry. Therefore, they put forward the concept of eco-tourism, which was the connotation of sustainable tourism. Eco-tourism is hotspot of tourism industry in modern world, and an important growth of tourism economy. As a sound mode of sustainable development for tourism industry, the social position of eco-tourism in world tourism industry is gradually improved, with a rapid growing momentum in many countries and regions.

### **2.3.1 Ecotourism industry**

Ecotourism industry, as a new growth force of national economy, is the industry that plays a significant role of driving national economic development which is the pillar industry that supports a country or region. Different from the traditional tourism industry, eco-tourism industry can realize the co-development of economy and environment-protection. The development of economy can boost the development of tourism, which in turn boosts the development of economy and protect the environment as well.

Direct influence is reflected in the individual tourists who will increase spending on ecological environment and behaviours; the indirect effect are those which improve other travel consumption behaviours; cross influence is potential effects such as “word of mouth effect”. Ecotourism is a sustainable development industry which could promote regional economic activity, and achieve rational social division of labor, expand employment opportunities through the economic redistribution.

According to Yang (2004), as the secretary-general of the Pacific Economic Cooperation Council, YiduAldo Pedro, points out in the Second International Ecological Tourism Forum (2004), protection of ecological environment already became consensus and still needs to be focuses on. Tourist economy including ecotourism economy is the main power to propel economic development, especially in the aspect of employment.

The President of World Travel and Tourism Council(WTTC, 2012), Jean-Claude Baum, Canada believes that in addition to carrying out ecological tourism development, private enterprises should also protect the environment and gain support from community as well as take the advantage of ecotourism which is the one of biggest industry can promote employment.

As a special mode of tourism, forest tour attracts more and more attention from countries in the world, gradually developing into a new tourism industry. More than 92% forests in America, including public-owned and private-owned, allow the public to pay a visit and go public there.

Every year, more than 0.3 billion tourists go on a forest tour, with annual consumption high up to 300 billion dollar. In Latin America, one of the earliest countries to develop forest tour in world, the revenue from forest tours nearly covers 90% of the overall tourism revenue. Germany proposed the slogan of opening forests to the public. More than 60 forest parks in Germany bring more than 8 billion dollars in tourism revenue, covering 67% of German tourism revenue.

In Britain, annual number of people travelling to forests is above 0.1 billion. Forest tours have already become very popular around the world, as a fashion of people's entertainment. As experts estimated, Hui (2001) said that in the beginning 20 years in the 21<sup>st</sup> century, the number of people paying a visit to forest will increase in double-digit percentage, and half of the overall tourists around the world will hike into forests.

In all countries and regions globally, due to their respective political and economic systems, tourism industry development stages, different degrees of government intervention in the economy, in terms of support to the development of the tourism industry, they all respect and adapt to the tourism market economic laws. They also emphasize and highlight the principle of suiting their national conditions, so that a government support system of “one policy for one country, policies vary from country to country” is taken shape.

There are three kinds of industry management modes with typical significance according to Hao (2001): the first is official authority management model represented by Thailand, the second is co-management model by the government and public represented by Japan, and the third is market regulation model represented by the United States, Germany and so on. Let us take the following countries as examples:

In April, 1998, Japan established Japanese Engineering Standard(JES), whose role is to ensure the rich and beautiful natural ecology and cultural environment can survive together with local communities from generation to generation. Australia established Ecotourism Association of Australia (EAA) in 1991 to develop many key elements as commentary, education, ecological sustainability, application of minimum impact technology, operation and sensitivity of environment and culture.

Borneo in Malaysia owns the world-class rainforest, where definitely worth those eco-tourists to pay a visit. In order to regulate eco-tourism behaviours, the

New Zealand government proposed and drafted “Principles for Environmentally Responsible Tourism (principles that tourism should be responsible for environment)”, to require that tourism industry should try utmost to avoid causing negative influence to scenic spots.

In the United States, different government departments in each state which are responsible for policy, marketing, economic development, planning and environment respectively will carry out those plans. According to Eco-tourism White Paper of China, apart from the involvement of the state governments, there are many non-profit organizations in America that assist the development of eco-tourism in line with policies and plans, including the International Ecotourism Society, the Adventure Travel, and the Conservation International.

China has the superior natural eco-tourism resources, wide stretches of land and resources, different types of landscape from ocean to inland, and climates from tropical to frigid. Up till now, the total amount of forest parks in China has already become the largest in the world. China has a long history and rich culture, ensuring the special position of domestic eco-tourism resources and tremendous potential of developing eco-tourism industry.

### **2.3.2 Ecotourism Industry in other countries**

The development of eco-tourism in developed countries is earlier and relatively more mature. Take America for example, in the process of development, America forms its own characteristics and policies.

The management and business ecological tourism are separated. The management departments in all levels are non-profit and all monetary support are from Congress and through private sector funding/support. Secondly, America conducts a rigorous and scientific environment monitoring system.

The US protocolled an ecotourism management method in 1991 and mainly includes the following content: (1) Setting up entrance control station to suggest the authority of the operation and management department, and provide related information for visitors; (2) Considering visitors center as the first step of the environmental education where also correct tourists' improper behaviours; (3) Effective implementation of laws to protect ecotourism regions; and (4) Ensuring the sustainability of resources by keeping plant and animal resources in the region. Thirdly, strict legislation regards ecotourism in order to protect environment.

Take Japan for the other example. Ecological tourism development is more mature. According to Xie (2008), in 1992 Japan's Tourism Association (JATA) released the *Guide Principles of Ecotourism* and “*Declaration of Tourists to Protect the Earth*” and held multiple seminars to promote ecotourism. Japan protects ecological environment by law making and effectively enforcing the law. Japan successively promulgated the *National Park Act* and *Natural Park Act*, and in 2002 the *Natural Park Act* was partially revised.

Take Kenya as the example for developing countries. Kenya is one of the earliest countries to develop ecological tourism in the world, and it is the world leader in this field as well. The ecological tourism in Kenya is mainly about

wildlife tourism, and at present it has become one of the two pillar industries of the national economy. As early as the mid-1970s, the government established the “Wildlife Management Department” (changed into Wildlife Service Department later), and endowed the agency the important mission of ecotourism protection and development.

All national parks and the two natural reserves are under administration of Wildlife Service Department, which is directly under administration of the President. Independent budget realizes the special fund can be used specially, which effectively promotes wildlife management and sightseeing development. In 1975, the Kenyan government considered ecotourism as a significant project. Promoting the development of wildlife tourism and management of the overall planning and overall layout, timely and effective to promote and preserve vital programs of nearby residents. Kenya's government has taken ecological tourism as a key project since 1975.

### **2.3.3 Ecotourism Industry in China**

China as the largest developing country has made an excellent example for the world in development of ecological tourism. Although the ecological tourism started late in China, but develops rapidly. According to Zhang and Hai (2000), China's earliest research on ecotourism originated from 1980s, recently different universities, institutions and research departments start studying ecotourism which advocated ecotourism study all over the country.

Domestic scholars carried out significant explorations about protected eco-tourism development, as Huang, Yuan and Ge(2007) mentioned that Fang studied the coastal wetland eco-tourism development model; Li and Li (2009), Guo and Sun(2009), Hong, Wang, He, Chen and Yu(2009), all studies the WuYi Mountain Nature Reserve from different perspectives as Ecotourism emerged residents perceived and quality of the environment. Sun(1998) divided nature reserves in China into five tourism development levels and proposed protected areas eco-tourism development model and development process; Zhang, Xuand Na (2003) studied China's forest parks and forest tourism development and then established status quo, constructed of Forest Park protection system.

Li (2005) considered that the so-called eco-tourism market is only a sub-class or market segments under the overall tourism market. According to Lu and Wang (2003), so far there are no statistics and research for how to evaluate market of China's eco-tourism industry's status and potential (including immigration eco-tourism market and domestic eco-tourism market).

China's ecological tourism development mainly relies on nature reserves, forest parks, and scenic spots. In this research forest parks are chosen as the main study targets to show the relationship between tourism policy and forest parks' performance.

In order to protect and make full use of sufficient forest view resources, China Forestry Agencies started to promote forest parks development since late 1970s to early 1980s. Since then China's first forest park—Zhangjiajie Forest Park in Hunan

province was established. Today there are forest parks constructed all over China's 31 provinces with a total number of 28 measuring 89539.84 hectares to include 15 national level forest parks measuring 68441.03 hectares and 13 provincial level forest parks with 21098.81 hectares. As shown in Appendix B until 2012 there were over 2855 forest parks in China with total area of 17382115.58 hectares (more details please refer to Appendix B).

From the tables it could be seen that the provinces that have larger forest park areas are provinces with national main forest factories and areas in China like Heilongjiang, Jilin provinces which also indicate that forest parks are the main content of China's ecotourism construction and natural protection system. In China, ecotourism developed based on forest parks, natural protection areas and view spots, in this research forest park is picked up as an example of ecotourism.

In addition, China has a huge market of tourists. According to Zhao (2012), despite incomplete statistics it is estimated that around 25,000,000 tourists visit China's nature reserves annually, generating annual tourism revenue worth 520 million RMB. In the early 1980s, only about 1 million tourists make an eco-visit to forest annually. However, the number of tourists hikes to more than 30,000,000 today.

Based on the research of Zhang (2005), divided by types of developing eco-tourism, current eco-tourism scenic spot in China have following types: eco-friendly scenic spot of mountains; eco-friendly scenic spot of lakes; eco-friendly scenic spot of forests; eco-friendly scenic spot of grassland; eco-friendly scenic

spot of ocean; eco-friendly scenic spot of birds; eco-friendly scenic spot of ice and snow; eco-friendly scenic spot of drifting; and eco-friendly scenic spot of hiking (as showed in the table below).

**Table 2: Eco-tourism scenic spot in China**

Types	Scenic Spot
Eco-friendly scenic spot of mountains;	Buddhism and Taoism mountains
Eco-friendly scenic spot of lakes;	Changbai Mountain, Qinghai Lake
Eco-friendly scenic spot of forests;	Changbai Mountain, Hubei Shennongjia
Eco-friendly scenic spot of grassland;	Inner Mongolia HulunBuir Grassland
Eco-friendly scenic spot of ocean;	GuangXiBakhoi.
Eco-friendly scenic spot of birds;	Qinghai Lake Island
Eco-friendly scenic spot of ice and snow;	Yunnan Lijiang Jade Dragon Snow Mountain
Eco-friendly scenic spot of drifting;	Hubei Shennongjia
Eco-friendly scenic spot of hiking	Tibet Mount Qomolangma, The YarlungZangbo River Grand Canyon

As Tong (2009), said that in the last twenty decades, eco-tourism has developed rapidly no matter in developed or developing countries, and the ecological tourism revenue increased by 20-30% annually.

## **Forest Parks**

Forest parks are parks that mainly consist of artificial forest and natural forest which protect the natural view of environment and surroundingsand are also

decorated with proper facilities and attractions. The main functions of forest parks are to sustainably maintain and develop natural view, protect environment resources research and study, tourism visit.

According to Li and Chen (2007), China Forest Park development could be roughly divided into four stages as follows: Infancy growing phase 1982-1990 --- At this stage, construction of forest parks still at the exploratory period, people still a lack of understanding of the function of forest recreation, so the development speed is slow. In 9 years only established 16 national forest parks, the average is less than two per year. These parks mainly under construction by department and provinces joint approach, during which the state has invested more than 20 million Yuan, and later most of these forest parks have become popular tourist spots.

Stage of rapid development --- 1991 -1993, in just three-year time a total of 218 national forest parks are constructed, with an average of more than 70 forest parks annually. Stable development stage --- 1994 - 2000, in 7 years a total 110 national forest parks were constructed, with an average of less than 16 forest parks annually. Despite the slower growth in the number, at this stage, the forest park industry management has been strengthened, with the formation of the basic framework of management. Rapid growth stage--- from 2001 to present, in the first five years of this period, a total of 283 national forest parks was established, with an average of more than 50 forest parks annually. In this phase forest parks grow rapidly thanks to forest park's comprehensive benefits further recognized by whole society, particularly attract all levels local governments great attention.

# **CHAPTER THREE**

## **RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

In this Chapter, it describes the methodology to obtain and interpret information on tourism policy and its impact on forest parks development in China. This chapter will serve to provide information on the research objectives, hypothesis, research approach, data collection methods and how rigour and validity were achieved.

### **3.2 RESEARCH OBJECTIVES AND HYPOTHESIS**

1. To assess which factors influence to forest parks' performance
2. To explore the advantages and disadvantages of two kinds policies
3. To provide advice and suggestions for tourism policies making in China

As mentioned above, from the 10 countries' example, it is found that both regulation and deregulation can result in good effects for tourism and therefore has positive effects on their derivative industries or business' development. Whereas, it can also be found from examples of other countries that deregulation is more effective for the development of tourism.

So it is necessary to know whether tourism policy deregulation has positive impact on forest parks performance in China or not. In order to get the result, related data for forest parks from 31 provinces in China were used. GRDP, transportation, population and park staff number was used as control variables. It is

considered that all control variables have positive influence in forest parks performance in China.

### **3.3 RESEARCH APPROACH**

The study used the quantitative analysis approach. Quantitative analysis refers to the method that researchers will classify the data received and count them, or even construct more complex statistical models to try to explain the result they got. All the data were obtained from related agencies and official website, and then SAS software coded with panel data analysis (fixed effects model) will be used. According to Patricia (2011), panel data is a type of longitudinal data, or data collected at different points in time... used to describing change over time.

### **3.4 TOURISM POLICY PROVIDERS IN CHINA**

Participants in this research consisted of central government—China National Tourism Administration (CNTA). The agency's main function is to plan the main direction and policy and to solve problems related with tourism economy in order to make sure that all the activities related to tourism industry are carried out safely and successfully. Local governments (each province's tourism administration) who lay out tourism policies for their own (refer to Appendix A), however their own policies must be planned on the basis of national tourism policy and according to their own real situation and advantages and characteristic to lay out their own policies.

Planning for ecotourism policy in China also includes the State Forest Administration that work together with CNTA. State Forest Administration (SFA)

is the agency that macro-controls forestry related issues all over China, in terms of ecotourism policy planning; SFA established an office for forest parks management. The key function of that office is plan national forest parks regulation, policy, and standard and has responsibility to implement and monitor.

### **3.5 DATA COLLECTION**

Second-hand data is a data set that obtained from related agencies, department, official website, related books, journals, even from other channels as encyclopaedias, newspapers and the internet. By using second hand data could save time and get the accurate data directly and conveniently and efficiently.

In this research, second hand data from official website and related government agencies will be used to analyze whether the policy deregulation plays a positive role in forest parks performance in China and also check whether other control variables (GRDP, transportation, population and park staff number) will positively influence dependent variables (park revenue and number of tourists) or not.

### **3.6 PROCEDURES**

The document review part came first as for collecting enough theory background to support the hypothesis. Those documents mainly consisted of two parts; the first part referred to the definition of regulation and deregulation, tourism policy regulation and deregulation implemented in foreign countries, their advantages and disadvantages.

The second part of document review covered definition and development of ecotourism in both China and foreign countries, the relationship between ecotourism and economic development, tourism policies that implementing in China.

Quantitative analysis went after document review, fix effected model in panel data analysis in SAS software was used to check the relationship among independent variables, control variables and dependent variables. The research was conducted over a three month period. For research proposal and more background information collection and rearrangement last 8 weeks and data analysis by quantitative analysis approach last 4 weeks.

### **3.7 RELIABILITY AND VALIDITY**

For literature review part, the reliability and validity is highly ensured based on all the resources for this part are from related field scholars' argument and comments. For second hand data analysis part, the reliability and validity in this research is guaranteed because all of them are from both related agencies and official website. So the reliability and validity in this study should be high and persuadable.

# CHAPTER FOUR

## PRESENTATION AND ANALYSIS OF RESEARCH FINDINGS

### 4.1 DATA INTERPRETATION

According to SAS analysis result, the hypothesis that policy deregulation has positive impact on forest parks' performance in China is accepted. Detailed interpretation and analysis are illustrated as follows:

**Table 3: The PANEL Procedure Fixed Two Way Estimates for Independent Variable: Number of Tourists**

Variables	Estimate	t-Value	p-Value
<b>Policy Regulation</b>	-3.90941	-3.71	0.0005***
<b>State Investment</b>	-1.05213	-0.59	0.5607
<b>GRDP</b>	-1.14085	-2.01	0.0495**
<b>Transportation</b>	0.047814	0.39	0.6983
<b>Population</b>	0.000037	-0.34	0.7379
<b>Park Staff Number</b>	-0.00001	0.92	0.3598

*R*<sup>2</sup>: 0.9796; F: 23.72; No. of Observation: 93.

Note: \*\*\*p<0.01 \*\* p<0.05, \*p<0.1

According to the result table above, policy regulation variable has a statistically significant negative impact on the number of tourists. p<0.01 means that within 99% confidence interval policy regulation as negative influence on the

number of tourists; in other words, policy deregulation is likely to promote the number of tourist in Chinese parks. Coefficient of policy regulation is -3.90941. It means that compare with deregulation, regulation will decrease the number of tourists by -3.90941 and this coefficients are significant (because its p-value 0.0005 is smaller than 0.05).

Control variable, GRDP, has statistically significant negative impact on the number of tourists.  $p < 0.05$  means that within 95% confidence interval GRDP is unlikely to promote the number of tourists. Coefficient of GRDP is -1.14085. It means that GRDP will decrease the number of tourists by -1.14085 and this coefficients are significant (because its p-value 0.0495 is smaller than 0.05). Other control variables like state investment, transportation, population and staff number have no statistically significant relationship with the number of tourist.

**Table 4: The PANEL Procedure Fixed Two Way Estimates for Independent Variable: Total Revenue**

Variables	Estimate	t-Value	p-Value
<b>Policy Regulation</b>	-5.35614	-2.34	0.0233**
<b>State Investment</b>	2.475821	0.63	0.5291
<b>GRDP</b>	-2.11272	-1.71	0.0928*
<b>Transportation</b>	0.142427	2.04	0.0466**
<b>Population</b>	0.000416	-0.12	0.9085
<b>Park Staff Number</b>	-9.34E-6	-0.25	0.8064

$R^2$ :0.9226;F:5.52;Number of Observation:93.

Note:\*\*\*p<0.01 \*\* p<0.05, \*p<0.1

According to the result table above, policy regulation variable has a statistically significant negative impact on the total revenue.  $p<0.05$  means that within 95% confidence interval policy regulation as negative influence on the number of tourists; in other words, policy deregulation is likely to promote the total revenue in Chinese parks. Coefficient of policy regulation is -5.35614. It means that compare with deregulation, regulation will decrease total revenue by -5.35614 and this coefficients are significant (because its p-value 0.0233 is smaller than 0.05).

Control variable, GRDP, has statistically significant negative impact on the total revenue.  $p<0.1$  means that within 90% confidence interval GRDP is unlikely to promote the total revenue. Coefficient of GRDP is -2.11272. It means that GRDP will decrease total revenue by -2.11272 and this coefficients are significant (because its p-value 0.0928 is smaller than 0.1).

Control variable, transportation, has statistically significant positive impact on the total revenue.  $p<0.05$  means that within 95% confidence interval transportation is likely to promote the total revenue. Coefficient of transportation is 0.142427. It means that transportation will increase total revenue by 0.142427 and this coefficients are significant (because its p-value 0.0466 is smaller than 0.05). Other

control variables like state investment, population and staff number have no statistically significant relationship with the total revenue.

This research was conducted with the main intention of explaining the effectiveness of tourism policy for China's forest parks' development. Quantitative data methods were used to explain the data. All the data were collected from related agencies (forest parks related data) and official website (transportation, GRDP, population). Data was then coded and analyzed by running panel data analysis fixed-effects model by using SAS statistical program to answer the three fundamental questions, they are:

1. To assess which factors influence to forest parks' performance
2. To explore the advantages and disadvantages of two kinds policies
3. To provide advice and suggestions for tourism policies making in China

## 4.2 MAJOR FINDINGS

From the statistical analysis result, it is clear that policy regulation has negative influence on forest parks' performance in China, in other words, policy deregulation has positive influence on forest parks' performance in China which accept the research hypothesis set based on literature view. Transportation has positive impact on forest parks' performance, while GRDP has negative impact on forest parks' performance, other variables like state investment, population, number of parks, park staff number and park's total area don't influence forest parks' performance. The advantages and disadvantages of the two kinds of policies will be discussed in conclusion part and respectively in details. The discussion on advice

and suggestion for tourism policy making in China will be elaborated below right after discussion on factors explanation.

According to the result, the hypothesis, and tourism policy deregulation has been positive influence on forest parks' performance in China was accepted.

No matter for forest parks' total revenue or number of tourist's, policy regulation has statistically significant relationship with them, tourist is the main income origin for parks, so relationship between total revenue and numbers of tourists are in direct proportion. Forest parks' annual income consists of four main parts: ticket, accommodation, recreation and others; so the results from statistics could be explained by two reasons.

Firstly, some parks charge free for entrance, like parks in Jiangxi, Fujian, Guizhou and Shanghai, so it can be easily recognized that only one of them is from the 7 policy deregulation provinces, others all belong to policy regulation provinces. This is because the government considers forest parks as non-profit business that is why it is hard for policy regulation provinces to make profit by this way. For policy deregulation areas more parks are operated/managed by private business or enterprises, their main goal of business is to make profit and get benefit.

Secondly, it is much easier and more flexible for forest parks in policy deregulation provinces to carry out activities and build attractions in order to attract more tourists according to their own characteristics and avoid red tape which is quite time-consuming in policy regulation provinces. Additionally after policy regulation provinces try to copy the activities that policy deregulation provinces

have already carried out and made money, the market is already more than enough. This collective dilemma will only make the late comer have less profit to get or even no benefit to obtain.

For both total revenue and number of tourist, GRDP also has statistically negative significant influences on them.  $GRDP = \text{First Industry} + \text{Second Industry} + \text{Third Industry}$  (includes tourism industry), and as Ni (2013) mentioned that in China so far the industry structure is unbalanced with first and second industry occupied more than the third industry in GRDP, which lead to the relationship between third industry and GRDP are developing inverse proportion.

In addition to the macro aspect, from tourist's person point of view, usually more GRDP are happened in more developed provinces, so tourists in these provinces are wealthy enough to control and arrange their own travel that at least will not need to restrict themselves into inner-provincial traveling instead, they have wider choices to go out of their provinces and enjoy time. This argument is verified by Dong (2011), who says that GRDP and travel distance develop in direct proportion, more income people want to go for long travel, not only out of province but also even prefer to travel abroad.

Based on the result, transportation has two-star statistically significant positive influences on the total revenue relying on the convenient geographical advantages and convenient transportation. This conclusion is consistent with Rufat (2012), who notes that it is difficult to think of tourism sector without transportation.

Transportation is the main means to carry passengers, that is, the tourists to the actual site where tourism services are performed. Provinces or cities like Beijing, Sichuan, Shanghai, and Chongqing etc. developed so fast with better transportation condition. While provinces in the northern part of Guangdong located in mountainous areas with backward transportation weakness, it's far away from neighbouring economic developed zones and also has environment and land usage constraints. Let alone provinces in western part of China, for instance, Qinghai, Ningxia, Tibet and Xinjiang etc. which only have mountain roads and poor transportation conditions, which lead to disadvantages for these province to attract tourists. Based on the study of Li and Li (2006), even though tourists may really want to visit these places, however, the inconvenient travel condition will let them drop their opinions, all of these will make the tourist have a second thought about the travel route.

# **CHAPTER FIVE**

## **DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

### **5.1 DISCUSSION AND CONCLUSION**

The research reviewed the influence of tourism policy on forest parks' performance in China. During this study, hypothesis was set based on literature review about policy regulation and deregulation implementation in different countries. After study, it could be concluded that policy deregulation in China has more positive influence on forest parks' performance; control variable transportation has positive impact on forest parks' performance too. While, another control variable GRDP has negative influence on forest parks performance.

It could be found that the tourism policy in China will transfer from policy regulation to more policy deregulation. So far the regulation is coming to its bottleneck like state investment limitation which will lead to forest parks still developing with weak infrastructure, low service quality, new tourism product could not be developed, no strong and effective dissemination model existed, huge potential resources could not be transformed into strong economic advantages. Also limited state budget will also lead to decline of environmental protection funding of forest parks which will not helpful for the sustainable development of forest parks.

Like China, some countries implement policy regulation while others implement policy deregulation no matter which way to implement their policy, there is no absolute way to say policy regulation and policy deregulation are much better than each other. As Kuang (2004) mentioned that the best way to deal with policy regulation and deregulation shortages is not to choose one between government and private agencies, but to combine the two with the proper proportion to let them to play their own role and make fully use advantages from both sides.

Private sector has less budget limitation than government and has more channel to get more funding and investment so they are more powerful in economic point of view, that's why many countries in South America start combining the two parts and in Poland government involves into tourism industry but also establish private development agency.

In terms of promotion and production sale perspective, government opens the door for private sectors to access to markets more easily and conveniently like Egypt, and in Colombia most of the tourism agencies are belongs to state but more activities from private sectors are gradually allowed to participate into the “big family”. So it could be found that increasingly countries are getting benefit from these so called combined “public and private agencies”, they realized how important and huge profit they will get by doing so, that's why many European countries already implement in combine way for a long time.

It seems that deregulation is a tendency overall the globe, and as mentioned before deregulation will also become more popular in China. However, it doesn't mean that deregulation is completely much better than regulation or regulation is much better than deregulation. According to Kuang (2004), it could also learn from Sweden that without government macro-control or participation, giving all power to private agency for tourism product promotion, the result is directly influenced marketing expansion. Later after a series of modification Sweden established a new government agency and public-private joint company to promote the tourism industry.

Policy deregulation in China also has its own disadvantages: short-term behaviour will appear which leads to a waste of resources; private companies are keen on new projects launching, large investments, while ignoring the sustainable stock of tourism resources and depth utilization; the development of tourism resources is blind and lack creativity, such as try to follow other attractive parks or successful projects blindly which led to Collective Dilemma; there is no effective monitoring system, institution or regulation to check whether the government allocate resources and invest funding based on comparative advantages of resources or not. In other words, there is no effective system or agency will take the responsibility for resource allocation inefficiencies. As a result tourism resources are placed in a low or even non-profit state.

China is a big country with 9.6 million square kilometers and 56 ethnicities and varied natural resources distribution. As such it is indeed necessary to have macro

and unified control from center government and policyregulation for now is still the way that China has to go.However, China's tourism policy implementation is comparatively successful with policyderegulation like deregulate business right, hotel star level assessment right, enterprise and monitor system separated, associations become a bridge between governmentand market, more power been entitled to local sections. It believes that with government macro-control and guidance andwith private agencies or local public agencies contribution, support and cooperation the tourism industry will develop much better.

To some extent there would be no progress of forest parks business without progress of government oriented support. Forest parks business will not look like it is today without governments' driving and guiding. Especially in the western area, the government's participation is very essential.

To sum up, the existing management system is the necessary path for the development of forest parks business in China, also it is the inevitable choice for us in the weak foundation and low development level of tourism industry's objective background which is significantly promotes the vigorous development of China's tourism industry.

Forest parks business is getting more mature than before which reflect the current policy system's defects and the negative effect more obviously, which is also shows that the existing system is no longer strong enough to meet the objective needs of the forest parks business development at present. The transition

stage of tourism industry in China now shows the world that from policy regulation to more policy deregulation, China's tourism industry is facing a bright future.

## 5.2 POLICY IMPLICATIONS

Even though forest parks' performance in China improved a lot especially after innovation and open-door policy implemented because of constantly modified policies and responsible leadership of governments. The existing policies still face many problems. Compared to other countries with a developed tourism industry, eco-tourism (forest parks as well) in China starts late, however it develops rapidly. Therefore, many issues and problems have arisen in the process of development, mainly reflected in the following aspects:

(1) Effective monitoring system and agencies are needed in order to deal with problems, such as, agencies and scenic spots abuse eco-tourism or forest parks' name to attract tourists which has unconsciously mislead travellers and consumers; also problem like blind exploitation and resources wasting; (2) According to Shi (2001), incentive policies should be inclined to encourage the local residents' participation in order to increase local employment rate and promote local product marketing; (3) policies for cultivating more specific students and trained employees to make industry develops sustainability, as Ma(2002) mentioned that because so far the industry lacks of professional staff.

All these shortages mentioned above are the loopholes in the policies. In addition to the above factors, the first priority is to organize experts or professional consultants to take field trips to know what are exactly needed? Which are

sufficient? What are the advantages? What are the particular tourism products in each province? And take all of these into consideration when modifying local policies according to their own characteristic, therefore making the policy more effective and qualified.

### **5.3 LIMITATIONS OF THE STUDY**

Even though this research has creative opinion and identified theoretical study result but also has its limitation as well, for example, in this research, there are only three years data available and provided, so to some extent, it will not overgeneralize the research result in related field. In addition because of there is no standard measurement for identifying policy deregulation and regulation, the way that used to judge and classify still need more and detailed identification. Thirdly, the methodology of this research is quantitative analysis. Lacking of qualitative analysis makes the research not so persuadable. It should be taken into consideration for the future study to combine both of the two methods.

### **5.4 FOR FURTHER STUDIES**

It is a good opinion that after more data provided or existed in the future, this research is necessary to carry on again and get more meaningful result for related studies; and by doing so for scholars will get better and deeper understanding of the relationship between forest parks' performance and tourism policies, the suggestions and recommendations for policy making will be more mature and helpful for researchers in the future.

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# Appendices

## Appendix A: List of Province/City Tourism Policies in China

No.	Time	Province (city)	Publish Agency	Policy Name	Target
0	2001. 04. 11	State	State Council	Announcement for further accelerate the development of tourism	Speed up tourism industry development. Make tourism became important pillar industry for provincial economy development and develop Shanxi as a strengthen tourism province.
1	1985 1995 2001. 09. 28	Shanxi( 1 ) Shanxi ( 2 ) Shanxi ( 3 )	Provincial Party Committee Government Government	1. Decision on strengthen tourism development 2. Decision on accelerating for tourism development 3. Implement the State Council Announcement for further accelerate the development of tourism	Cultivate tourism as a pillar industry to promote provincial economic society constantly, fast and healthy development
2	1989 2000. 01. 01	Jiangxi( 1 ) Jiangxi( 2 )	Government Provincial Party Committee & Government	1. Announcement for accelerating of provincial tourism industry development 2. Decision on accelerating the development of tourism industry	Cultivate tourism industry as the province's pillar industry and fulfil transformation from rich tourism resources province to powerful tourism economy province and to construct

					Liaoning as a strengthen province.
3	1989. 12. 26  2001. 06. 02	Liaoning( 1 )  Liaoning( 2 )	Government  Government	1. Decision on strengthen tourism development  2. Comments on strengthen tourism development and construct powerful tourism province	1. Push tourism as an important economic industry and at the end of this century push it to become important industry among the third industry  2. Make an effort to cultivate tourism industry become pillar industry
4	1991. 10. 09  1998. 05. 18  2001. 06. 27	Jilin (1)  Jilin (2)  Jilin (3)	Government  Government  Government	1. Announcement for further strengthening the management of the tourism industry  2. Decision on strengthen tourism development  3. Decision on accelerating eco-tourism as a pillar industry and construction of powerful ecotourism province	Speed up tourism industry development. Make tourism became important pillar industry for provincial economy development and develop Shanxi as a strengthen tourism province.
5	1992. 07. 13  2001. 04. 22	Fujian (1)  Fujian (2)	Government  Government	1. Provisions on accelerating tourism industry  2. Suggestion for further accelerating tourism industry	Play tourism industry as a new economic growth point and achieve powerful tourism province in 2010
6	1992. 07  2001.	Yunnan (1)  Yunnan (2)	Government  Government	1. Decision on strengthen tourism industry development	Cultivate tourism industry as the province's pillar industry and fulfil

	06. 30			2.Implement the State Council Announcement for further accelerate the development of tourism	transformation from rich tourism resources province to powerful tourism economy province
7	1993 1998. 06. 01 2000. 11. 13	Sichuan (1) Sichuan (2) Sichuan (3)	Government Provincial Party Committee & Government Provincial Party Committee	1.Announcement for Sichuan province tourism industry development 2.Decision on accelerating the development of tourism industry 3.Decision on accelerating the tourism industry as a pillar industry and construction as a tourism economic province	Identify tourism industry as one of the six pillar industry in the future. Accelerating tourism industry as a pillar industry to construct powerful tourism province
8	1993. 09. 29 2002. 06. 24 2004. 05. 12	Guangdong(1) Guangdong(2) Guangdong(3)	Government Government Government	1.Announcement for accelerating province tourism industry development 2.Suggestion for accelerating the development of tourism enterprises in Guangdong 3. Decision on strengthen tourism industry development	Further develop the tourism industry as an important economic growth point and speed up provincial tourism industry development.
9	1994. 03. 28 1998. 06. 24 2001.	Hunan (1) Hunan (1) Hunan (1)	Provincial Party Committee & Government Provincial Party Committee &	1.Decision on accelerating development of tourism industry and construction for powerful tourism province	Fulfil transformation from rich tourism resources province to powerful tourism economy province,

	12. 05		Government Government	2.Suggestion for strengthen tourism industry development  3.Announcement on strengthen tourism industry development	improve people's living condition and to accelerate poverty
10	1995. 12. 20  2001. 12. 27	Xinjiang (1)  Xinjiang (2)	Party committee & Government  Government	1.Announcement on strengthen tourism industry development  2.Decision on accelerating development of tourism industry	Make tourism industry become advantage for economic development in the region; accelerate the development of tourism as a pillar industry.
11	1996. 05. 24  2001. 07. 09	Hebei (1)  Hebei (2)	Provincial Party Committee & Government  Government	1.Announcement on strengthen tourism industry development  2.Decision on accelerating development of tourism industry to become powerful tourism province	Make tourism industry become pillar industry and strive to construct powerful tourism economy province
12	1996. 08. 05	Tibet	Government	Announcement on strengthen tourism industry development	Built tourism industry as pillar industry for people's livelihood
13	1996  2001. 08. 23	Hubei (1)  Hubei (2)	Government  Government	1.Announcement on strengthen tourism industry development  2.Implement the State Council Announcement for further accelerate the development of tourism	Built tourism industry as pillar industry and construct powerful tourism economy province. Take the advantage of tourism in the third industry and play tourism's

					function in innovation and open-door policy.
14	1997. 03. 17  2001. 08. 20	Zhejiang (1)  Zhejiang (2)	Government  Government	1.Suggestion for strengthen tourism industry development  2.Suggestion for accelerating development of tourism industry	Pillar position of the tourism industry has been initially established, and strive to build a powerful tourism economy province
15	1997. 03. 25  2003. 03. 09	Gansu (1)  Gansu (2)	Government  Government	1.Suggestion for strengthen tourism industry development  2.Decision on strengthen tourism industry development	Cultivate tourism industry as pillar industry
16	1997  2002. 01. 25	Anhui (1)  Anhui (2)	Government  Government	1.Suggestion for strengthen tourism industry development  2.Suggestion for accelerating development of tourism industry	Cultivate and develop tourism industry as pillar industry
17	1997  2002. 03. 15	Heilongjiang (1)  Heilongjiang (2)	Government  Government	1.Announcement on regulation for accelerating tourism industry  2.Suggestion for further strengthen tourism industry development	Accelerating development of tourism industry as a pillar industry and new economic growth point to build a powerful tourism economy province
18	1997. 08. 15  2001.	Guangxi (1)  Guangxi (2)	Provincial Party Committee & Government  Government	1.Decision on strengthen tourism industry development and built as big tourism province	Built as a pillar industry and new economic growth point and also construct as developed

	11. 22			2.Suggestion for accelerating development of tourism industry	tourism area in China.
19	1997 2001. 10. 29	Jiangsu (1) Jiangsu (2)	Government Government	1.Announcement on accelerating development of tourism industry  2.Suggestion for accelerating development of tourism industry	Cultivate and develop tourism industry as pillar industry to build a powerful tourism economy province
20	1998. 05. 05  2001. 04. 14  2005. 04. 30	Chongqing (1) Chongqing (2) Chongqing (3)	City Party Committee & Government	1.14 measurements for cultivate and development tourism industry  2.Suggestion for further accelerate the development of tourism  3.Decision on accelerating development of tourism industry	Cultivate and develop tourism industry as a new pillar industry
21	1998. 07. 01  2001. 07. 26	Henan (1) Henan (2)	Government Government	1. Decision on accelerating development of tourism industry  2.Implement planning for accelerating development of tourism industry	1.Identify tourism industry as one of the most priority industry  2.Cultivate tourism industry as pillar industry to build a powerful tourism economy province
22	1998. 06. 26  2001. 03	Qinghai (1) Qinghai (2)	Government Government	1.Decision on accelerating development of tourism resources  2.Decision on accelerating development of	Develop tourism industry as a new economic growth point. Identify tourism industry as important industry and gradually built province with

				tourism industry	combination of natural scenery and ethnic culture
23	1998. 12. 25  2001. 09. 28  2003. 12. 19	Shandong (1)  Shandong (2)  Shandong (3)	Provincial Party Committee & Government  Government  Provincial Party Committee & Government	1.Suggestion for accelerating development of tourism industry  2.Announcement on accelerating development of tourism industry  3.Suggestion for accelerating development of tourism industry	Identify tourism industry as a new economic growth point, cultivate it as province pillar industry and important industry for people's livelihood industry
24	1999. 01. 01	Shanxi	Government	Decision on accelerating development of tourism industry	Identify tourism industry as a new economic growth point, cultivate it as new pillar industry
25	1999. 02. 08	Inner Mongolia	Party committee & Government	Decision on accelerating development of tourism industry	Identify tourism industry as a new economic growth point, and improve people's living condition
26	2000. 12. 25  2005. 03. 01	Tianjin (1)  Tianjin (2)	Government  Government	1.Announcement on accelerating development of tourism industry  2.Suggestion for further accelerate the development of tourism	Cultivate and speed tourism industry as important people's livelihood pillar industry, and develop tourism industry as a new economic growth point and become top one industry among the third industry.
27	2001.	Beijing	Government	Announcement on further accelerate	Polish tourism industry system

	10. 16			the development of tourism	and relate industry development
28	2001. 12. 12	Shanghai	Government	Announcement on further accelerate the development of tourism	Fulfil aim of construction as international tourism city
29	2001. 12. 27  2004. 03. 29	Ningxia (1)  Ningxia (2)	Government  Party committee & Government	1. Announcement on accelerating development of tourism industry  2. Decision on further accelerate the development of tourism	Cultivate and develop tourism industry as pillar industry and new economic growth point. Let the tourism industry play as a leader industry among the third industry.
30	2002. 12. 13	Guizhou	Provincial Party Committee & Government	Suggestion for strengthen the development of tourism	Cultivate tourism industry as a new pillar industry
31	2012.4	Hainan	Government	Hainan provincial tourism industry development 12th Five-Year planning	Cultivate Hainan as the destination of China's tourism innovation demonstration and world first-level tourism island

Appendix BTable for Data Set

Province	REGUL_D	SI	GRDP	S	P	T	TR	NT	YEAR
1	0	0.01339	1.41	903	1961	900	0.022	308.45	2010
2	0	0.00005	0.92	99	1294	950	0.001	18.6	2010
3	0	0.00526	2.03	4985	7185	4307	0.034	755.4	2010
4	1	0.004356	1.01	3466	3571	3000	0.037	620	2010
5	1	0.015854	1.16	2347	2471	2176	0.005	254.44	2010
6	1	0.007446	1.85	4024	4375	3056	0.078	1624.88	2010
7	1	0.001485	0.87	6338	2746	1850	0.151	694.68	2010
8	1	0.004666	1.04	2394	3831	2000	0.013	416.26	2010
9	1	0.00304	1.72	551	2302	778	0.008	401.64	2010
10	0	0.027465	4.14	9194	7866	4059	0.12	3097.44	2010
11	1	0.01289	2.78	12298	5443	3291	0.88	3303.62	2010
12	0	0.010555	1.24	3842	5950	2900	0.037	645.65	2010
13	0	0.007933	1.47	2527	3689	2300	0.042	1347.3	2010

14	1	0.037473	0.95	8253	4457	3042	0.328	2425.01	2010
15	1	0.005739	3.92	13397	9579	4285	0.112	2181.33	2010
16	1	0.008364	2.3	7133	9402	5016	0.054	1574.93	2010
17	1	0.017644	1.59	11030	5724	3673	0.035	818.2	2010
18	1	0.032156	1.6	11896	6568	2262	0.113	1680.6	2010
19	1	0.041334	4.6	10583	10430	4835	0.153	7269.97	2010
20	1	0.017155	0.96	3422	4603	2113	0.06	485.7	2010
21	1	0.00303	0.2	1014	867	660	0.01	39.19	2010
22	0	0.057318	0.79	4919	2884	2011	0.186	4253.87	2010
23	1	0.050307	1.72	4896	8042	2630	0.28	1444.26	2010
24	1	0.054073	0.46	2682	3475	1507	0.033	1378.72	2010
25	1	0.001306	0.72	1832	4597	2500	0.01	353.55	2010
26	1	0	0.05	111	300	0	0.002	41.41	2010
27	1	0.025342	0.92	3960	3733	3458	0.035	935.73	2010
28	1	0.007163	0.41	3665	2558	2000	0.006	400.59	2010
29	1	0.006637	0.17	575	563	443	0.006	138.25	2010

30	1	0.00308	0.14	269	630	1020	0.002	62	2010
31	1	0.020171	0.54	1269	2181	1200	0.015	366.46	2010
1	0	0.014344	1.6	1175	2019	770	0.021	382.9	2011
2	0	0	1.13	108	1355	1100	0.001	21.6	2011
3	0	0.00113	2.4	5529	7241	4700	0.018	804.96	2011
4	1	0.023727	1.24	3487	3593	4010	0.067	1030	2011
5	1	0.008385	1.4	2334	2482	2183	0.036	278.67	2011
6	1	0.022809	2.2	3962	4383	3300	0.094	1747.42	2011
7	1	0.01078	1.04	7329	2749	1795	0.042	1015.91	2011
8	1	0.027534	1.14	2599	3834	3811	0.069	521.74	2011
9	1	0.004646	1.82	523	2347	637	0.01	405.36	2011
10	1	0.023727	1.24	3487	7899	4059	0.067	1030	2011
11	1	0.131013	3.2	19191	5463	3382	0.421	3542.58	2011
12	0	0.012567	1.5	4579	5968	3000	0.07	1005.85	2011
13	0	0.00612	1.75	2510	3720	2700	0.026	1568.86	2011
14	1	0.095629	1.1	8582	4488	3642	0.239	3241.82	2011

15	1	0.033707	4.5	14403	9637	4244	0.2	2427.98	2011
16	1	0.009678	2.7	8666	9388	5196	0.1	1719.88	2011
17	1	0.042438	1.8	10166	5758	4009	0.11	1306.43	2011
18	1	0.048178	1.9	12697	6596	2666	0.113	2774.52	2011
19	1	0.131797	5.3	11882	10505	5049	0.27	7672.18	2011
20	1	0.003785	1.16	2377	4645	2416	0.031	539	2011
21	1	0.006167	0.225	2743	877	660	0.022	292.7	2011
22	0	0.098432	0.92	5316	2919	1835	0.327	3930.33	2011
23	1	0.058311	2.15	5065	8050	3300	0.133	1970.63	2011
24	1	0.013642	0.56	4187	3469	2023	0.146	1661.98	2011
25	1	0.009219	0.815	1611	4631	2500	0.017	690.16	2011
26	1	0.000925	0.061	190	303	38	0.012	38.05	2011
27	1	0.018073	1.1	4144	3743	3800	0.077	1133.5	2011
28	1	0.012682	0.502	3790	2564	2000	0.024	419.74	2011
29	1	0.092345	0.162	609	568	1400	0.135	174.3	2011
30	1	0.0137	0.206	294	639	1300	0.016	62.2	2011

31	1	0.003578	0.66	1352	2209	785	0.044	461.57	2011
1	0	0.015778	1.78	1187	2069	923	0.026	600	2012
2	0	0	1.29	121	1413	1103	0.001	23.4	2012
3	0	0.00254	2.66	5624	7288	5069	0.044	893.93	2012
4	1	0.01235	1.45	3849	3611	5010	0.072	1772.2	2012
5	1	0.009421	1.6	2263	2490	1634	0.008	290.54	2012
6	1	0.022179	2.48	3753	4389	3917	0.098	1971.62	2012
7	1	0.00826	1.19	7165	2761	2303	0.184	1108.43	2012
8	1	0.020616	1.37	2719	3834	4300	0.045	594.43	2012
9	1	0.006519	2.01	508	2380	805	0.007	474	2012
10	0	0.05299	5.4	11609	7920	?342	0.168	4372	2012
11	1	0.145627	3.46	18666	5477	3566	1.22	3478.73	2012
12	0	0.017286	1.72	4718	6902	3210	0.065	1234.38	2012
13	0	0.008995	1.97	8148	3748	3500	0.068	1849.49	2012
14	1	0.030903	1.29	8058	4504	4260	0.492	4509.19	2012
15	1	0.039156	5	16505	9685	4975	0.16	2980.24	2012

16	1	0.010097	2.98	9025	1054	5800	0.094	2318.54	2012
17	1	0.048929	2.23	10416	5779	4062	0.092	1498.89	2012
18	1	0.051535	2.22	13409	7180	3969	0.217	3042.36	2012
19	1	0.05466	5.71	12575	10594	5504	0.198	8003.5	2012
20	1	0.008847	1.3	2834	5240	3197	0.067	593.46	2012
21	1	0.001348	0.29	2547	887	912	0.036	317.8	2012
22	0	0.062392	1.15	5570	3343	2048	0.387	4752.56	2012
23	1	0.046428	2.38	5657	8076	4334	0.392	1991.62	2012
24	1	0.080125	0.68	3858	3484	2630	0.16	2438.19	2012
25	1	0.006204	1.03	1555	4659	2851	0.018	857.69	2012
26	1	0.000845	0.07	290	308	38	0.009	88.78	2012
27	1	0.027824	1.21	3874	3753	4083	0.04	721.38	2012
28	1	0.019068	0.57	3664	2554	2473	0.009	492.01	2012
29	1	0.018413	0.19	578	573	1465	0.012	253.37	2012
30	1	0.019972	0.23	652	647	1327	0.004	184.6	2012
31	1	0.029146	0.75	1386	2233	2250	0.025	629.88	2012

Note: 1) region refers to 31 provinces, regulation D means deregulation ,while Regulation R means regulation, SI refers to state investment, GRDP means GDP of each province, P means population, T means transportation, , TR refers total revenue while NT refers number of tourists.

2) Population and transportation data obtained from bibliography

Population in 2012 <http://hongdou.gxnews.com.cn/viewthread-8235482.html>

Population in 2011 [http://wenku.baidu.com/link?url=CAMkCKYVlzPMujCQoOzvZocijscSYF6oOcjbjOqkx2QTlep-4PRcxUnRHh8rAMYmx-wzC-lv\\_Jy5\\_eTNqNvE\\_NewwpLOhvzFcMX3zq5OkYK&qq-pf-to=pcqq.c2c](http://wenku.baidu.com/link?url=CAMkCKYVlzPMujCQoOzvZocijscSYF6oOcjbjOqkx2QTlep-4PRcxUnRHh8rAMYmx-wzC-lv_Jy5_eTNqNvE_NewwpLOhvzFcMX3zq5OkYK&qq-pf-to=pcqq.c2c)

Population in 2010 [http://www.stats.gov.cn/tjfx/jdfx/t20110429\\_402722512.htm](http://www.stats.gov.cn/tjfx/jdfx/t20110429_402722512.htm)

Population of Tibet in 2012 <http://www.askci.com/news/201310/14/14161544111082.shtml>

Transportation in 2012 <http://xxw3441.blog.163.com/blog/static/7538362420136310176692/>

Transportation in 2011 <http://gaosu.baike.com/article-197575.html>

Transportation in 2010 <http://www.cngaosu.com/zhuanti/html/tuijianredian/gaosugongluxingyebaogao/2011/0105/75091.html>

Transportation of Tibet in 2012 <http://bbs.tianya.cn/post-333-157135-1.shtml> )

## Appendix C

**List for policy deregulation provinces or cities**

Province	Regulation name	Proof	Target
Fujian	Suggestion for further accelerating development of tourism industry	National own enterprises should be divided into executives and enterprises, and establish cross region, cross department and cross industry enterprises to fulfil network management; allow co-partnership, joint adventure, contract agreement, lease etc. to divide business right and ownership	Play tourism industry as a new economic growth point and achieve powerful tourism province in 2010
Hebei	Decision on accelerating development of tourism industry	All different level governments should further realize and recognize tourism industry strategy and cooperate with each other; continually promote national tourism spot implement owner leader and management power separated, business right and management right separated.	Make tourism industry become pillar industry and strive to construct powerful tourism economy province
Anhui	Suggestion for further accelerating development of tourism industry	Strongly encourage and support investments including individual and private economic components entities to carry out tourism projects. Give more space for establishment of domestic and foreign joint agencies to promote provincial tourism industry.	Cultivate and develop tourism industry as pillar industry
Jiangsu	Suggestion for accelerating development of tourism industry	All different level governments should fully play their own role in tourism industry development to solve all the problems they are facing; give more power to different levels of	Cultivate and develop tourism industry as pillar industry to build a powerful tourism economy province

		tourism committee to coordinate the big problems in development	
Chongqing	<p>1.14 measurements for cultivate and development tourism industry</p> <p>2.Suggestion for further accelerate the development of tourism</p> <p>3. Decision on accelerating development of tourism industry</p>	<p>Emphasis ownership and management right separated. Let enterprises to participate into natural view areas development; Combine with pubic agencies'innovation; reduce spots public agencies' management right to promote local management.</p>	Cultivate and develop tourism industry as a new pillar industry
Tianjin	Suggestion for further accelerate the development of tourism	Based on ownership, management right and project management right separated principles promise to special contract out and different kinds of investments; allow special permission, assignment of contract,subcontract in order to absorb foreign fund, folk fund.	Cultivate and speed tourism industry as important people's livelihood pillar industry, and develop tourism industry as a new economic growth point and become top one industry among the third industry.
Beijing	Announcement on further accelerate the development of tourism	Further enlarge tourism industry opening up scale to fully make use of market mechanism function, further tourism industry's innovation in order to constantly further tourism management and tourism enterprise innovation; creative new model of management and service levelin order to promote tourism enterprise	Polish tourism industry system and promote relate industry development

		competitioncapacity	
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**Note: Policyderegulationdecided based on Kuang(2004).**

## 국문초록

# 중국의 관광정책이 산림공원의 성과에 미치는 영향

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본 연구는 중국의 관광정책이 산림공원의 성과에 미치는 영향을 분석하였다. 2010년부터 2012년까지 관광정책이 산림공원에 미친 영향을 알아보기 위해 중국의 31개성(province)을 살펴보았다.

연구 결과, 정책 규제 완화가 산림공원의 성과에 긍정적인 영향을 미쳤다는 것을 확인하였다. 7개의 성과 도시에서 규제를 완화한 결과 산림공원 개발에 중요한 성과가 나타났다. 중국의 관광정책이 규제 중심이었으나 규제를 완화하고 있다는 것을 확인할 수 있었다.

중국은 관광산업에서 더욱 건전하고 지속가능한 개발을 위해서 관련 정책들을 수정할 필요가 있다. 본 연구에서 이를 위한 정책 제안을 제시하였다. 또한 본 연구가 관련 분야의 후속 연구에 기여할 것으로 기대한다.

주요어: 관광정책, 산림공원

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