



On Study of “Macro-tourism” Industry Theory: A Case Study of Nanjing in China

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Abstract

The paper analyzes the concept, connotation, industrial components and its symbiotic way of “macro-tourism” from the perspective of industrial economy in combination with the development of Nanjing tourism. The "macro-tourism" theoretical system initially proposed in the paper gives those cities that are similar to Nanjing in the strength and growth stage of the tourist industry some reference in their tourism growth.

Keywords: Macro-tourism, Industry theory, Strategy

1. Introduction

1.1 Origin and Connotations of “Macro-tourism” Concept

In 1995, the strategic vision of developing macro-tourism was first brought forward by Nanjing Municipal Government among the capital cities of deputy provincial level across the country(Luo Zhijun 2001).The following year saw the submission of the research report entitled *The Macro-tourism Development in the New Century* by the Topic Group(Topic Group 1996).

There are various opinions about the concept of macro-tourism, though, gradually a certain consensus has been reached. The author summarizes the opinions as follows:

The so-called macro-tourism, is a concept beyond the tourism itself. That is, a breakthrough to the traditionally narrow and closed concept of tourism. With this concept, tourism is understood as a subsystem under the macro system of local socio-economic development and the benign interaction between the tourist industry as a subsystem and the socio-economic development as a macroeconomic system is emphasized. The concept contains the following meanings: 1. First of all, the independent industrial status of tourism is recognized, but more emphasis is put on the in-depth potential tapping and integration of the six elements within the value chain of tourism, namely, food, housing, transportation, travel, shopping, and entertainment. 2. More emphasis is put on the convergence and integration of tourism and other local industries while the independent industrial status of tourism is acknowledged. In other words, the comprehensiveness, relevance and drive of the tourism is emphasized. 3. With the concept of macro-tourism, we give priority to the comprehensive benefits of tourism in promoting the local social and economic development, i.e. we not only pay attention to the economic benefits of tourism itself but value the social and ecological benefits of tourism in improving the local city image, the investment environment, business attraction, employment, environment beautification and other aspects (Qiao Li and Li Maomin, 2000). It is indeed a concept originated from the local region. Such concepts as ecological tourism or sustainable tourism are introduced from the international tourism theories. However, the concept of macro-tourism emerged in a local background of relatively mature tourism with a history of 30 years.

To sum up, the author thinks the concept of "macro-tourism" can be defined as follows: it is a new concept created in the context that China's tourist industry grows relatively mature. First, it is an integrated industrial system made up of the leading industry of big tourism formed by the six elements of tourist industry, the auxiliary industries directly or indirectly related to the macro-tourism, and the associated industries related to core tourism due to the economic and technical ties. It is also a cluster of industries formed when the tourism industry chain deepens and widens due to the continuous inward and outward expansion of tourist industry value chain. A prevailing view is that the tourist industry consists of 58 related industries. See figure 1 for the structure and function of the macro-tourism industrial system. Secondary, it is a mode of tourist industry development mode with focus on the openness, interaction and integration

between the tourist industry and the related industries for the maximum overall benefits of the whole macro-tourism industrial system as well as the coordinated development of the social-economic-ecological macro-system.

Insert Figure 1 here

It is easy to see from the above figure that the macro-tourism industrial structure is featured by objective, overall, hierarchical and dynamic nature. To put it in simple words, the authors holds that "macro-tourism" is reflected by the large scale and scope of the tourist industry system as well as its multiple benefits and regional cooperation.

The macro-tourism concept is different from the traditional tourism concept in its new outlook toward resources, market and development.

First of all, the concept of macro-tourism replaces the tourism resources outlook in the traditional tourism concept with the theory of "Tourist Attraction", which ensures the comprehensiveness of tourism. In the traditional tourism concept, what attracts the tourists in the tourism destination are natural and human tourism resources. However, in the concept of macro-tourism, any visible or invisible element that attracts tourists can be regarded as the tourism resources in a broad sense. Such progress in the concept broadens the industrial components of the tourism as well as lays a theoretical foundation for the tourism to give a full play to its soft strength. For instance, Singapore takes pride in its ability to resolve the housing of its citizens on a tiny land and therefore shows the domestic and overseas tourists its achievements in housing construction as a tourism resource. Coincidentally, the activity of "Millions of citizens tour around Nanjing" organized by the Propaganda Department of the Nanjing Municipal Party Committee has the similar effect.

Secondly, the concept of macro-tourism contains the market outlook that the traditional tourism concept is void of. In the traditional tourism concept, the real tourists refer to those leaving their residence to spend the night elsewhere with motive to travel and strong capacity to pay the expense; while in the macro-tourism concept, anyone with motive to travel is a tourist regardless of the expense and whether to stay overnight elsewhere or not. For example, the trip rate for the urban residents in Jiangsu Province was 164.58% in 2005 and that for Nanjing residents was above the average rate with the number of trips 62,000,000 person times. The data are obviously obtained through the statistics according to the macro-tourism concept.

Thirdly, the development outlook of comprehensive benefits contained in the macro-tourism concept ensures the multiple benefits. In the traditional tourism concept, the pursuit of maximum self economic benefits is taken as the major target and the linkage effect between the social benefits and industrial chains of tourism tends to be neglected. However, in the concept of macro-tourism, tourism is nothing but the subsystem of national economy with linkage. Therefore, the focus is put on the self economic benefits as well as its leading function on other industries. It is calculated that the income of per 1 US dollar in the foreign tourism may add 2.5 US dollars to GDP; while in China, the same income may add 3.12 US dollars to GDP and add 5.9 US dollars to the FDI.

1.2 The Effect of Macro-tourism Industry

From the standpoint of GDP statistics, the macro-tourism has greater potential than the traditional tourism in promoting the growth of national economy (Xu Lin and Dong Suocheng 2007) benefits of tourism were reflected by directly adding the economic income of the departments and units engaged in tourism without taking the drive and relevance of tourism into account.

From the perspective of industry, the macro-tourism has multiple influences on national economy and thus applies stronger impact on GDP. First, take the travel services provided by the domestic tourism enterprises as consumption (C) which influences the added value of consumption in GDP accounting; Secondly, take the expenditures on the buildings, facilities and equipment that the travel services are rely on as investment (I) which influences the added value of investment in GDP accounting; Again, the travel consumption by the outbound tourists is taken as imports (M), which influences the added value of imports in the GDP accounting; The relevant travel services the domestic tourism enterprises provide to the inbound tourists are taken as exports (X), which influences the added value of exports in the GDP accounting. GDP is calculated in the following equation: $GDP = C + I + X - M$. Therefore, the macro-tourism has a greater potential in promoting the growth of national economy.

Compared with the traditional tourism, the macro-tourism industry system has a higher relevance and stronger drive. The research data suggest that China's international tourism income multiplier is between 3.56 and 4.97, the correlation coefficient between the international tourism income and the third industry is 0.978, that between the international inbound tourism and export trade is 0.977; and that between the international inbound tourism and investment attraction is 0.943. The above data suggest that due to the development of macro-tourism, the tourism will surely have a stronger impact on other industries and the local social economic development.

Compared with the traditional tourism, the macro-tourism industry system may create more employment opportunities.

As a typical labor-intensive industry, tourism is made one of the industries with the strongest drive to employment due to its strong employment multiplier effect.

In the project of tourism employment research jointly organized and completed by the National Development and Reform Commission and China National Tourism Administration, tourism employment is classified into “employment in tourism core industry”, “employment in Industry with tourism feature”, and “employment in tourism economy”. Among them, “employment in tourism core industry” refers to the number of direct employment in tourism released in China’s tourism statistics; “employment in industry with tourism feature” means the employment in the industries related to tourism. In fact, the contribution of tourism to the employment in the relevant industries accounts for over 10%; “employment in tourism economy” is defined in line with the definition of UNWTO, referring to the employment in the macro-tourism industry composed of tourism and the directly or indirectly related industries. The statistical result shows that the multiplier coefficient between the employment in industry with tourism features and in tourism economy is 1:3 while that between the employment in the tourism core industry and tourism economy is 1:8.

Compared with the traditional tourism, the macro-tourism industry system more likely gives birth to new tourism format which may become a new economic growth point in promoting the tourism economic development.

There exists coordination and innovation effect among the industrial units within the macro-tourism. The 14 industrial and agricultural tourism model areas of state level are the fruit of industrial integration. The agricultural and industrial tourism become the new economic growth points promoting the development of tourism in Nanjing. According to the statistics of the authorities in charge of tourism, in 2007 the five suburban zones and counties – Jiangning, Lishui, Gaochun, Pukou and Luhe received tourists totaled 5,470,000 person times and the total income of tourism reached CNY 6 billion accounting for 9.8% of the total income of tourism across Nanjing for the first time. The fast-growing tourism economy in suburban zones and counties plays an important role in the rapid development of tourism in Nanjing.

2. Theoretical Foundation for Macro-tourism Industry

2.1 The Theory of Industrial Life Cycle

The industrial life cycle refers to the whole period when the industry of certain type emerged till completely retreated from the social economic activities. The industrial life cycle mainly includes four phases: naive period, growing period, maturity period and declining period. The main indexes to recognize the phase of industrial life cycle are: market growth rate, demand growth rate, product varieties, number of competitors, entry to and exit from barriers, technological renovation and user purchase etc.

The author thinks that as Nanjing tourist industry is at the growing period and its basic task is to further strengthen itself, it is objective and necessary to change the growth mode of Nanjing tourism economy and realize the upgrading of tourist industry by choosing the macro-tourism model to integrate the endogenous and exogenous variables.

The author’s judgment about the life cycle of Nanjing tourist industry is mainly based on the following three points. First, recent years have seen the continuous fast growing of Nanjing tourist industry. The total tourism income in Nanjing increased to CNY 46.28 billion in 2006 from CNY 22.04 billion in 2002 with an average growth rate of 20%, ranking the fourth place for consecutive 4 years among the 15 cities of deputy provincial level across the country. The foreign exchange earnings from international tourism was up to US\$ 677 million in 2006 from US\$ 323 million in 2002 with an average increase of 20.3%. The number of domestic tourists to Nanjing rose from 20,760,000 person times in 2002 to 38,000,000 person times in 2006, increasing at an average rate of 16.3% while the number of overseas tourists to Nanjing went up from 56,130,000 person times in 2002 to 100,920,000 person times in 2006, increasing at an average rate of 15.8% per year.

Second, there is no sign of growth limit for Nanjing tourist industry even though it maintains high-speed growth. There was still a good tendency of fast development for Nanjing tourist industry in 2007. In 2007, the income from tourism was totaled CNY 61.49 billion, up by 25.2% over the same period of the previous year. The earnings of foreign exchange from tourism were US\$ 808 million with year-on-year growth of 19.3%. Nanjing received the domestic and overseas tourists totaling 46,051,200 person times, increasing by 18.1% over the same period of the previous year. The number of the overseas tourists totaled 1,161,200 person times and that of the domestic tourists 44,890,000 person times, up by 15.1% and 18.1% respectively. Moreover, Nanjing tourist industry plans to achieve the total tourism income of CNY 100 billion by the year 2010.

Third, there is a large stock in the Nanjing tourist industry without reduction in growth rate. Up to the end of 2007, there were 436 travel agencies in Nanjing, an increase of 26 over the end of the previous year. There were 143 tourism-star hotels, up by 6; 31 four-star and five-star hotels, up by 9. 35 scenic spots of A level, increasing by 7 as against the end of the previous year. There were 14 industrial and agriculture model areas of the national level.

2.2 Proliferation Effect Theory of Leading Industry

U.S. development economist Rostow believes that no matter what the period is, even in a mature and growing economic system, economic growth remains as a result of the rapid expansion of the few leading departments, and such an

expansion also exerts a significant influence on other industries, that is the proliferation effect of leading industry, including recalling effect, flanking effect and forward effect. This is known as the Rostow Proliferation effect theory of leading industry.

In 2007, the total income from Nanjing tourism accounted for 18.78% of GDP and 38.82% of the added value of the third industry. From these two data we can easily come to the conclusion that Nanjing tourism, as a pillar industry, is taking the lead in the third industry. What's more, we may conclude that Nanjing tourist industry is equipped with the characteristics of leading industry through the further analysis of the proliferation effect.

The forward effect of Nanjing tourism refers to that the leading industry can evoke new economic activities or derive new industrial departments and may even establish new platform for the next important leading industry. The development of Nanjing tourism directly promotes the growth of the local transportation, hotels, scenic spots, retail stores, entertainment, exhibition, real estate and other industries.

The recalling effect of Nanjing tourism refers to that the high-speed growth of leading industry creates new demand for investment in various elements and thus stimulates the development of these industries. The development of Nanjing tourism stimulates the investment from the construction industry, post and telecommunications communications industry, finance and insurance industry, automobile manufacturing, culture and education industry to tourist industry.

The flanking effect of Nanjing tourism refers to that the rise of the leading industry will influence the local social and economic development. The development of Nanjing tourist industry promotes a new-round city construction and the tangible and intangible cultural heritage protection. Meanwhile, it plays a positive role in displaying the city image of Nanjing, optimizing the investment environment and promoting the environment protection.

The comprehensive, open and interactive tourist industry of Nanjing coincides with the proliferation effect of leading industry. This, again proves that the concept of macro-tourism is scientific and feasible.

2.3 Symbiosis Theory

The term Symbiosis was first originated from biology and presented by Germany mycologist Anton de Bary in 1879, meaning "Creatures of different species live together linked by some substance." After 1950s, the symbiosis theory has been applied to many fields of social study. In general sense, symbiosis refers to the relation formed between the symbiotic units in some symbiotic mode in a certain symbiotic environment. It consists of three elements, namely, symbiotic unit, mode and environment. Among them, symbiotic unit refers to the basic energy production and exchange unit of symbiosis, i.e. the basic material condition to form the symbiosis. The symbiotic environment refers to the exterior conditions for the existence and development of symbiosis.

The industry of macro-tourism meets the requirements of symbiosis theory for three elements. The tourist industry and the relevant 58 industries constitute the symbiotic unit. There are various interaction between the symbiotic units contained in the industry of comprehensive tourist in a certain socio-economic context, which means the existence of symbiotic model.

According to the symbiosis theory, there exists self-organization process between the units of the macro-tourism industry as well as the individuality of symbiotic process which is demonstrated as the coordination and even innovation among the units of each industry. That is to say, according to the symbiosis theory, the macro-tourism is not merely the simple sum of the units of each industry. Instead, there exists the coordination effect of "1+1>2" and it is possible to create new industries through the integration of existing industries.

3. The Symbiosis Model within the Macro-tourism Industry

The ideal symbiosis model in the industry of macro-tourism is the combination of symmetrical mutually-beneficial symbiotic model with the integrated symbiotic organizational model.

Within the industry of macro-tourism, each industry maintains association by means of products, labor, technique, employment and investment with tourism as the center, which is the basis for the existence of the industry of macro-tourism. However, those concepts used to express the industrial association in the traditional industrial economy like forward association and backward association, one-way association and round-way association, direct association and indirect association can only explain the internal association of the macro-tourism industry in superficial level. Moreover, we analyze the industrial association of macro-tourism to promote the development of macro-tourism through the understanding of its internal logic structure. Therefore, it is necessary to analyze the ways of industrial association of macro-tourism by implanting the relevant theories of other specialties. The symbiosis theory mentioned above is a good choice.

In the symbiosis theory, the way of interaction between the symbiotic units or the form of combination is known as symbiotic model, including four symbiotic behavior patterns - Parasitic, symbiotic partial benefit, mutual non-symmetrical symbiotic and mutually symbiotic symmetry and four symbiotic organization patterns - point symbiosis, intermittent symbiosis, continuous symbiosis and integration symbiosis.

It should be said that the ideal symbiotic model between the industries of macro-tourism is the combination of mutually-beneficial symbiotic model with the integration symbiotic organizational model. The "symmetric mutually-beneficial symbiosis" behavior pattern and "the integration symbiosis" organizational model are the ideal approach to achieve Win - Win and Multi – win. "Symmetric mutually-beneficial symbiosis" is the basic direction and fundamentals for the evolution of symbiotic system. The symmetric mutually-beneficial symbiosis state may reach Pareto optimal and meanwhile is the best incentive-compatible status or state of the best allocation of resources. "Integration symbiosis" means that there are stable leading symbiotic interface and domination media between the symbiotic units so that the symbiont with independent nature and function is formed. The all-direction communication and interaction ensures stable symbiotic relations.

Nevertheless, it is pity that the symbiotic model among the industries of the macro-tourism in Nanjing is just at the phase when the non -symmetrical mutually-beneficial symbiosis and the continuous symbiosis are combined. The combination of symmetrical mutually-beneficial symbiosis and the integration symbiosis should be the target for the development of the industry of macro-tourism in Nanjing, which marks the real maturity of the industry.

4. How to Measure the Degree of Integration

The symbiotic model between the industries of Nanjing macro-tourism is at the phase of non-symmetrical mutually-beneficial symbiosis and continuous symbiosis.

According to the interactive relationship between the service industry and manufacturing industry and agriculture in Jiangsu province, we may infer that the interaction between the Nanjing tourist industry and the relevant industries is non-equilibrium and the integration of the industries of the macro-tourism is just at the beginning.

From Lyon Ti-fu matrix (table 1), we may find that whenever the final use is increased by 1 unit in the manufacturing industry, the influential factor on the demand for the same industry could be 2.692794 and that for service industry is just 0.336495; whenever the final use is increased by 1 unit in agriculture, the influential factor on the demand for the same industry is 1.377853 while that for service industry is just 0.185153. Meanwhile, the influential factor of service industry on manufacturing industry, agriculture and the same industry is 0.592797, 0.110273 and 1.378234 respectively. It shows that the influence of the production of manufacturing industry, agriculture and service industry on the same industry is above the average level of impact on the entire society while the influence of one industry on the other two is relatively low. So we may conclude that the three industries are featured with internal cycle of high level but there is low association among the three industries (Yu Minghua 2007).

Due to the limit of statistical data, we may understand the service industry as tourist industry and take manufacturing industry and agriculture as the tourism-related industry. Generally such a qualitative conclusion can be reached that tourist industry is interdependent on other related industries but such dependence is not balanced. The reliance of the related industries on the tourist industry is relatively low (the comprehensive influential factor of manufacturing industry and agriculture on service industry is 0.521648) while the reliance of the tourist industry on the related industries is comparatively high (the comprehensive influential factor of service industry on manufacturing industry and agriculture is 0.703070). It shows that the integration of tourist industry and the related industries are at an earlier phase in the industrial chain. There is not a notable tendency for the integration of the tourist industry and the related industries.

Insert Table 1 here

The table 2 shows that the direct consumption coefficient and the total consumption coefficient of tourist industry to the manufacturing industry are 0.001079 and 0.006643 respectively, ranking the 16th in the service industry (the author has doubts on the statistical standards applied here). The data proved the above conclusion from another side (Yang Xuan, 2006).

Insert Table 2 here

4.1 The Integration Mode between the Industries of Macro-tourism

In the symbiosis of the macro-tourism industry, there is pervasiveness between the symbiotic units of tourism and new tourist industry system can be formed by the wide integration with other industries. The tourism symbiotic units can be embedded in the related industries and give the industries the tourism function and thus promoting the development of the related industries so as to form the symbiotic and win-win effect. Besides, we may search the relevant matching integrated unit among different industries with the tourism symbiotic unit as the center so as to form the tourist products satisfying the needs of tourist market and to realize the optimization and upgrading of the structure of tourist products (Wang, Huimin, 2007). There are following types for the integration in the practice of tourist industry.

(1) Associative integration. The mutual integration between the tourist industry and other industries forms new format of tourist industry and construct the compound new system of tourist industry and thus realizing the connection of the tourist elements with other industries. Such integration forms integrative new industrial system by giving the original

industry the new additional function and stronger competitiveness. When tourist function is integrated into industry, agriculture and real estate, the new-type industrial format with mutual penetration to tourist industry is formed such as industrial tourism, agricultural tourism, landscape real estate and timeshare, sports tourism, cultural tourism and rehabilitation tourism.

(2) Functional integration. In the regional social economic construction especially in the construction of key projects, we should integrate the tourist function consciously to realize the integrative development of tourist industry and regional social economic construction. For instance, the TV tower in Shanghai – the Pearl of the Orient became the symbolic tourism landscape of Shanghai; The hundred of stores and 7 theme parks on the airport of Singapore enriches the local tourist products as well as upgrades the recreational function and reputation of infrastructure; the Nanjing-Hangzhou ecological expressway and Cross-sea bridge at Hangzhou bay recently completed are both integrated with the tourist function in the transport infrastructure.

(3) Structural integration. The reorganization integration between the elements within the tourist symbiotic units may bring about the new multi-function tourist products through the mutual integration of tourist elements with various functions. For instance, the Disneyland of Hong Kong jointly launched the low-price tour package of "Hotel + Air + tickets" with United Airlines after integrating the hotels and amusement parks affiliated with it. Nanjing Sun Yetsen Mausoleum Scenic area enjoys a high reputation in the tourist market nationwide and possesses its resort hotels so it could have a try like Disneyland.

4.2 Strategy for the Development of Macro-Tourism Industry in Nanjing

Through the above analysis, the author argues that "macro-tourism" is not only a slogan brought forward by Nanjing Municipal Government but also supported by deep connotations and broad industrial development theories. Macro-tourism is basically characterized by comprehensiveness, openness and interaction. Therefore, we have to follow its own rules in the course of developing the industry of macro-tourism in Nanjing.

From the perspective of tourism management system, we will further give play to the functions of Nanjing Tourism Steering Committee. Nanjing Tourism Bureau is in the dilemma of "Big industries with small functions". It is not easy for the bureau to undertake the major task of developing Nanjing's macro-tourism industry. In this regard Shanghai has experience for Nanjing to follow. In 2007, Shanghai Government made the strategy of developing tourist industry: "Promote the industrial integration and form the macro-tourism economy typical of Shanghai. The proposition and implementation of this strategy is based on the organizational form of Shanghai Tourism Management Committee who is led by the deputy mayor in charge of tourism and whose members include the person in charge of each department involved in the industry of macro-tourism. Such management system guarantees the implementation of the strategy of macro-tourism in Shanghai (Liu, Chen, 2007).

From the perspective of income from tourism, we shall increase the proportion of flexible tourist consumption in the total income of tourism. Among the six tourism elements, namely, food, housing, transportation, travel, shopping, and entertainment, the first four rigid tourist consumption accounts for 70% of the total income from tourism in Nanjing while the last two 30%. In contrast, shopping and entertainment accounts for 60% of the total income in Hong Kong boasting of developed tourist industry. The contrast shows the low penetration of Nanjing tourism to relevant industries. However, it also suggests the potential and future target of Nanjing tourism from another angle.

To perfect Nanjing tourist product lines, strengthen the attraction of tourism and prolong tourists' stay. In addition to the traditional tourist products, we should make efforts to develop such products as business travel, holiday travel, sports travel, study travel, ecological travel and self-driving travel.

To strengthen the industry integration, create new-style tourism format and promote the development of Nanjing tourism economy. We should strengthen the integration of tourism with the relevant industries and vigorously develop agriculture tourism, industrial tourism, education tourism, exhibition tourism and city park leisure tourism, etc. so as to promote the social economic development of Nanjing with the framework of macro-tourism.

To develop the industry of macro-tourism in Nanjing, we should strengthen the regional cooperation of different levels. Regional tourism cooperation is far from a fresh topic for Nanjing tourist industry. So far Nanjing has joined some regional tourism cooperation organization including the Nanjing-Zhenjiang-Yangzhou Tourist Area with Nanjing as the center and the Yangtze River Delta tourism cooperation organization with members from some developed areas. Among them, the Nanjing-Zhenjiang-Yangzhou Tourist Area and Nanjing Metropolitan Area converge to some extent.

To develop the industry of macro-tourism in Nanjing, we should pay special attention to exert the social benefits of tourist industry. With cultural connotations and economic characteristics, tourist industry is a kind of cultural industry in a broad sense. As its focus on the unification of social, economic and ecological benefits, the industry of macro-tourism should consciously play its positive role in shaping the city image of Nanjing, enhancing the soft strength of the city, optimizing the investment environment, improving the life quality of Nanjing citizens and raising the public happiness index. The social benefits of tourist industry are reflected by its role as a bridge. "Tourism lays a

foundation for the business and trade". For example, the Plum Flower Festival, Osmanthus Festival and Yangtze River International Tourism Festival lay a sound foundation for the economic growth of Nanjing.

To develop the industry of macro-tourism in Nanjing, we should strengthen the association between the tourism economy and the overall social –economic development of local region and serve the local economic development.

For example, like the national macro economy, Nanjing regional economy is also confronted with a series of pressure such as the urban-rural dual structure issue, inflation, the impact of RMB appreciation and employment pressure, etc. To follow and serve the local economic development with tourism, we should take advantage of the characteristics of tourism when taking the macro economy into consideration. The specific measures include: developing agriculture tourism, no arbitrary price hikes, properly encouraging the local residents for outbound tourism, actively attracting labor employment based on the labor-intensive feature of tourism.

In short, to develop the macro-tourism in Nanjing, we should understand the tourist industry as a whole. We should take the composition of all the industries of tourism into full consideration and observe the development of the tourist industry from the perspective of big region, big market, big features and big coverage. We should develop the tourism under the concern and support of the whole society.

5. Conclusion

The author has been pondering in the course of writing on such a question: why is the slogan of "macro-tourism" presented as early as 13 years ago mentioned today? There could be three answers as follows: first, the presentation, development and maturity of "macro-tourism" is going gradually; second, the model of "macro-tourism" is the natural choice for the development of China's tourist industry; third, we used to understand "macro-tourism" as a single slogan so our shallow academic research on it resulted in the practice failure.

The paper offers a basic framework for the theoretical research on the industry of macro-tourism in Nanjing by analyzing the concept, connotations of macro-tourism and relations between its industries as well as the symbiotic model and development path.

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Table 1. Lyon Ti-fu factor coefficient among the main industries of Jiangsu Province

Industry	Agriculture	Manufacturing industry	Service industry
Agriculture	1.377853	0.219731	0.110273
Manufacturing industry	0.687762	2.692794	0.592797
Service industry	0.185153	0.336495	1.378234

Table 2. The consumption coefficient of service industry to manufacturing industry in Jiangsu Province

Industry	Direct consumption coefficient	Rank	Total consumption coefficient	Ordering
Service industry	0.160199		0.592797	
Transportation and warehousing industry	0.220025	4	0.636440	3
Postal industry	0.061469	15	0.151408	15
Information transmission, computer services and software industry	0.258111	2	0.665098	2
Wholesale and retail trade	0.122050	10	0.312134	10
Accommodation and catering industry	0.093579	11	0.232378	13
Finance and insurance industry	0.126242	9	0.315700	9
Real estate	0.081259	14	0.208066	14
Leasing business services	0.090852	12	0.245489	11
Tourist industry	0.001079	16	0.006643	16
Scientific research	0.174717	7	0.457298	7
Comprehensive technical service industry	0.088813	13	0.235034	12
Other social service industry	0.185162	6	0.476620	6
Education	0.128136	8	0.315858	8
Health, social security and social welfare	0.456463	1	1.123941	1
Culture, sports and entertainment	0.238703	3	0.592508	4
Public administration and social organizations	0.199278	5	0.490947	5

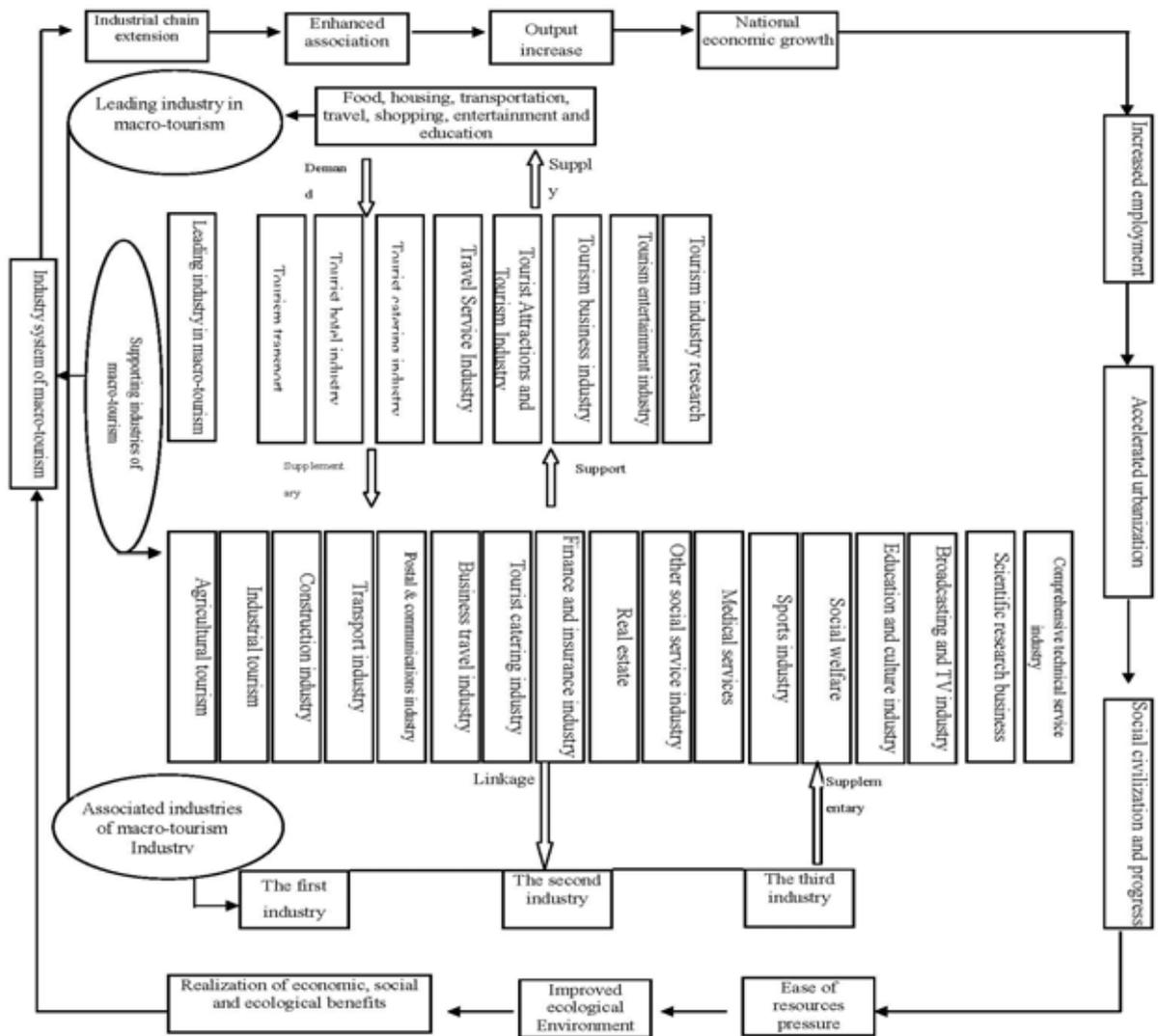


Figure 1. Structure and function of the industry system of macro-tourism