

**THE ROLE OF GOVERNMENT IN BEIJING'S TOURISM DEVELOPMENT****Yuyan PAN***Stefan cel Mare University of Suceava, Romania  
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alexandrun@seap.usv.ro***Abstract**

*The aim of this paper is to analyze the role of Chinese government in Beijing's tourism development. China's tourism industry was growing day by day and the pattern of tourism development was changed especially through the Five-Year Plan for National Economic and Social Development, which clarified the intention for national development strategy. On the national level, The China National Tourism Administration (CNTA), representing the Chinese government, is responsible for the development of tourism in the country. In Beijing, the Beijing Municipal Commission of Tourism Development is the municipal government agency that is responsible for the tourism management work in Beijing.*

**Key Words:** *Beijing, tourism development, government*

**JEL Classification:** *M 31, L83*

**I. INTRODUCTION**

Since the reform and opening-up policy, China's tourism industry has made great progress. The reform was principally launched and developed by the government. This Chapter is going to analyze the role of the government since the opening-up policy and examine what the government has done to adjust its role in tourism with the changing systems and situations.

Before the reform, it was the Ministry of Foreign Affairs who took charge of the tourism sector in China. Of course, the Ministry of Foreign Affairs was an important part for the politics. The Tourism sector at that time didn't have any target for economic profits. In addition, considering the low income level nationwide, most of the people couldn't even afford a domestic trip, not mentioning about the outbound travel or the development of other types of tourism. In that condition, the destination products and resources were not very well discovered or promoted. Thanks to the opening-up reform, the Chinese government realized the importance of tourism industry and reorganized of the government responsibilities in tourism, which brought about the spring for tourism industry.

In the late 1970s, when the international tourism was booming, China's tourism faced a severe crisis. After all the researches and reflections, President Deng Xiaoping realized the importance and potential of developing tourism industry, and he put this as part of the road to Chinese-style modernization (Long, 2009). Afterwards, the center government of China carried out a series of reforms in tourism. Due to the deep rooted political system, people in China got used to the government-decide-all system, therefore, at the time only the center government had the power to initial the reform in tourism and break the old regime.

Since the imposed institutional innovation launched by government brought about overall changes in tourism (Douglass, 1994). China's tourism industry was growing day by day and the pattern of tourism development was changed especially through the Five-Year Plan for National Economic and Social Development, which clarified the intention for national development strategy. It gradually defined tourism industry as the key emphasis in the government work and guided the behavior of market subject. Starting from "the Seventh Five- Year Plan", promoting the tourism industry became one of the important parts of national economic development plan.

<b>The Development of Five-Year Plan in Tourism</b>	
<b>Name</b>	<b>Information of Plan</b>
<b>The “Seventh Five Year Plan”</b>	Clearly put forward developing tourism in order to improve the capacity to earn foreign exchange through exports
<b>The “English Five-Year Plan”</b>	Indicated that speed up the development of tertiary industry, focusing on the sectors which serve for production and daily life, such as commercial, materials, finance, insurance, tourism, etc.
<b>The “Ninth Five-Year Plan”</b>	Stated energetically developing the emerging industries such as tourism, information, consulting, technical, legal and accounting services
<b>The “Tenth Five-Year Plan”</b>	Pointed out intensifying the efforts on the promotion of tourism market and the exploitation of new tourist products, enhancing tourism infrastructure and supporting facilities, improving service quality, and fostering tourism as a new economic growth point
<b>The “Eleventh Five-Year Plan”</b>	Emphasized on comprehensively advancing tourism industry, rationally developing and protecting tourism resources, stepping up infrastructure, promoting the major tourist sites and lines, standardizing the order of tourism market, accelerating the integration and restructuring of tourist enterprises and encouraging the development of characteristic tourist commodities.

**Fig 1 the Development of Five-Year Plan in Tourism**

Source: A Study on the Role of Government in China’s Tourism Development

According to the table above, China’s tourism industry from being aimed to earn foreign exchanges, to becoming an emerging industry, then being emphasized as a new economic growth point, has become an independent industry and is expanding gradually. On the national level, The China National Tourism Administration (CNTA), representing the Chinese government, is responsible for the development of tourism in the country. The CNTA is subordinate to the State Council. Its headquarters is in Beijing, having branches in different provinces. Provincial CNTA offices have to report to the headquarters in Beijing. Apart from all these provincial offices, CNTA also has eighteen overseas offices called CNTO (China National Tourism Offices). In Europe, there are CNTO offices in London and Paris. The CNTA is dissolved and merged together with Ministry of Culture to Ministry of Culture and Tourism the on March 19, 2018 at the first session of the 13th National People's Congress (Wang, 2018).

<b>Comparison of Responsibilities</b>	
<b>The China National Tourism Administration</b>	<b>the Ministry of Culture and Tourism of People’s Republic of China</b>
<ul style="list-style-type: none"> <li>• To coordinate the development of tourism, formulate <b>development policies</b>, plans and standards, draft relevant <b>laws and regulations and regulations</b>, supervise their implementation, and guide local tourism.</li> <li>• <b>To formulate market development strategies</b> for domestic tourism, inbound tourism and outbound tourism and organize their implementation. Organize external publicity and major promotion activities for the overall image of national tourism. Guide the work of China's foreign tourism offices.</li> </ul>	<ul style="list-style-type: none"> <li>• To implement the publicity of Party’s cultural work policies, research and formulate cultural and tourism work policies and measures;</li> <li>• To make overall plans for the development of cultural undertakings, cultural industries, and tourism, conduct in-depth cultural projects for the benefit of the people;</li> <li>• To organize the implementation of cultural resources surveys, excavation and</li> </ul>

<p>• <b>To organize census, planning, development and related protection of tourism resources.</b> Guide the planning and development of key tourist areas, tourist destinations and tour routes, and guide leisure and vacation. Monitor the operation of the tourism economy, responsible for tourism statistics and industry information release. Coordinate and guide holiday travel and red tourism work.</p> <p>• Take responsibility for <b>regulating the order of the tourism market, supervising</b> the quality of management services, and safeguarding the legitimate rights and interests of tourism consumers and operators. Regulate the operation and service behavior of tourism companies and employees. Organize and formulate standards for tourist areas, tourism facilities, tourism services, tourism products, etc. and organize their implementation. Responsible for the comprehensive coordination and supervision of tourism safety, and guide emergency rescue work. Guide the construction of the tourism industry's spiritual civilization and integrity system, and guide the business work of the industry organizations.</p> <p>• <b>To promote international exchanges and cooperation in tourism and undertake related affairs</b> in cooperation with international tourism organizations. Formulate policies for overseas tourism and border tourism and organize their implementation. <b>Examine and approve</b> foreign tourism organizations established within the territory of China, review the market access qualifications of foreign-invested travel agencies, examine and approve travel agencies that handle international travel business according to law, and approve overseas (boundary) tourism and border tourism. Take on special travel related work.</p> <p>• In conjunction with relevant departments, <b>formulate tourism policies</b> for Hong Kong, Macao and Taiwan and organize their implementation to guide the promotion of the tourism market in Hong Kong, Macao and Taiwan. Relevant provisions concerning the travel of mainland residents to Hong Kong, Macao, and Taiwan shall be undertaken in accordance with regulations, and tourism organizations set up by Hong Kong, Macao and Taiwan in the Mainland shall be examined and approved in accordance with the law, and the market access qualifications of investment travel agencies for Hong Kong, Macao and Taiwan shall be reviewed.</p> <p>• Formulate and organize the implementation of <b>tourism talent planning</b> and guide <b>tourism training</b>. Cooperate with relevant departments to <b>formulate vocational qualification standards</b> and grade standards for tourism practitioners and guide implementation.</p> <p>• Undertake other matters assigned by the State Council.</p>	<p>protection work;</p> <ul style="list-style-type: none"> <li>• To maintain various cultural markets, including tourism market order;</li> <li>• To strengthen cultural exchanges with foreign countries, and promote Chinese culture abroad.</li> </ul>
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**Fig 2 Comparison of Responsibilities between the China National Tourism Administration and the Ministry of Culture and Tourism of People’s Republic of China**

In Beijing, the Beijing Municipal Commission of Tourism Development is the municipal government agency that is responsible for the tourism management work in Beijing. This is also an important measure taken by the Beijing municipal government to implement the State Council’s strategic plan to accelerate the transformation of economic development. This move shows that the tourism industry in the capital has entered a new stage of development.



**Fig 3 Logo of Beijing Municipal Commission of Tourism Development**

Source: Beijing Municipal Commission of Tourism Development

The Beijing Municipal Commission of Tourism Development gives full play to the functions of coordination to better promote the leap-forward development of the tourism industry in Beijing and provide institutional guarantees and systems for the modern service industry that will make the capital’s tourism industry more satisfactory to the pillar industries. Their targets are to promote and realize the transformation of the working mechanism and strengthen the four key tasks of industrial promotion, resource planning, development coordination and service supervision. Since the year 2016, the Commission has organized a series of tourist events for promoting the theme of “Restart the Maritime Silk Road, Discover New Beijing” in India, Vietnam and Russia, presenting the unique charm of Beijing from six different perspectives, i.e. ancient imperial capital, Peking Operas and arts, modern fashion, leisure life, dynamic Winter Olympic (WTOF, 2017).

China’s tourism industry has long relied mainly on traditional financing models such as government investment and bank loans.

The so-called government and social capital cooperation mode is named the Public Private Partnership (PPP). It is a new type of investment and financing mode that the government and social capital cooperate with each other.

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