

# Analysis of Influencing Factors of Dalian Tourism Economic Income and Expansion Suggestions

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## Abstract

**This paper analyzes the influencing factors of the economic benefits of Dalian tourism through literature review. Research found that the policy environment, climate conditions, publicity and promotion, infrastructure, science and technology level and other factors have an important impact on Dalian's tourism economy benefits. On this basis, this paper puts forward some suggestions on strengthening the protection and development of tourism resources, improving the level of infrastructure construction, and improving the quality of tourism products and services. These results have important reference value for the development of Dalian tourism and the analysis of the influencing factors of tourism economic benefits in other cities.**

## Keywords

**Dalian Tourism; Policy Environment; Climate Conditions; Publicity and Promotion; Infrastructure; Science and Technology Level.**

## 1. Introduction

Tourism is an important driving force for global economic growth, and it is of great significance to promoting local economic development and improving people's livelihood. The benefit of tourism economy is one of the important indicators to measure the development level of tourism, which is of great significance to the planning and development of tourism. As one of the important coastal cities in China, Dalian tourism plays an important role in its economic development. With the rapid growth of the domestic tourism market and the improvement of people's living standards in recent years, Dalian tourism is booming and contributes more and more to the economic benefits. Therefore, it is of great significance to study the influencing factors of Dalian tourism economy to guide the development of Dalian tourism and improve its economic benefits.

## 2. An Overview of the Economic Benefits of Dalian's Tourism

The development course of Dalian's tourism economy can be traced back to the early 1980s. At that time, the Dalian municipal government took tourism as an important pillar industry of economic development, actively introduced foreign capital, expanded the development of tourism resources, and increased the investment in tourism infrastructure. With the support of national policies, Dalian tourism industry has developed rapidly. After decades of efforts, Dalian has become one of the most important tourist destinations in northeast China.

The importance of Dalian tourism economy lies in its positive influence on the development of local economy and social stability. Tourism can drive the development of related industries, raise the income level of local residents, and improve people's quality of life.

To sum up, the definition and importance of Dalian tourism economy and benefits show that tourism has an important influence on the economic development of Dalian. With the

continuous expansion and promotion of the tourism market, the potential of Dalian's tourism economic benefits will be further released.

### **3. Theoretical Framework of the Influencing Factors of the Tourism Industry**

#### **3.1. Impact of the Policy Environment on the Tourism Industry**

The impact of the policy environment on tourism is a topic of great concern. In the process of tourism development, government policies and regulations play a vital role.

The policy environment has a direct impact on the development of Dalian tourism industry. Research shows that the government's tourism policies and regulations can directly affect the development of tourism. The government can attract more investors and businesses to the tourism market by providing financial support, tax cuts or the other incentives [1,2]. Therefore, the correct policy measures can promote the development of tourism in Dalian, improve the quality of tourism products and services, and attract more tourists. Secondly, the policy environment has an important impact on the competitiveness of tourism. Some studies have found that government tourism policies and regulations can affect the competitiveness of tourism [1,2], for example, national market access restrictions and regulatory measures on tourism may limit the development and competition of tourism enterprises. In addition, the government can also improve the innovation ability of tourism products and services and enhance the competitiveness of the tourism industry by formulating the development plans and strategies of the tourism. Thirdly, the policy environment has an important impact on the sustainable development of tourism. The study found that the government can promote the sustainable development of tourism by formulating environmental protection policies and regulations. The state strictly supervises the environmental impact of tourism and limits the consumption of natural resources and the destruction of the environment. In addition, the government can also protect and inherit the cultural heritage of tourist destinations by formulating social and cultural protection policies and regulations to promote the sustainable development of tourism [1,3].

In short, the policy environment has played an important role in promoting the development of tourism in Dalian. The government's tourism policies and regulations have played a positive impact on the development of Dalian tourism. The government has issued a series of tourism policies and regulations to encourage tourism investment, improve the quality of tourism services, and promote the innovation of tourism products, which has effectively promoted the development of tourism in Dalian. For example, the strategy of "tourism + culture" proposed by the government and the financial support for the tourism industry provide the important support and guarantee for the vigorous development of Dalian tourism industry.

#### **3.2. Impact of Climate and Environment on Tourism**

The impact of climate environment on tourism is an area of research. Climate change and its impact on tourism have become a global concern, and many studies have made important contributions in this area.

First, the impact of climate change on tourism is mainly reflected in the choice of tourist destinations and the change of tourism seasons. The study suggests that climate change may lead to the transfer of tourist destinations, some traditional tourist destinations may be affected by climate change, while some originally colder or hotter areas may become new hot destinations due to warming [4,5]. In addition, climate change may also lead to changes in the tourism season, and tourists may change the time and place of tourism according to the changes in climate conditions. Secondly, the impact of climate change on tourism is also reflected in the diversity of tourism activities and the adaptability of tourism business. Studies suggest that

climate change may lead to increased diversity of tourism activities, for example, in areas originally only suitable for winter tourism, warming may make summer tourism an option [5]. In addition, the tourism business also needs to adapt to the effects of climate change. For example, the hotel industry may need to adjust the use of air conditioning and heating to accommodate warming or cooling conditions. Finally, the impact of climate change on tourism is also reflected in the changes in tourism demand and tourism market. Studies suggest that climate change may lead to changes in tourism demand [5,6]. In addition, climate change may also affect the size and competitive pattern of the tourism market, and some regions may lose the competitive advantage of tourism due to changing climate conditions.

To sum up, climate environment has a significant impact on tourism in Dalian. Dalian is located in the temperate monsoon climate zone, with mild and humid climate, distinct seasons, unique natural scenery and rich tourism resources. However, with the intensification of global climate change, the climate environment of Dalian is also changing, which has brought a certain impact on the tourism industry of Dalian.

Climate change may affect the tourist season and tourism activities in Dalian. As the climate warms, Dalian, which originally took winter skiing as its main tourism project, may face the challenge of shortening the snow season and reducing the snow volume, which will affect the development of winter tourism. But warming could also extend the summer months, making seaside vacations and leisure travel a more attractive option.

In addition, climate change may also affect Dalian's tourism demand and market pattern. With the change of climate change, tourists may be more inclined to choose tourism projects that adapt to climate change, which will have a certain impact on the demand and competition pattern of Dalian's tourism market.

### **3.3. Impact of Promotion and Publicity on the Tourism Industry**

The influence of promotion and publicity on tourism has always been a hot issue of tourism academia and industry. As a competitive industry, tourism promotion and promotion play a vital role in attracting tourists, improving brand awareness, increasing sales and so aspects.

First of all, the promotion and publicity activities can improve the visibility of the tourist destination and attract more tourists. Research shows that through various promotion and publicity means, such as advertising, promotional videos, social media, etc., the information of the destination can be effectively spread to potential tourists, stimulate the interest of tourists, and thus increase the visiting rate of tourists. At the same time, promotion and promotional activities can also help destinations build a unique brand image, attract specific types of tourists, and improve the competitiveness of the destination [7]. Secondly, the promotion and publicity activities also have a positive impact on the sales of tourism products. The study found that the sales volume of tourism products could significantly increase in through targeted promotion and publicity activities [7,8].

To sum up, the impact of promotion and publicity activities on Dalian tourism industry is significant. As an important tourist destination in northeast China, Dalian's rich tourism resources and unique coastal scenery attract a large number of tourists. By continuously strengthening the promotion and publicity work, Dalian can better display the tourism charm of Dalian, attract more tourists to visit, and improve the development level of Dalian tourism.

Secondly, the promotion and publicity activities also have a positive impact on the sales of Dalian tourism products. Through advertising, promotional videos, social media and other means, the popularity and reputation of Dalian tourism products can be improved, more tourists can be attracted to buy related tourism products, tourism income can be increased, and the development of Dalian tourism can be promoted.

### 3.4. Impact of Infrastructure Construction on the Tourism Industry

The impact of infrastructure construction on tourism has always been the focus of controversy in tourism academia and industry. Whether the infrastructure construction is perfect or not directly affects the attraction of tourist destinations, tourist experience and the development of tourism.

First, the impact of infrastructure construction on tourism is reflected in the improvement of the accessibility and convenience of tourist destinations. Good transportation infrastructure (such as highways, railways, airports) can shorten the time for tourists to arrive at the destination, reduce travel costs, improve the convenience and comfort of tourism, and thus attract more tourists [9,10]. Similarly, perfect tourism infrastructure (such as hotels, scenic facilities, shopping centers) can also improve the tourists' travel experience and increase their satisfaction. Second, the impact of infrastructure construction on tourism is also reflected in increasing the attractiveness of tourist destinations. Good infrastructure can create a better tourism environment for tourist destinations and enhance their attractiveness. For example, the construction of modern tourism facilities and entertainment facilities, improve the management level and service quality of scenic spots, can attract more tourists to visit, and extend the stay time of tourists in the destination [9,10]. In addition, infrastructure construction also plays an important role in improving the competitiveness of tourism. When the infrastructure construction of a region is improved, the competitiveness of its tourism industry will be improved, thus standing out in the fierce tourism market and attracting more tourists and investment.

Therefore, through the literature review of the impact of infrastructure on Dalian tourism, This paper can draw the following conclusions:

First, the impact of infrastructure on Dalian's tourism industry is significant. As an important tourist destination in northeast China, Dalian's rich tourism resources and unique coastal scenery attract a large number of tourists. Through the continuous improvement of infrastructure construction, including transportation, tourism facilities and services, the accessibility and convenience of Dalian tourist destinations can be improved, the tourism experience of tourists can be improved, and the development of Dalian tourism can be promoted.

### 3.5. Impact of Science and Technology on Tourism

With the rapid development of science and technology, the tourism industry is undergoing profound changes. The application of science and technology has not only changed the way and experience of tourism, but also had a profound impact on the management and development of tourism.

First, science and technology have changed the way of tourism. With the popularization of the Internet and mobile communication technology, people can plan and book travel more conveniently. The advent of online travel agencies and travel apps makes it easy for visitors to find and compare different travel products and services. In addition, virtual reality technology and augmented reality technology also provide tourists with a more real and immersive travel experience [11]. Secondly, science and technology have improved the safety and convenience of tourism. The application of modern technology makes the transportation and communication in tourist destinations more convenient and safer. For example, GPS navigation systems and intelligent transportation systems can help tourists better plan their travel routes and avoid traffic congestion. At the same time, technology also plays an important role in the safety management of tourist destinations, such as security monitoring system, face recognition technology and drone patrol, improving the safety of tourism [11,12].

To sum up, science and technology have had a profound impact on Dalian's tourism industry. First of all, science and technology have changed the way of tourism in Dalian, making it more

convenient for tourists to plan and book tourism. The popularity of the Internet and mobile communication technologies provides tourists with online travel agencies and travel applications, allowing them to easily find and compare different travel products and services. In addition, virtual reality technology and augmented reality technology also provide tourists with a more real and immersive tourism experience in Dalian. Secondly, science and technology have improved the safety and convenience of Dalian tourism. The application of navigation system and intelligent transportation system makes the traffic of tourists more convenient and safer in Dalian. Security monitoring system, face recognition technology and drone patrol and other technologies have improved the safety management level of Dalian's tourist destinations, providing a safer tourism environment for tourists.

#### 4. Expand Suggestions

Dalian is an important coastal tourist city in northeast China, with unique natural and cultural resources and huge potential for tourism development. In order to further expand the tourism industry of Dalian and improve the competitiveness and sustainable development ability of the tourism industry, I put forward the following suggestions:

First, strengthen the protection and development of tourism resources. Dalian has rich natural landscapes, such as Jinshi Beach, Dalian Forest Zoo, Tiger Beach Ocean Park and so on. In order to protect these unique landscape resources, Dalian should strengthen the ecological environment protection and establish a perfect ecological protection area and protection mechanism. At the same time, it is also necessary to increase the development and utilization of tourism resources, and attract more tourists to come sightseeing, vacation and experience by holding various tourism activities and launching characteristic tourism products. For example, ocean-themed cultural festivals, music festivals and sports events can be regularly organized to enrich the content of tourism products and enhance the tourism attraction.

Second, Dalian need to improve the level of infrastructure construction. Infrastructure is an important guarantee for tourism development, including transportation, communications, hotels, catering and other aspects. Dalian should increase the investment in the transportation infrastructure, improve the convenience and coverage of the transportation network, and improve the travel experience of tourists. At the same time, it is also necessary to improve the quality and level of tourism service facilities such as hotels and catering facilities to provide better services and experience. In addition, advanced scientific and technological means, such as intelligent tourism system and drone parade, can also be introduced to improve the intelligent level of tourism services and improve the satisfaction of tourists.

Thirdly, Dalian can meet the needs of different tourists through innovative tourism products and services. Develop diversified tourism routes and activities, enrich the types and content of tourism products, and provide personalized tourism experience. At the same time, training and improve the professional quality and service skills of tourism practitioners, to ensure the provision of high-quality tourism services.

In addition, Dalian's tourism resources should be widely publicized and promoted. Use a variety of media platforms and channels to carry out comprehensive and targeted publicity activities to show Dalian's unique charm and tourism advantages to domestic and foreign tourists. Establish cooperative relations with travel agencies and online travel platforms, strengthen marketing efforts, and attract more tourists to visit Dalian.

Finally, strengthen cooperation and exchanges with other tourism destinations, tourism enterprises and relevant institutions to jointly promote the development of tourism. Cooperation between the upstream and downstream of the tourism industry chain can be carried out to form a joint force and enhance the overall competitiveness. At the same time,

share experiences and best practices with tour operators elsewhere and learn from their successes.

## 5. Conclusion

First of all, policy environment, climate conditions, publicity and promotion, infrastructure and scientific and technological level and other factors have an important impact on Dalian's tourism economy. The government's tourism policies and regulations have played a positive role in promoting the development of Dalian's tourism industry, and it can attract more investment and enterprises to enter the tourism market through financial support, tax reduction policies and incentive measures. The impact of climate change on Dalian's tourism industry is mainly reflected in the choice of tourist destinations and the change of tourism seasons, and the tourism products and services need to be adjusted according to climate change. Promotion and publicity activities can improve the visibility of Dalian's tourist destinations and attract more tourists. The improvement of infrastructure construction can improve the accessibility and convenience of tourist destinations, and increase the visiting rate and satisfaction of tourists. The application of science and technology has changed the way and experience of tourism, and improved the safety and convenience of tourism.

Secondly, in order to further expand Dalian's tourism industry, improve its competitiveness and sustainable development capacity, it is necessary to strengthen the protection and development of tourism resources, improve the level of infrastructure construction, innovate tourism products and services, strengthen publicity and promotion, and strengthen cooperation and exchanges with other tourist destinations and relevant institutions.

Finally, the results of this paper have important reference value for the development of Dalian tourism and the analysis of the influencing factors of tourism economic benefits in other cities. Through the rational use of policy environment, climate conditions, publicity and promotion, infrastructure and the level of science and technology, it can promote the development of tourism, improve economic benefits, promote the development of local economy and improve people's livelihood.

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