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**SOCIO-ECONOMIC STATE OF CHINESE REGIONS AS A KEY FACTOR
OF THE DYNAMICS OF INCOMING INTERNATIONAL TOURISM
(periods of formation and development of the tourism market in China)**

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Abstract:

Introduction. *China is located in Central and East Asia. The vast territory of the state, covering the highest mountainous regions, vast deserts and coastal plains, determines the variety of natural conditions for tourism, as well as the border neighborhood with a large number of countries. China's seaside location is extremely advantageous in terms of tourism. At present, through the seas, China provides access to the countries of the Asia-Pacific region and the whole world. The sea and coastal areas are used to organize coastal tourism. Increasingly, China's maritime waters and ports are used for cruise tourism. China has an advantageous geographical position in relation to the segments of the world tourism market. It is surrounded by countries characterized by the active development of outbound tourism, which have a negative tourist balance - Japan, Taiwan, Republic of Korea. The article analyzes the differences in the development of inbound tourism in the cities of China, provides a theoretical basis for the development of inbound tourism in cities. The comparative method is used to analyze the current state of differences in the development of inbound tourism in the key tourist cities of China and a comparative study of the influence and role of regional and economic factors on the development of inbound tourism in cities of China.*

Methods. *In the process of working on the article, first of all, such methods of scientific research as analysis and synthesis were used, which made it possible to determine the optimal balance of forces and means necessary for the development of international tourism in China. Through these methods, connections were established between individual events and facts. In addition, other general scientific methods were used: comparative analytical methods, methods of grouping and classification, general scientific methods of a systematic approach to the study of economic phenomena.*

Results and discussions. *Provided statistics show that the current development of inbound tourism in China is very different, and the regional concentration is very noticeable. The cities with the best development of inbound tourism are mainly*

located in the eastern region, external economic factors have the greatest impact on the development of inbound tourism in cities, followed by tourism products and the influence of the location distance is less.

Conclusion. *Tourism development is not only a matter of the tourism sector. The development of inbound tourism is inextricably linked with external economic and trade factors, therefore, in the practice of developing inbound tourism in cities, it is necessary not only to focus on the development of tourism products, but also to develop foreign economic and trade activities and business tourism. An important factor is also the fact that actively developing tourism contributes to an increase in the number of jobs.*

Keywords: *inbound tourism, international tourism, tourist destinations, international tourist centers.*

Introduction. World practice shows that over the past several decades, tourism has been one of the most dynamically developing sectors of the world economy, steadily holding positions in the top three in terms of income.

Taking into account the significant contribution of the tourism industry to GDP, it seems appropriate to study the best world practices in this area in order to use best practices and develop an effective state policy in the field of tourism and recreation to improve the macroeconomic indicators of the country's development.

Understanding the importance of the tourism sector for the socio-economic development of the state and the awareness of the scale of its multiplicative impact on the economy have long led many countries to consider tourism as one of the most priority sectors of the economy. Due to its comprehensive focus on industry, China has now become the world's largest domestic tourism market, as well as a consumer of international tourism services, ranking fourth among leading countries in these indicators. The country's tourism resources will contribute to the further growth of China's tourism.

Since many political and economic reforms have deepened in China, the country has become more open and economically resilient. Today, the national income of the state is increasing every day, which makes it possible to improve the tourism industry. In 2000, the PRC's borders were opened to 1,900 million tourists. The country ranked 47th in terms of tourism revenue. In 2010, it reached \$ 108 million. Foreign exchange income from tourism increased from US \$ 263 million (1978) to US \$ 25.253 billion (2004), accounting for 31 % of the country's total income, while the average annual income growth was 8.38 % [16].

Factors in the development of international tourism in the PRC.

Geographical position:

The PRC is located in Central and East Asia. The huge territory of the state, covering the highest mountainous regions, vast deserts and coastal plains, determines the variety of natural conditions for tourism, as well as the border neighborhood with a large number of countries.

Natural factors:

1. Relief

The variety of relief is a condition for the development of various types of tourism in China. There are 3 large orographic regions within the country:

1) The region of high mountains and highlands (Himalayas, Karakorum, Tibet). The highest peaks of the world are located here: Everest and Chogori. The main types of recreational activities in the area are mountaineering, rafting, ecological tourism. There are excellent conditions for organizing extreme and adventure tourism. Large mountaineering expeditions from different countries of the world regularly take place here. However, the main stream of tourist-climbers is directed to Nepal, and the peaks from China are still poorly studied.

2) High plains and mountains of Central Asia. Basically, the region is developing sports tourism - auto and motorcycle tourism, camel and yak travel, mountaineering, trekking.

3) East China region of lowlands and lowlands. Strong ruggedness and vertical dissection of many mountains, richness and variety of landscapes, as well as high transport accessibility favor the development of mass tourism in this area (excursion, ecological, route, etc.).

There are numerous caves in South China, some of which are very large (up to 40 km long) and equipped as cave temples. Many caves are used for tourism.

2. Climate

The country's territory is located within three climatic zones: temperate, subtropical and tropical.

Conditions for winter recreational activities are available in the north-east of the country, where there is a stable snow cover in the mountains. Ski resorts (Yabuli) have been created, the famous ice sculpture festivals (Harbin) are being held. It is possible to organize winter types of tourism in the mountains of Tibet, the Himalayas and the Tien Shan at heights of more than 3-4 thousand meters.

The most comfortable period for visiting East and North-East China is from May to November, with the exception of July and August - a period of hot discomfort. To the south, the duration of humid hot weather increases. But the southeast is distinguished by a comfortable climate in the autumn-winter-spring period. The most comfortable area is Yunnan province, where it is warm in winter and not hot in summer due to its mountainousness and remoteness from the sea. In spring, sandstorms often occur, carrying sand and dust over many thousands of kilometers.

3. Inner waters

Water bodies are widely used in China tour. Cruises are carried out on major rivers, especially the Yangtze and the Yellow River, connected by the Great Canal of China. Short river walks along rivers and lakes are very popular. The negative aspect of cruises and walks along the rivers of China is their poor ecological state, since most industrial, household and agricultural wastewater enters the rivers without treatment. In addition, the rivers in the northern part of the country are very muddy due to the widespread distribution of easily washed out loess. One of the most popular water routes runs along the river. Lee. China has many lakes of various origins and sizes.

Many lakes in Tibet are salty. This is due to the fact that a small amount of precipitation does not contribute to the formation of runoff and leads to the formation of internal closed lake basins. Salts and silts of lakes are a valuable resource for balneotherapy and peloid therapy. The main prospects for seaside tourism are associated with the island of Hainan. The best resort of Sanya is located at the southern tip of Hainan Island.

4. Shores and seas

-Yellow, East China and South China Sea.

Eastern China possesses such a valuable tourist resource as the seashore. There are numerous beaches with a clear predominance of sandy ones. There are coral islands and reefs, mangrove shores.

5. Flora and fauna

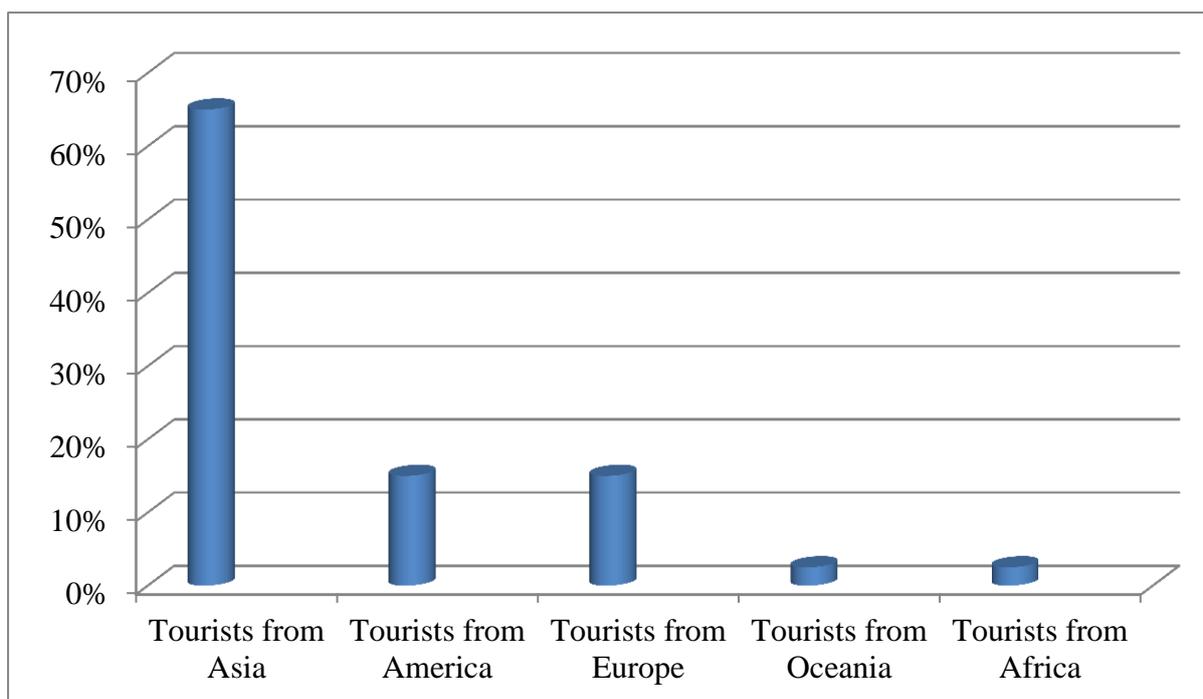
Almost all natural areas of the Earth are found on the territory of China. Therefore, flora and fauna are characterized on the one hand by diversity, but on the other hand by poverty due to the centuries-old use of the territory. The forest cover of the country is low (12 %), but recently, thanks to young forest plantations, it has begun to grow. Thanks to the large flow of tourists from all over the world, the tourism industry in China has taken the place of the most important industrial sector of the national economy.

Analyzing the statistics, provided for the last three years, it becomes clear that foreign tourists come mostly from Asia. Next follows America and Europe, then Oceania and Africa. The share of inbound tourists from Asia exceeds 65 %, America and Europe account for about 30 %, and other regions for about 4 %. The data are presented on Picture 1.

As for the actual inbound tourism, it should be noted that its status and indicators most clearly reflect the dynamics of tourism development in certain regions. However, the conditions of the regions themselves cannot be ignored - the resources they possess, the specifics of the regional economic base. Often, it is the characteristics of individual regions that determine the distribution of inbound tourism in the country as a whole.

Today, China is in second place from the monetary income of inbound tourism entering the country [11, p.68].

The share of income from inbound tourism in the export economy is increasing from year to year, which further contributes to the growth of China's foreign exchange and balance of payments. Inbound tourism has also been identified as one of the main growth points of the national economy as the main industrial sector that stimulates economic development, and it has constantly given new impetus to the growth of the national economy. If we take into account the economic development of individual regions of China as a factor in successful inbound tourism, then in this case it is worth highlighting several major tourist centers - Beijing, Ningxia Hui AO, Sichuan, Fujian, Xinjiang and Hainan.



Picture 1. The number of tourists coming to China from other regions of the world

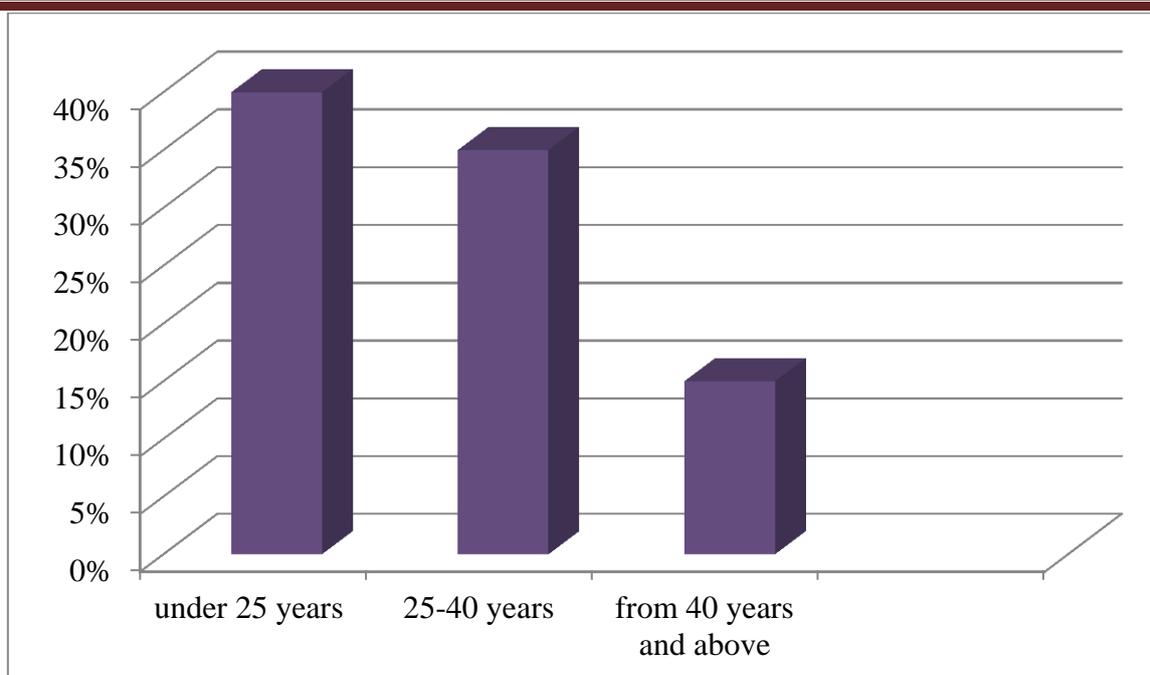
These entities are among the most important sources of Chinese tourism in general and inbound tourism in particular. Considering the contingent of tourists visiting the country, it should be noted that the main number of travelers is occupied by people of the young and middle age group. The data are presented on Picture 2.

Travelers visit cultural and entertainment places, attractions act as centers of acquaintance or places of active recreation.

Large travel destinations are increasingly being created in the provinces of China. The vast majority of such destinations are set up by the Chinese government and tourism organizations in coastal locations, as well as traditional centers of local and international tourism.

Speaking about the development of the economic and social spheres of China's regions as the fundamental factors in the formation of international tourism, it is worth recalling the key periods of the formation and development of the tourism market.

The first period (1949-1977) dates back to the founding of New China. At this time, the country's image in the global context began to improve, the economy received rapid and continuous development due to support from the state [12, p.154]. International inbound tourism began to develop rapidly.



Picture 2. The age structure of the international flow of tourists

Highlighting the specifics of this period, it is worth noting that at this stage tourism in China was not considered only as a sphere of recreation and entertainment. It became an instrument of politics, in particular, the country's authorities attracted tourists from abroad for democratic purposes, tourism itself has always been politically colored and existed with the aim of "promoting friendly exchanges between Chinese and people of the whole world and promoting the modernization of China's economy." International tourism at the first stage of its formation and development was an excellent means of achieving diplomatic tasks, contributed to the strengthening of interstate friendly relations.

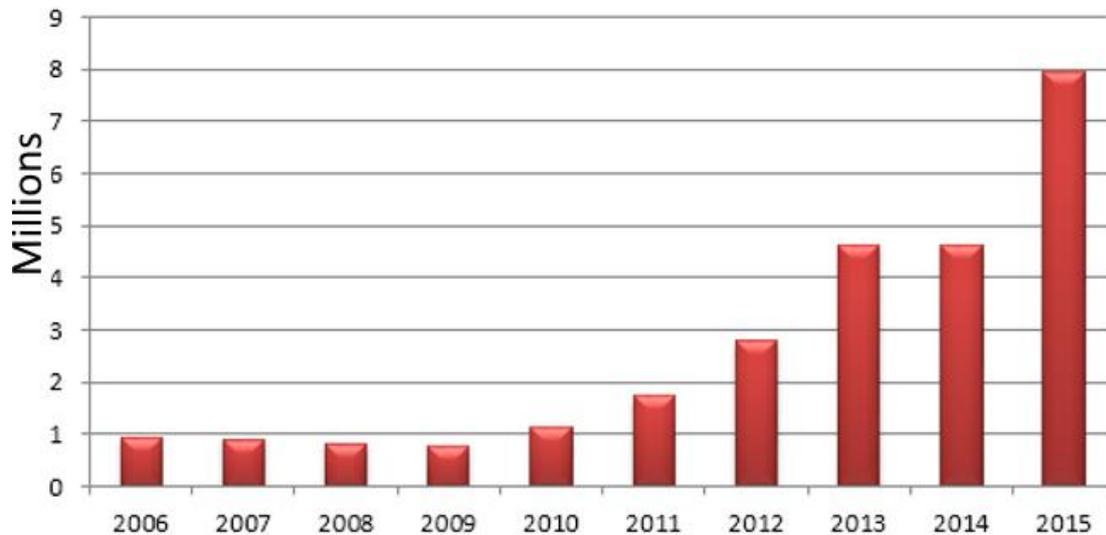
The second significant period, which strengthened the importance and financial position of international inbound tourism in China, was the eighties and nineties. At this time, a number of economic and political reforms were introduced in the country in favor of the openness of the PRC.

The first and key result of such reforms was the more pronounced accessibility of China [12, p.161]. Travelers from all countries rushed to the major cities of the country. But, which is not unimportant, even in this period international tourism was not of an entertaining nature. During this period, foreigners visited China on working visits, and tourism itself has not yet received the status of an economic industry.

The third period of formation and development of international inbound tourism in China marked the beginning of an explosive flow of travelers, and, therefore, economic stabilization and prosperity in China. This period falls on 1986-2000. The country received a powerful economic priority in the international market.

After several years of stable and steady growth in inbound tourism, the country has soared from the penultimate places in the ranking to fifth. China itself has become an international power and the standard of tourism [12, p.167].

The number of tourists from China by years



Picture 3. The number of incoming tourists to China for the period 2009-2015

Thanks to its successful dynamic, China's socio-economic position has become a key driver of international inbound tourism.

Speaking about the influence of social and economic factors, it is worth emphasizing that in 2003-2004 in the PRC there was an outbreak of morbidity due to SARS [1, p. 14].

Statistics and analysis of information from priority publications in China show that during this period in Beijing, as well as other large regions of the country, the flow of tourists from abroad decreased by 45 %. Economic activity has dropped significantly, which hit the tourism sector.

The situation in these cities stabilized only by the end of 2004. However, the negative growth trends in the dynamics of inbound tourism have significantly worsened the overall economic indicators of the country. Full recovery of losses took place over several years. International tourist sites have adopted a number of political and economic programs providing preferential support for tourism in these regions[18].

A similar situation occurred in 2020 during the outbreak of coronavirus infection around the world. Since China was the first to close its borders, the implementation of tourism activities ceased at the end of 2019, when their Hubei began a mass evacuation of foreign tourists. The COVID-19 pandemic has also made a difference in China's tourism industry. The most notable trends are the growing popularity of domestic tourism and ecotourism; excursions with prior arrangement; priority of sanitary safety and hygiene; the development of "cloud tourism". Foreign routes have not yet been requested. Domestic tourism in the country is becoming more and more popular, primarily related to nature and fresh air tourism products. The pre-order procedure can remain constant for exhibition facilities, as it allows monitoring and control of the flow of tourists in order to ensure the epidemiological situation. Epidemiological safety and health protection has become a key requirement for tourist services and hospitality facilities among Chinese tourists, which may

require tour operators to change safety and hygiene standards. During the quarantine period, “cloud tourism” became widespread, allowing the younger generation to be attracted to China’s tourist attractions and facilities through online broadcasts, AR, VR tools, and video chats.

As a result of the measures taken to restrict movement in public places and attending public events, international inbound tourism received the main damage from the coronavirus again in large cities, the profit of which is the main income from this sphere.

Considering the socio-economic state of individual regions in connection with the issues of trends in international tourism, one should draw a conclusion from the analysis of statistical data that show that incoming foreign tourists are mainly concentrated in large economic and tourist centers such as Beijing, Ningxia Hui Autonomous Region, Sichuan, Fujian, Xinjiang and Hainan. [6, p.205]. Tourists are particularly attracted by their geographical position (most of foreigners prefer coastal zones as a vacation spot), as well as rich economic development, which provides a convenient and wide range of opportunities for recreation.

The Chinese government is investing in precisely those regions that are international tourist destinations. This is due to the following reason: a place where significant resources for tourism are concentrated (such as a favorable geographical position, temperate climate, etc.), a well-developed tourism industry, is attractive for a number of business and economic transactions. Based on the development of the tourism industry in China, RV tourism and yacht tourism are also rapidly developing[8].

In this case, we can also observe mutually beneficial relationships between the economic development of regions and the successful implementation of international tourism activities in them. So, for example, due to the high flow of tourists to the Qinghai province, the Chinese Qinghai-Tibet railway soon opened in this region. This transport transformation has made visiting the highlands of China more convenient and attractive for tourists, which in turn has contributed to an increase in their flow. In addition, the equipment of the regions with a high level of light industry is also an attractive factor for traveling foreigners. So, in the period from 2005-2015 foreign exchange income from domestic tourism amounted to only \$ 263 million, and foreign exchange income from inbound tourism reached \$ 29.296 billion.

As noted earlier, being an important part of the tourism industry, the status of inbound tourism development in China is an important indicator for measuring the development of regional tourism in the country [13, p. 21]. However, due to the influence of factors such as regional conditions, tourist resources, economic base and facilities, the distribution of inbound tourism by size often has certain regional differences.

As indicative data reflecting the peculiarities of the relationship between the socio-economic development of China's regions and the dynamics of international inbound tourism, the following are the results of statistical and comparative data for 2009.

Statistical data of the inbound flow of foreign tourists show that there are large differences between the provincial level of inbound tourism, which is determined by their socio-economic development [6, p. 121].

Next, we analyzed data from 2010 taken from the China Yearbook of Tourism Statistics. On the example of the analysis of several cities, data on the distribution of foreign tourists are presented. Here we present data on the geographical position of the named regions in order to see the picture of the distribution of tourists in connection with the resource data of the regions.



Picture 4. Main provinces of inbound tourism in China

Fujian is a province located in the southeastern part of China. Alpine region, which is one of the favorite pilgrimage places for foreign travelers.

In addition, Fujian is attractive for a new type of tourism (ecological tourism) due to its famous bamboo plantations. Today, about one-fifth of the world's bamboo is grown in China, with Sichuan and Fujian being the regions with the largest total bamboo cultivation. Statistics of international inbound tourism in this region: in 2017, Fujian's foreign exchange income from inbound tourism amounted to 7.587.03 million US dollars, an increase of 962.34 million dollars compared to 2016 [4, p. 18].

The positive dynamics of international inbound tourism in this region is explained by the fact that Fujian has a high resource potential. In particular, agriculture and forestry are highly developed in this region. The latter is represented

by the famous bamboo plantations, which occupy more than 1 million hectares of these places.

Ningxia Hui Autonomous Region is a region in the north of the central part of China. Alpine region with an abundant number of rivers.

In 2017, foreign exchange income from inbound tourism in the Ningxia Hui Autonomous Region amounted to USD 37.63 million, which is USD 2.95 million less than in 2016. In 2017, the Ningxia Hui Autonomous Region received 65,300 visitors, of which 33,200 were foreign tourists [8, p.60].

Sichuan is a southern province located in the central part of the PRC. It is the largest province in the country, covering an area of 485,000 sq. km. Sichuan is the world's largest natural and cultural heritage site, as well as China's main national landscape. It has one cultural heritage, one dual natural and cultural heritage, and nine major national landscapes. In 1992, the Sichuan's Jiuzhaigou National Scenic Area and Huanglong National Park in Sichuan Province were included in the "World Heritage List" by the United Nations Educational, Scientific and Cultural Organization's World Heritage Committee.

This place is also loved by foreign tourists: Sichuan has a large number of modern attractions, unique and breathtaking nature and ancient historical cultural monuments.

In 2017, Sichuan's foreign exchange income from inbound international tourism amounted to \$ 1,446.54 million.

This significant difference compared to other tourist regions is due to a highly developed economic system, as well as profitable tourist resources.

Xinjiang is an Uyghur Autonomous Region located in northwestern China. It is the largest territorial and administrative unit of the country in terms of area.

Xinjiang's main tourist attractions are the Fiery Mountains, the Pamir Mountains, including Muztagata Mountain, Altai Mountains, Tyanchi, Karakul, Kanas and Sayram-Nur Lakes, Takla-Makan and Hami Deserts. , Kalamayli Reserve, Appaka Khoja Mausoleum, Temur Mausoleum. , The ruins of the Togluk-Timur Emin Tower and the ancient water system in Turfan, the Id Kax Mosque in Kashgar, the Astana Cemetery, the Buddhist caves of Bezeklik and the ruins of the cities of Red, Gaochang, Jiaohe, Miran and Niyya, the abandoned Dandan-Moon and Loulan oases, the Great Buddha statue in Midun, and the great Buddha market in Urumqi. It has an advantageous sea position, which is especially attractive for tourists. Many unique reserves, national parks, Tien Shan mountains and the famous Heavenly Lake are eager to visit travelers from all over the world [16, p.104]. ...

In 2017-2018, foreign exchange earnings from inbound tourism in Xinjiang Uygur Autonomous Region amounted to USD 81.81 million, an increase of USD 292.08 million compared to 2016.

The relatively small annual increase in international tourists is due to the growing popularity of the region (unlike other provinces, Xinjiang is only gaining popularity in the international tourism market). Another reason is the territorial location of the most famous landmarks.

Due to the fact that the region has a vast area, in which, in comparison with other places of recreation, the transport network is not developed (it takes several

hours from one place of rest to another), foreign tourists, in order to save time and money, prefer more convenient places. recreation. However, even this significant factor did not contribute to a decrease in the dynamics of international inbound tourism in this region.

Beijing has a northeastern location. It is one of the largest metropolitan areas in the world, the cultural and political capital of China with a long history. As a result, Beijing today is one of the largest international tourist centers around the world. The city offers travelers a huge range of tourist services, including sightseeing, the latest entertainment centers of the new generation, health-improving recreation [20, p. 234]. Air tourism, etc. Compared to other regions, the dynamics of international inbound tourism in Beijing is more pronounced.

In 2017, Beijing's foreign exchange income from inbound tourism amounted to \$ 51.281 million, an increase of \$ 59.81 million compared to 2016; in 2017, Beijing received 3.925 million tourists, of which 3.32 million were foreign tourists.

One of the richest tourist sites in China is the island of Hainan. It is the only island in China with a subequatorial climate. The economically developed region is attractive both for its unique marine nature, landscapes, and the latest skyscrapers.

Tourists call the island "Chinese Hawaii" because of the similarity of weather conditions and landscapes. The sun shines here for more than three hundred days a year, and trees and flowers bloom in April-May [16, p.54].

In 2017-2018, foreign exchange income from inbound tourism in Hainan province amounted to USD 691.012 million, an increase of USD 331.13 million compared to 2016. In 2017, the number of foreign tourists who came to the province of Hainan amounted to 11.195 million. As you can see, the figures in comparison with the capital differ significantly precisely due to the tourist image, as well as the favorable geographical position and climate of the island.

In the listed provinces, which are the most visited destinations for international tourists, as we can see, from 2000 to 2018, there were changes in the differences in the inbound tourism of China over the past decade. The data showed that as the number of tourists in each province increases, the differences between the provinces in the field of inbound tourism in China tend to decrease.

What are the reasons for such a difference in the flow of foreign tourists in these regions?

Geographical location and climatic conditions are also a fundamental factor when choosing a place of rest [7, p.12].

In addition, the popularity of the region is a significant factor.

The visibility of the tourist area will also greatly affect the choice of tourists.

Regional conditions. Currently, the majority of inbound tourists arrive in mainland China, so the location conditions for inbound tourism in the provinces may actually be reflected by the distance to tourist sites and ease of transportation.

The tourism industry is also important for the significant increase in China's foreign exchange reserves.

Therefore, the research results, provided statistics show that the current development of inbound tourism in China is very different, and the regional concentration is very noticeable. The cities with the best development of inbound

tourism are mainly located in the eastern region, external economic factors have the greatest impact on the development of inbound tourism in cities, followed by tourism products and the influence of the location distance is less.

What is the importance of international inbound tourism for the Chinese economy?

Currently, in terms of the development of inbound tourism in China, there are large differences between the key tourist cities, and the regional concentration is extremely evident. The total number of inbound tourists in 14 more developed tourist cities is 3/4 of the country, and more developed tourist cities are located in the east [7, p.115].

Methods. In the process of working on the article, first of all, such methods of scientific research as analysis and synthesis were used, which made it possible to determine the optimal balance of forces and means necessary for the development of international tourism in China. Through these methods, connections were established between individual events and facts. In addition, other general scientific methods were used: comparative analytical methods, methods of grouping and classification, general scientific methods of a systematic approach to the study of economic phenomena.

Results and discussions. Provided statistics show that the current development of inbound tourism in China is very different, and the regional concentration is very noticeable. The cities with the best development of inbound tourism are mainly located in the eastern region, external economic factors have the greatest impact on the development of inbound tourism in cities, followed by tourism products and the influence of the location distance is less.

Conclusion. Tourism development is not only a matter of the tourism sector. The development of inbound tourism is inextricably linked with external economic and trade factors, therefore, in the practice of developing inbound tourism in cities, it is necessary not only to focus on the development of tourism products, but also to develop foreign economic and trade activities and business tourism. An important factor is also the fact that actively developing tourism contributes to an increase in the number of jobs.

Today, the number of workers employed in China's international tourism industry is more than 30 million. At the end of 2005, about 8 million people were employed directly in the tourism industry in China, and about 40 million were employed indirectly, which is about 5% of the total employment in the country [8, p.187].

The following should be noted as the most important social factor: international tourism contributes to international communication, the rapid pace of globalization and international friendship.

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