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Evaluation on Tourism Competitiveness of Jiangmen City from provincial perspective

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Abstract: This paper evaluates the tourism competitiveness level of Jiangmen City taking Guangdong Province as the research perspective. From the four aspects of regional economic competitiveness, tourism enterprise competitiveness, tourism market competitiveness and tourism resource competitiveness, 16 indicators were selected to construct the evaluation index system of urban tourism competitiveness. SPSS26 software was used to carry out principal component analysis on the index, and further cluster analysis was conducted according to the comprehensive score value of urban tourism competitiveness. The results showed that the tourism competitiveness of Jiangmen city was lower than the provincial level, belonging to the third level city of tourism competitiveness, and the tourism competitiveness level was weak. On the basis of analyzing the hindering factors of jiangmen's tourism competitiveness, this paper puts forward some measures to optimize and enhance the tourism competitiveness of Jiangmen:dig deep into the connotation of tourism resources and promote the integrated development of culture and tourism; Strengthen tourism marketing and unify Jiangmen's tourism image; Improve tourism infrastructure and enhance tourism reception capacity; Build a tourism training platform and build a team of high-quality tourism talents.

Key words: Province; Jiangmen; Tourism competitiveness; Principal component analysis

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1.Introduction

With the development of tourism, the competition among tourism destinations around the world is becoming increasingly fierce. Many regions in China have also focused on supporting tourism as a pillar industry. How to improve the competitiveness of urban and regional tourism industry, so as to attract more tourists, has become a common topic of concern for local governments, academia and tourism industry practitioners.

In the relevant literature at home and abroad, the understanding of tourism competitiveness is not unified. At the research level, domestic researches on tourism competitiveness mainly focus on three aspects: urban tourism competitiveness, regional tourism competitiveness and the competitiveness of a specific type of tourism resources. The researches mainly focus on the micro level, and the provincial tourism competitiveness is generally not paid much attention to, with few research results. There is still no literature to study the tourism competitiveness of a city from the perspective of province.

In terms of the construction of tourism competitiveness indicators, Chen Jie et al. [1] selected indicators from five aspects: market, resources, facilities, economy and environment to reflect the tourism situation of 11 prefecture level cities in Zhejiang Province. Yang Chengen et al. [2] selected indicators from four aspects: economic benefits, demand structure, tourism resources and supporting industries to evaluate the tourism competitiveness of 18 provincial cities in Henan Province. Kong Yan et al. [3] evaluated the tourism competitiveness of tourism resources Indicators were selected from three aspects of infrastructure and market competitiveness to evaluate the tourism competitiveness of 10 prefecture level cities in Anhui Province. Wu Kaijun et al. [4] selected indicators from four aspects: resource and environmental attraction, industry development level, tourism reception capacity and economic development level to evaluate the tourism competitiveness of 11 cities in Guangdong-Hong Kong-Macao Greater Bay Area . Liu Yang et al. [5] selected indicators from the three aspects of urban tourism performance competitiveness, supporting competitiveness and potential competitiveness to calculate the tourism competitiveness of 26 cities in the Yangtze River Delta.Therefore, there is no clear research conclusion in the academic circles on the selection of evaluation indicators and system construction of tourism competitiveness.

In terms of research methods, domestic and foreign scholars mainly use quantitative methods, including analysis of variance, factor and cluster analysis, entropy weight method, regression model analysis, etc. [6]. Sun Yan [3], Liu Yang [5] et al used entropy weight TOPSIS method for analysis, Li Zefeng [7] adopted Delphi method and analytic Hierarchy Process simultaneously, Zhou Lu [8] adopted analytic hierarchy process and GIS method, Yang Yu [9] adopted weight method, Zhang Suhao [10], Yin Zhenghao [12] adopted principal component analysis, Chen Pengyu [11] made comprehensive use of factor analysis (FA), principal component analysis (PCA) and TOPSIS. Zhao Weiyi et al. [13] adopted TOPSIS and ArcGIS, and Liu Jialin et al. [14] adopted principal component analysis and hierarchical clustering. Although the evaluation methods and theories of tourism competitiveness are constantly innovating, most scholars use quantitative analysis methods of tourism competitiveness to carry out research around the framework of diamond model.

2.Method

2.1Construction of index system and data source

Jiangmen is the core of the transportation hub of the west wing of the Guangdong-Hong Kong-Macao Greater Bay Area, with outstanding geographical advantages. However, compared with Guangzhou, Shenzhen, Zhuhai and other cities, Jiangmen still lags behind in industry, finance and service industry. In order to scientifically evaluate the level of tourism competitiveness of Jiangmen, this paper discusses the status and competitiveness of Jiangmen in the development of regional tourism in Guangdong Province through the comparison of relevant indicators from the perspective of Guangdong province.

In order to scientifically and substantively evaluate the level of regional tourism competitiveness, learn from the relevant research of existing scholars, combined with the actual development of tourism in Guangdong Province, follow the principle of availability of index data, and build the evaluation index system of tourism competitiveness in Guangdong Province Based on GEM model [15] [16]. Firstly, the first-level indicators of tourism comprehensive competitiveness are determined, which are regional economic competitiveness, tourism enterprise competitiveness, tourism market competitiveness and tourism resource competitiveness. Then 16 second-level indicators representing the comprehensive competitiveness of tourism are selected to construct the evaluation index system of urban tourism competitiveness in Guangdong Province (As shown in Table 1).

The statistical data are mainly from The Guangdong Statistical Yearbook (2021) on the official website of Guangdong Provincial Bureau of Statistics, which is the latest statistical yearbook data and updated to December 31, 2020. X13 is based on the data of Guangdong characteristic towns online, X16 is based on the data of Guangdong Cultural Center online. All data are officially released, authoritative and valuable for research.

Table1：Evaluation index system of urban tourism competitiveness in Guangdong Province

	Primary index	Secondary index	number
Comprehensive competitiveness of tourism	Regional economic competitiveness	Gross Regional Domestic Product	X1
		Regional per capita GDP	X2
		Per Capita Consumption Expenditure	X3
		Per Capita Disposable Income	X4
	Tourism enterprises Competitiveness	No. of travel agencies	X5
		Year-end employment	X6
		Tourist hotel (hotel)	X7
		Number of Beds	X8
	Tourism market competitiveness	Number of overnight visitors received	X9
		Number of outbound Tours organized by travel agencies	X10
		Tourism revenue	X11
		Foreign exchange income from international tourism	X12
	Tourism resources competitiveness	Number of characteristic towns	X13
		Number of scenic spots above GRADE A	X14
		Number of tourist attractions	X15
		Number of intangible cultural heritage	X16

2.2 Analytical method

This paper uses the principal component analysis method to calculate the competitiveness of tourism industry in various cities of Guangdong Province. Principal component analysis adopts a dimension reduction analysis idea, which reduces the complex relationship variables to a few irrelevant comprehensive factors, avoiding the defects of objective factors such as the correlation of indicators and artificial weighting in other methods. It transforms multiple relevant indicators into a few variables that can summarize the main information. Through the evaluation of these variables, we can get the ranking of the research object. In order to better classify the research objects, the system clustering method in cluster analysis is used to divide the objects into levels for comprehensive analysis.

2.3 empirical process

2.3.1 principal component analysis

All of the following steps were data-processed using the SPSS26 software.

Firstly, kmo and Bartlett sphere detection are performed on the data (Table 2). The results show that kmo = 0.594, greater than 0.5, indicating that the data can be subject to factor analysis; The significance of Bartlett's spherical test is p = 0, which shows that this variable can provide a reasonable basis for factor analysis.

Table2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.594
Bartlett's Test of Sphericity	Approx. Chi-Square	659.052
	df	120
	Sig.	0

Table3 Component eigenvalue and cumulative contribution rate

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.179	63.62	63.62	10.179	63.62	63.62	7.564	47.274	47.274
2	2.16	13.503	77.122	2.16	13.503	77.122	3.364	21.026	68.3
3	1.466	9.164	86.286	1.466	9.164	86.286	2.878	17.987	86.286
4	0.659	4.119	90.405						
5	0.578	3.614	94.019						
6	0.401	2.509	96.528						
7	0.316	1.976	98.504						
8	0.157	0.979	99.484						
9	0.043	0.27	99.753						
10	0.019	0.117	99.87						
11	0.01	0.063	99.933						
12	0.005	0.03	99.963						
13	0.004	0.025	99.988						
14	0.001	0.009	99.997						
15	0	0.002	99.999						
16	0	0.001	100						
Extraction Method: Principal Component Analysis.									

It can be seen from table 3 that the contribution rates of the three factors with eigenvalues greater than 1 are 47.274%, 21.026% and 17.987%, reaching a total of 86.286%. The amount of information represented by the three factors can fully explain the information of the 16 variables selected above and represent the main influencing factors of the development of tourism industry in cities in Guangdong Province. Therefore, these three factors can be used for research.

It can be seen from table 4 that in the factor load matrix after rotation, the load of the first principal component is mainly Gross Regional domestic product, regional per capital GDP, no. of travel agents, year end employment, number of overnight visitors received, number of outbound tours organized by travel agents, tourism revenue, foreign exchange income from international tourism; The loads of the second principal component are mainly in Tourist Hotel (hotel), number of characteristic towns, number of scenic spots above grade A, number of tourist attractions, number of international cultural heritage; The load of the third principal component is mainly in per capital consumption expenditure and per capital disposal income. According to the comprehensive analysis, the first principal component mainly reflects the indicators of regional comprehensive economy and economic development of tourism industry, the second principal component mainly reflects the indicators of tourism resources, and the third principal component mainly reflects the indicators of residents' consumption ability.

Table4：Initial and rotated principal component factor load matrices

variable	Component Matrixa			Rotated Component Matrixa		
	1	2	3	1	2	3
Gross Regional Domestic Product(X1)	0.978	-0.076	-0.125	0.896	0.289	0.303
Regional per capita GDP(X2)	0.874	-0.354	0.199	0.718	0.069	0.639
Per Capita Consumption Expenditure(X3)	0.864	-0.232	0.333	0.613	0.203	0.703
Per Capita Disposable Income(X4)	0.858	-0.255	0.359	0.601	0.185	0.731
No. of travel agencies(X5)	0.928	-0.184	-0.306	0.97	0.135	0.171
Year-end employment(X6)	0.957	0.115	-0.124	0.83	0.452	0.225
Tourist hotel (hotel)(X7)	0.723	0.312	0.314	0.37	0.63	0.43
Number of Beds(X8)	0.374	-0.375	0.701	0.059	-0.039	0.875

Number of overnight visitors received(X9)	0.972	-0.124	-0.124	0.902	0.244	0.319
Number of outbound Tours organized by travel agencies(X10)	0.935	0.032	-0.34	0.939	0.323	0.065
Tourism revenue(X11)	0.947	-0.183	-0.21	0.938	0.163	0.259
Foreign exchange income from international tourism(X12)	0.926	-0.137	-0.343	0.975	0.168	0.122
Number of characteristic towns(X13)	0.518	0.529	0.39	0.108	0.76	0.334
Number of scenic spots above GRADE A(X14)	0.528	0.661	0.115	0.22	0.824	0.056
Number of tourist attractions(X15)	0.307	0.718	0.057	0.05	0.775	-0.1
Number of intangible cultural heritage(X16)	0.57	0.569	-0.105	0.386	0.71	-0.079
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 5 iterations.						

Table5: Component Score Coefficient Matrix

	1	2	3
Gross Regional Domestic Product	0.131	-0.012	-0.022
Regional per capita GDP	0.045	-0.084	0.209
Per Capita Consumption Expenditure	-0.015	-0.014	0.265
Per Capita Disposable Income	-0.021	-0.02	0.283
No. of travel agencies	0.2	-0.085	-0.109
Year-end employment	0.107	0.067	-0.055
Tourist hotel (hotel)	-0.082	0.203	0.155
Number of Beds	-0.162	-0.039	0.482
Number of overnight visitors received	0.136	-0.032	-0.013
Number of outbound Tours organized by travel agencies	0.187	0	-0.165
Tourism revenue	0.169	-0.07	-0.053
Foreign exchange income from international tourism	0.207	-0.071	-0.138
Number of characteristic towns	-0.15	0.296	0.153
Number of scenic spots above GRADE A	-0.071	0.311	-0.028
Number of tourist attractions	-0.076	0.317	-0.079
Quantity of intangible cultural heritage	0.017	0.242	-0.137

After standardizing the raw data, we calculated the linear weighted sum based on the factor coefficient matrix to obtain the tourism competitiveness score based on the three factors in each city. The calculation formula is as follows:

F1=0.131*ZX1+0.045*ZX2-0.015*ZX3+…+0.017*ZX16

F2=-0.012*ZX1-0.084*ZX2-0.014*ZX3+…+0.242*ZX16

F3=-0.022*ZX1+0.209*ZX2+0.265*ZX3+…-0.137*ZX16

Taking the proportion of the eigenvalues corresponding to each principal component to the sum of the eigenvalues of the extracted principal components as the weight, the weighted sum is used to calculate the comprehensive score of the principal components, and the calculation formula is as follows:

F=F1*7.564/(7.564+3.364+2.878)+F2*3.364/(7.564+3.364+2.878)+F3*2.878/(7.564+3.364+2.878)

Table6 Principal component score and composite score

CITY	F1	F2	F3	F	ranking
Guangzhou	2.282	3.007	-0.443	1.891	1
Shenzhen	3.51	-1.49	0.464	1.657	2
Foshan	-0.618	1.553	2.13	0.484	3
Dongguan	-0.235	-0.263	2.161	0.258	4
Zhuhai	0.15	-1.149	1.336	0.081	5
Huizhou	-0.555	0.324	1.135	0.012	6
Zhongshan	-0.271	-0.382	0.8	-0.075	7
Jiangmen	-0.365	-0.039	0.345	-0.137	8
Zhanjiang	-0.494	1.015	-0.602	-0.149	9
Qingyuan	-0.53	0.528	-0.347	-0.234	10
Zhaoqing	-0.366	0.088	-0.33	-0.248	11
Meizhou	-0.492	0.775	-0.848	-0.257	12
Shaoguan	-0.482	0.268	-0.443	-0.291	13
Shantou	-0.132	-0.316	-0.687	-0.293	14
Maoming	-0.314	-0.525	-0.245	-0.351	15
Yangjiang	-0.278	-0.943	0.099	-0.361	16
Jieyang	-0.182	-0.108	-1.133	-0.362	17
Shanwei	-0.052	-0.709	-0.915	-0.392	18
Heyuan	-0.355	-0.506	-0.378	-0.397	19
Chaozhou	-0.066	-0.467	-1.211	-0.403	20
Yunfu	-0.158	-0.662	-0.887	-0.433	21

According to the principle of principal component analysis, a positive score means that the tourism competitiveness of the city is higher than the average level of the province, and a higher score means a stronger tourism competitiveness, while a negative score means the opposite. Combined with the scores of each city in the three principal components and the comprehensive score analysis, the level of tourism competitiveness of each city in Guangdong province is significantly different. The tourism competitiveness of Guangzhou, Shenzhen, Foshan, Dongguan and Zhuhai is above the average level of the whole province. They are located in the core area of the Pearl River Delta with relatively developed economy, rich tourism resources and strong consumption power of residents. The tourism competitiveness of the other 16 cities including Jiangmen is lower than the average level of the province, especially the underdeveloped cities in northwest Guangdong, which have low utilization rate of tourism resources and weak tourism competitiveness.

2.3.2 cluster analysis

In order to better understand the tourism competitiveness of cities in Guangdong Province, cluster analysis can be used in multivariate statistical analysis to achieve the goal. Systematic clustering, also known as hierarchical clustering, is the most widely used clustering method at home and abroad. SPSS software was used to classify urban tourism competitiveness according to the comprehensive score value of urban tourism competitiveness, and the cluster analysis pedigree diagram of urban tourism competitiveness in Guangdong Province was obtained (as shown in Figure 1).

According to the cluster analysis results, the tourism competitiveness of prefecture-level cities in Guangdong province can be divided into three categories: the first category is Guangzhou and Shenzhen, both of which are first-tier cities in China; The second are Foshan and Dongguan, both within the Pearl River Delta. The other 17 cities, including Jiangmen, are in the third category.

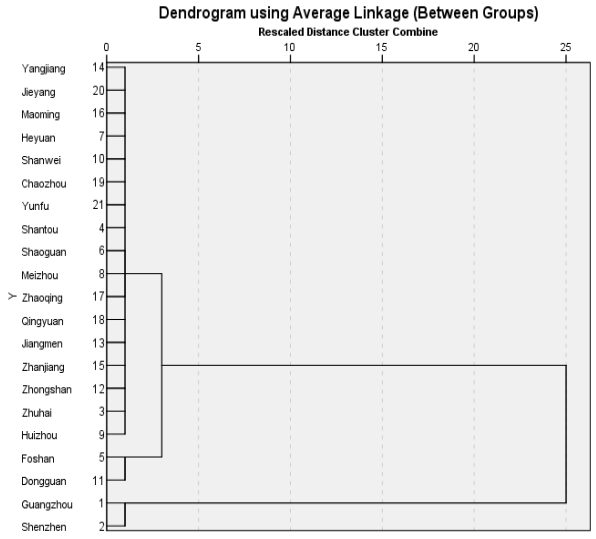

Figure 1. Clucluster analysis of urban tourism competitiveness in Guangdong Province

3.Results

3.1 Comprehensive evaluation of Jiangmen city's tourism competitiveness

From the perspective of Guangdong province, The comprehensive score of tourism competitiveness of Jiangmen city ranks eighth. Although its tourism competitiveness level is slightly

higher than other cities outside the Pearl River Delta, it only leads Zhaoqing city in the Pearl River Delta urban agglomeration. From the score of the three principal component factors, only the index of residents' consumption power is slightly higher than the average level of the province, while the comprehensive economic strength and tourism industry development level are much lower than the average level of the province, tourism resources have not been fully exploited and utilized, and tourism competitiveness is generally weak.

The results of cluster analysis also prove this point. According to the comprehensive score of tourism competitiveness, the systematic cluster analysis divides all cities in Guangdong province into three levels. The first level is the city with the strongest tourism competitiveness, including Guangzhou and Shenzhen, which have obvious advantages. The second level is medium cities with tourism competitiveness, including Foshan and Dongguan. Jiangmen belongs to the third level, which is a city with weak tourism competitiveness.

3.2 Restricting factors of tourism competitiveness of Jiangmen city

3.2.1 The integration of culture and tourism is not high

Tourism resource endowment is the premise and foundation of tourism development and an objective factor to stimulate tourists' tourism motivation [17]. Culture is the driving force for the sustainable development of a city's tourism industry. Only by digging deep into natural and social resources and realizing the deep integration of culture and tourism, can tourism resources glow with brilliance. Although Jiangmen has world Cultural Heritage "Kaiping Diaolou and Villages", 31 a-level scenic spots and 26 intangible cultural heritages, it has relatively rich tourism resources, but the integration of cultural tourism is not high, resources are not deeply explored, and the protection, inheritance, development and utilization of regional culture need to be further improved.

3.2.2 Lack of unified and distinct tourist city image.

As for the city, the city image is an important intangible asset of the city, which symbolizes the orientation and spirit of the city's future development. Although jiangmen has very superior tourist resources endowment, but for a long time because of the administrative division, four city areas are often fragmented, fight alone, the lack of unified marketing and unified tourism image planning, lead to jiangmen city tourism image is not prominent, failed to set a good regional difference positioning [18].

3.2.3 Tourism infrastructure is not perfect.

Tourism infrastructure refers to, in order to meet the need of tourists in the trip to visit and the material of the construction of the facilities, including tourist hotel, tourism, transportation and a variety of cultural entertainment, sports, such as rehabilitation equipment, related to the experience, the scenic spot for tourists traveling and good memory, is the basic condition and guarantee to the development of the tourism industry. Jiangmen's basic public service facilities are weak, and tourism reception capacity is weak, which is mainly manifested in road traffic, tourist center, travel path design, catering and accommodation, parking apron, etc., presenting the phenomenon of "acquired bad" tourism development.

3.2.4 Lack of cultural tourism talents [19].

Some travel agency managers reflect that young people born in the 1980s and 1990s can not bear the hard work of tour guide, and the mobility is very large. Some people even apply for work in the morning and quit in the afternoon, which seriously affects the development of travel agency business. There is also a widespread shortage of staff in the hotel. Most of the staff are interns and students who work in summer and winter vacations. In education, jiangmen tourism enterprise management personnel, nearly twenty percent have bachelor degree or above, have a college education accounted for about thirty percent, the rest are technical secondary school degree or less, visible, jiangmen tourism enterprise management is still lack of high quality, high level and high level talented person, this to a certain extent, restricted the overall level of tourism development.

3.3 Strategies to enhance the tourism competitiveness of Jiangmen city

3.3.1 Dig into the connotation of tourism resources and promote the integrated development of culture and tourism

We can improve the quality of jiangmen's cultural tourism products by cultivating new hot spots of cultural tourism consumption, adhere to the strategy of integrated development of culture and tourism, dig into the connotation of tourism resources, and promote the development of red tourism and rural cultural tourism. First, continue to improve the capacity of leading products, drive the steady and sustainable development of the city's cultural and tourism industry chain, increase the development and utilization of advantageous cultural tourism resources such as Kaiping Diaolou, villages, coastal areas and hot springs, further enhance the influence and driving force of culture and tourism industry, and fully release the overall advantages. Second, further excavate the characteristic culture of overseas Chinese hometown, further strengthen the four brands of "Diaolou, island, hot spring and ecology", transform the rich overseas Chinese resources into industrial advantages, create cultural tourism products with development vitality and competitiveness, and better promote the high-quality leapfrog development of Jiangmen cultural tourism.

3.3.2 Strengthen tourism marketing and unify the tourism image of Jiangmen

City image is a kind of psychological image, which is a comprehensive perception and evaluation of various elements of a city formed in the brain of the public inside and outside the city through direct or indirect ways, and has the recognizability. The destination image is formed through a variety of sources. Credible sources include relatives and friends, the Internet, movies and TV series, schools, etc., all of which have a strong influence [20]. Jiangmen, known as China's first overseas Chinese, overseas Chinese and rich resources, its cultural flavor, as well as the massive historical culture celebrity resources and cultural heritage, is one of China's eastern and western cultures blend reveal one of the cities, jiangmen can set on the basis of their own tourism destination image, at the same time grasp the core value of tourism image of unity, In the tourism product design, terminal display, brand communication and other links are consistent, strengthen jiangmen tourism marketing effect.

3.3.3 Improve tourism infrastructure and enhance tourism reception capacity

Tourism infrastructure is the premise and foundation of

tourism development, directly related to the comfort and satisfaction of tourists. Jiangmen should combine the local basic conditions, gradually promote the creation of star hotel project, encourage innovation of accommodation products, and create differentiated accommodation experience; Pay attention to tourism food safety, strengthen tourism food safety supervision; Relying on the rich and colorful intangible cultural heritage of Jiangmen, we will provide tourists with leisure and entertainment activities with jiangmen local characteristics. Increase the type and number of leisure places, provide a variety of leisure and entertainment activities for local residents and tourists, meet the needs of local residents and tourists leisure sports; Open jiangmen special commodities producing areas to visit, design experience activities, through the production and display of special commodities on site to improve the sense of experience and satisfaction of tourists.

3.3.4 Build a tourism training platform and build a high-quality tourism talent team

Jiangmen should vigorously develop tourism vocational education, improve the level of tourism vocational education, promote the construction of tourism education and training base, cooperate with tourism colleges and tourism enterprises, and jointly carry out the training and training of travel agency employees. We will deepen university-enterprise cooperation, carry out tourism education and training at multiple levels, through multiple channels and in various forms, and comprehensively improve the professional ethics, professional skills and public service level of all personnel. We will innovate talent training methods, take order training, network training, on-site training, temporary exchange and other ways to improve the overall quality of tourism personnel, such as tourism administration personnel and professional and technical personnel.

4.Conclusions

In this paper, in the perspective of guangdong provincial, according to the theory of urban tourism competitiveness and related research, build a set of urban tourism competitiveness evaluation indicators, adopt principal component analysis and the method of system clustering, analysis and evaluation of the tourism competitiveness of jiangmen, the results showed that the tourism competitiveness of jiangmen less than the entire province average level, in the province's eighth, slightly higher than guangdong city in northwest China, It belongs to the third level of tourism competitiveness, and the tourism competitiveness is weak. By analyzing the hindrance factors of jiangmen's tourism competitiveness, this paper puts forward the measures to improve the competitiveness of Jiangmen's tourism: dig the connotation of tourism resources, promote the integrated development of culture and tourism; Strengthen tourism marketing, unify the image of Jiangmen tourism; Improve tourism infrastructure and enhance tourism reception capacity; We will build a tourism training platform and create high-quality tourism talents.

In this paper, the 2021 Statistical Yearbook of Guangdong Province is selected as the data source to conduct a horizontal comparative study on 21 cities in Guangdong Province, which lacks the study on the temporal changes and continuity of competitiveness. In the aspect of index system construction, considering the interference caused by human subjective factors to the results, this study focuses on quantitative evaluation, and lacks qualitative evaluation indexes of tourists' perception and tourism intention. Although the research results have reference value, they also have some limitations, which can be improved and promoted in the future.

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