

## Research on the Impact of Tourism Industry Development on Economic Growth in Yunnan Province

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### Abstract

**Background and Aim:** The tourism industry contributes significantly to economic growth by generating jobs, helping local small businesses, and increasing foreign exchange earnings. Furthermore, it encourages infrastructure development and investment, enhancing the economy's overall resilience and sustainability. This study examines the impact of tourism industry development on economic growth in Yunnan Province. It aims to identify the role of tourism and other key economic factors in shaping regional economic performance and provide empirical insights for policymakers.

**Materials and Methods:** A multiple linear regression model is employed, using data from Yunnan Province covering the period 1994–2023. Five variable tourism industry developments, fixed asset investment, human capital, industrial value added, and foreign direct investment (FDI), are selected for quantitative analysis.

**Results:** The findings indicate that tourism industry development, fixed asset investment, and human capital significantly contribute to economic growth, with human capital having the strongest effect. Industrial value added is negatively correlated with economic growth, suggesting a need for structural optimization. FDI has a positive but limited effect, highlighting inefficiencies in foreign capital utilization.

**Conclusion:** The study provides empirical evidence that tourism development plays a vital role in economic growth alongside investment and human capital. However, industrial restructuring and improved foreign capital utilization are necessary for sustained economic progress in Yunnan Province.

**Keywords:** Tourism Industry Development; Economic Growth; Multiple Linear Regression Models; Investment in Fixed Assets; Human Capital

## Introduction

Tourism has been widely recognized as a key driver of economic growth, contributing significantly to employment, income generation, and infrastructure development (Brida et al., 2016). The Tourism-Led Growth Hypothesis (TLGH) suggests that tourism development fosters economic growth through increased capital investment, foreign exchange earnings, and job creation (Oh, 2005). In China, the tourism industry has become a strategic sector, with government initiatives such as "Tourism +" and regional tourism models promoting diversified and high-quality development. Yunnan Province, endowed with abundant cultural and natural resources, has positioned tourism as a crucial economic pillar. In 2023, Yunnan received 1.042 billion tourists, generating a total tourism revenue of 1.44 trillion yuan, accounting for approximately 48% of the province's GDP.

Despite its impressive growth, Yunnan's tourism sector faces several challenges, including an over-reliance on traditional tourism models, inadequate infrastructure, weak marketing strategies, and increasing environmental pressures. Existing research on the relationship between tourism development and economic growth in Yunnan remains limited, with most studies focusing on qualitative assessments or lacking comprehensive empirical analyses (Xu & Wang, 2023). Furthermore, key economic factors such as fixed asset investment, human capital, industrial value added, and foreign direct investment (FDI) have not been thoroughly examined for tourism development.

This study aims to fill this gap by employing a multiple linear regression model to assess the impact of tourism industry development on economic growth in Yunnan. The research not only evaluates the direct contribution of tourism but also investigates the roles of fixed asset investment, human capital, industrial value added, and FDI as control variables. The findings will provide empirical evidence for policymakers to optimize tourism's contribution to regional economic development.

## Objectives

This study aims to provide a comprehensive empirical analysis of the relationship between tourism industry development and economic growth in Yunnan Province. By employing a multiple linear regression model, this study seeks to quantify the impact of tourism on economic performance while addressing the limitations of previous qualitative or simple correlation analyses. Furthermore, the study controls additional economic factors, ensuring a more robust estimation of tourism's role in economic development.

Specifically, this study addresses the following research objectives:

(1) To examine the extent to which tourism industry development contributes to economic growth in Yunnan Province, testing the validity of the Tourism-Led Growth Hypothesis (TLGH).

(2) To analyze the roles of fixed asset investment, human capital, industrial value added, and foreign direct investment (FDI) in shaping economic growth, identifying their relative impact compared to tourism development.

(3) To provide policy recommendations on optimizing tourism-driven economic growth, including strategies for infrastructure investment, human capital development, and high-quality foreign investment attraction.

## Literature review

Tourism has long been recognized as a critical driver of economic growth, with numerous studies examining its impact from different perspectives. Existing literature can be categorized into three main areas: (1) the relationship between tourism and economic growth, (2) the mechanisms through which tourism influences regional economies, and (3) the key factors affecting the effectiveness of tourism development.

### 1. The Relationship Between Tourism and Economic Growth

The Tourism-Led Growth Hypothesis (TLGH) suggests that tourism development positively contributes to economic growth by increasing investment, foreign exchange earnings, and employment opportunities (Oh, 2005). Empirical studies have confirmed this hypothesis across different economies. For example, Brida found that in South American countries, tourism growth significantly boosted GDP by enhancing investment in infrastructure and services (Brida et al., 2016). Similarly, Song demonstrated that tourism plays a crucial role in sustaining long-term economic expansion in Asian economies (Song et al., 2020).

In the case of China, several studies have provided evidence supporting TLGH. Xu and Wang found a stable long-term relationship between tourism revenue and GDP growth in Yunnan Province, indicating that tourism is a key driver of regional development (Xu & Wang, 2023). Zhao and Huang further demonstrated that tourism's economic impact varies across Chinese provinces, with infrastructure development playing a moderating role (Zhao & Huang, 2021). These studies highlight the positive economic contribution of tourism but lack an in-depth exploration of the underlying mechanisms.

### 2. Mechanisms Linking Tourism and Economic Growth

The positive impact of tourism on economic growth can be attributed to several mechanisms:

**Consumption and Employment Effects** – Tourism generates substantial consumer spending, leading to increased demand for local goods and services (Brida et al., 2016). This, in turn, creates employment opportunities, particularly in the hospitality, transportation, and retail sectors (Song et al., 2020).

Investment and Infrastructure Development – Tourism expansion attracts investment in infrastructure projects such as roads, airports, and hotels, which have spillover effects on other industries (Lin & Song, 2021).

Industrial Linkages – The integration of tourism with other industries, such as agriculture and cultural heritage, enhances economic diversification and resilience (Zhao & Huang, 2021).

While these mechanisms provide a theoretical basis for tourism's contribution to economic growth, empirical studies on Yunnan Province have not fully explored how these factors interact in the local context. This study aims to fill this gap by incorporating human capital, fixed asset investment, and foreign direct investment (FDI) as additional explanatory variables in the econometric model.

### 3. Factors Influencing the Effectiveness of Tourism Development

Although tourism is generally considered beneficial to economic growth, its effectiveness depends on various factors. First, infrastructure and Accessibility – Regions with well-developed transportation and digital infrastructure experience greater economic benefits from tourism (Luo, 2014). Second, policy and Governance – Government support, including tax incentives and sustainable tourism policies, plays a crucial role in optimizing tourism's contribution to the economy (Sun, 2024). Tired Human Capital – A highly skilled workforce enhances service quality and innovation in the tourism sector, leading to higher economic returns (Lin et al., 2024).

### 4. Research Gap and Contributions to This Study

Despite the extensive literature on tourism and economic growth, several gaps remain unaddressed: Most studies focus on broad correlations rather than causal relationships, making it difficult to quantify the precise contribution of tourism to economic growth (Zhao & Huang, 2021). Few studies incorporate additional economic variables, such as human capital and FDI, which are critical for understanding the long-term sustainability of tourism-driven growth (Lin & Song, 2021). There is a lack of empirical studies using recent data from Yunnan Province, a region where tourism plays a particularly important economic role (Xu & Wang, 2023).

To address these gaps, this study applies a multiple linear regression model using data from 1994 to 2023 to quantitatively assess the relationship between tourism and economic growth in Yunnan Province. Unlike previous research, this study controls for additional economic variables, providing a more comprehensive understanding of the mechanisms driving tourism-led growth.

## Conceptual Framework

Economic growth is a complex process influenced by multiple factors, including capital investment, labor force quality, industrial structure, and external trade. Traditional economic growth theories, such as Solow's Growth Model (Solow, 1956) and Endogenous Growth Theory

(Romer, 1990), emphasize the importance of capital accumulation and human capital in sustaining long-term economic development. In the context of tourism development, the Tourism-Led Growth Hypothesis (TLGH) suggests that tourism can stimulate economic growth by increasing income, creating employment opportunities, and enhancing infrastructure investment (Oh, 2005).

Based on these theoretical foundations, this study constructs a conceptual framework where economic growth (measured by GDP) is the dependent variable, while tourism industry development, fixed asset investment, human capital, industrial value added, and foreign direct investment (FDI) are the key independent variables.

(1) Tourism Industry Development – Measured by total tourism revenue, representing the scale of the tourism sector.

(2) Fixed Asset Investment – Measured by total investment in fixed assets, indicating infrastructure development and business expansion.

(3) Human Capital – Represented by average years of schooling per capita, capturing the role of education in economic productivity.

(4) Value Added of Industry – Reflecting the role of industrialization in economic growth.

(5) Foreign Direct Investment (FDI) – Measured by total foreign capital inflow, assessing the impact of foreign investment on regional development.

To illustrate the relationships among these variables, Figure 1 presents the conceptual framework of this study:

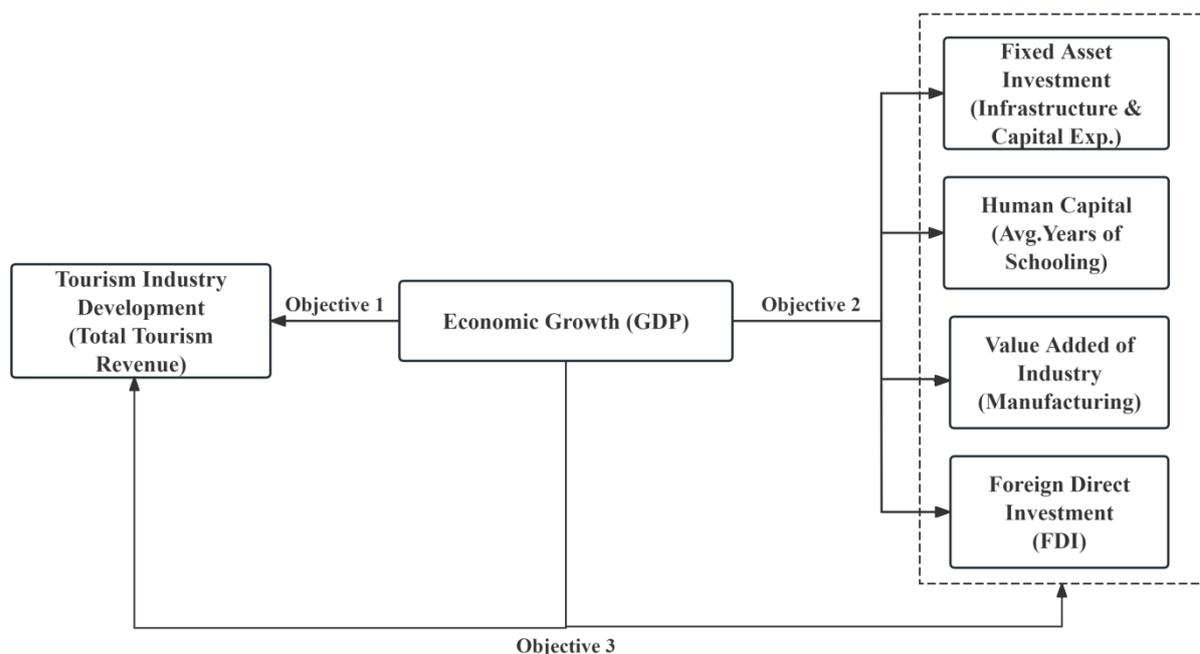


Figure 1 Framework

## Methodology

This study employs a causal research design, using a multiple linear regression model to examine the impact of tourism industry development on economic growth in Yunnan Province. The econometric model is formulated to quantify the direct and indirect effects of tourism and other economic variables on regional GDP growth.

### 1. Data Sources

To ensure data accuracy and consistency, this study utilizes official statistical sources, including GDP, fixed asset investment, industrial value added, and FDI from the National Bureau of Statistics of China. Tourism revenue and human capital are from the Yunnan Provincial Statistical Yearbook, and supplementary data on tourism industry performance are from the Yunnan Department of Culture and Tourism.

The period from 1994 to 2023 was selected to capture the long-term trends and structural changes in Yunnan's tourism industry and its relationship with economic growth. This timeframe covers major policy shifts, including China's economic reforms in the 1990s, the rise of mass tourism in the early 2000s, and recent government initiatives promoting high-quality tourism development. Additionally, the availability of consistent and reliable data from official sources supports the use of this period for analysis.

### 2. Data Collection

This study primarily relies on secondary data obtained from official government reports, statistical yearbooks, and international economic databases.

To ensure data consistency and comparability across different sources, the following adjustments were made:

(1) Data Harmonization: Converting all monetary values to constant prices to adjust for inflationary effects.

(2) Cross-Validation: Comparing overlapping data points from different sources to confirm accuracy.

(3) Interpolation for Missing Values: Addressing inconsistencies in early years (1994-2000) by using interpolation techniques.

### 3. Variable Definition

According to the theory of economic growth, combined with the system of constructing multiple linear regression models, the data selected for the variables are explained as follows:

First, the explanatory variable is economic growth. The total GDP of Yunnan Province is used as a measure of economic growth. To avoid the influence of data outliers on the model results, the total GDP data is logarithmically transformed for consistency with regression model assumptions.

Second, the explanatory variable is tourism industry development. Measured by tourism revenue, with logarithmic transformation applied to the data, representing the scale of the tourism industry.

Third, other explanatory variables. To delve deeper into the drivers of economic growth, this study further introduces the following explanatory variables as control variables:

(1) Investment in fixed assets: Measured by the total fixed asset investment, reflecting the intensity of investment activities.

(2) Human capital: Measured by the average years of schooling, with logarithmic transformation applied to the data, capturing the contribution of education and skills to economic development.

(3) Value added of industry: Measured by the growth rate of gross industrial output, reflecting the role of industrialization in economic growth.

(4) Foreign direct investment: Measured by the total FDI, assessing the impact of foreign investment on regional development.

**Table 1** Description of variables

Variable	Variable name	Definition	Variable symbol
Explained variable	Economic Growth	GDP in logarithms	Economic
Explanatory variable	Tourism Industry Development	Total tourism revenue in logarithms	Tourism
Other explanatory variables	Fixed-asset Investment	Total fixed assets	Invest
	Human Capital	Years of education in logarithms	Intellect
	Value Added of Industry	Growth rate of gross industrial output	Industry
	Foreign Direct Investment (FDI)	Total investment by foreign enterprises	FDI

#### 4. Research Tools

This study utilizes Stata 16 as the primary statistical software for data processing and econometric analysis. Stata was chosen due to its robust econometric capabilities, particularly in handling panel data, running regression models, and conducting diagnostic tests.

To ensure the reliability and validity of the data, the study conducted preprocessing steps such as outlier detection, correlation testing, and multicollinearity testing.

#### 5. Data Analysis

To analyze the impact of tourism on economic growth, the study applies the following multiple linear regression model: 
$$SubscriptEconomic_{it} = \beta_0 + \beta_1 Tourism_{it} + \beta_2 Invest_{it} + \beta_3 Intellect_{it} + \beta_4 Industry_{it} + \beta_5 FDI_{it} + \varepsilon_{it}$$

Where  $Economic_{it}$  is the explanatory variable, indicating the economic growth of Yunnan Province;  $Tourism_{it}$  is the development of tourism industry;  $Invest_{it}$  is the fixed asset investment;  $Intellect_{it}$  is the human capital;  $Industry_{it}$  is the value added of industry;  $FDI_{it}$  is the foreign direct investment; and  $\varepsilon_{it}$  is the random error term.

To ensure the reliability of the model, the study performs:

- (1) Normal Tests (Shapiro-Wilk W)– To check if the data follows a normal distribution.
- (2) Correlation analysis – To examine the relationship between variables.
- (3) Multicollinearity Test (Variance Inflation Factor, VIF) – To check for collinearity among independent variables.
- (4) Heteroscedasticity Test (Breusch-Pagan Test) – To assess whether variance changes across observations.

The regression results include 95% confidence intervals to indicate the range within which the true population parameters are expected to fall. Additionally, P-values are reported for all explanatory variables, with a significance threshold set at 1%, 5%, and 10% levels, ensuring the reliability of the results.

Despite the robustness of the model, several limitations should be acknowledged:

Potential Endogeneity Issues: Some explanatory variables (e.g., tourism development) may be influenced by GDP itself, leading to reverse causality. A more advanced approach, such as instrumental variable (IV) regression, could be explored in future research.

Unobserved Variables: Factors such as government policies, technological advancements, and environmental constraints are not explicitly included in the model, potentially affecting results.

Data Constraints: Although efforts were made to address missing data, historical records before 2000 were less comprehensive, potentially introducing bias.

## Results

This study utilizes the relevant data of Yunnan Province from 1994 to 2023 to conduct a multiple linear regression model analysis to explore the impact of tourism industry development on economic growth. The results of the analysis are as follows:

### 1. Normality tests

To test whether the data follows a normal distribution, this study employs the Shapiro-Wilk W test.. Using Stata16, the test results show a p-value of 0.12138, which is greater than

the commonly used significance level of 0.05. Therefore, we fail to reject the null hypothesis, indicating that the data follows a normal distribution.

### 2. Correlation analysis and multicollinearity test

To test the relationship between the variables, this paper performs correlation analysis and covariance tests on the data. Using Stata16, the results of the correlation analysis are shown in Table 2, and the results of the covariance test are shown in Table 3.

**Table 2** Correlation analysis results

	economic	tourism	invest	intellect	industry	fdi
economic	1					
tourism	0.9597***	1				
invest	0.9646***	0.9620***	1			
intellect	0.9398***	0.9020***	0.9153***	1		
industry	-0.2653	-0.2695	-0.2889	-0.0759	1	
fdi	0.6744***	0.7642***	0.7500***	0.6527***	-0.1165	1

\*\*\*p<0.01, \*\*p<0.05, \*p<0.1

**Table 3** Results of multiple covariance test

Variable	VIF	1/VIF
invest	19.05	0.052492
tourism	15.37	0.065044
intellect	9.30	0.107575
fdi	2.73	0.366850
industry	1.57	0.637109
Mean VIF	9.60	

As can be seen from Table 2, the correlation between the explained variables and the explanatory and control variables is significant. As shown in Table 3, the mean value of VIF <10, there is no problem of multicollinearity, and the empirical analysis can be carried out.

### 3. Results of model regression

To test the impact of tourism industry development on economic growth, this paper uses Stata16 to analyze the multiple linear regression model, regressing the dependent variable, independent variables, and other variables, and the results are shown in the table below.

Table 4 Linear regression

economic	Coef.	St.Err.	t-value	p-value	[95% Conf Interval]	Sig
tourism	0.23686	0.08521	2.78	0.010	0.06100 0.41272	**
invest	0.00205	0.00094	2.19	0.039	0.00012 0.00398	**
intellect	0.44472	0.15654	2.84	0.009	0.12164 0.76779	***
industry	-0.00448	0.00490	-0.92	0.369	-0.01460 0.00563	
fdi	0.00003	0.000014	-1.90	0.069	-0.00006 2.28e-06	*
Constant	4.72701	0.53855	8.78	0.000	3.61550 5.83851	***

Mean dependent var	8.726	SD dependent var	1.090
R-squared	0.967	Number of obs	30
F-test	139.817	Prob > F	0.000
Akaike crit. (AIC)	-0.855	Bayesian crit. (BIC)	7.553

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

$$\begin{aligned}
 \text{Subscript Economic}_{it} &= 4.72701 + 0.23686\text{Tourism}_{it} + 0.00205\text{Invest}_{it} \\
 &+ 0.44472\text{Intellect}_{it} - 0.00448\text{Industry}_{it} \\
 &+ 0.00003\text{FDI}_{it}
 \end{aligned}$$

The results of the regression model show that the model has a high goodness of fit (=0.967), the explanatory variables explain 96.7% of the variation in the economic growth variable, and the model is statistically significant at the 1% level of significance. The regression coefficient of 0.23686 for tourism industry development, with a significance level of 5%, indicates that for every 1 billion yuan increase in tourism industry development, economic growth will increase by 0.23686 billion yuan, holding other variables constant. The regression coefficient for fixed asset investment is 0.00205 with a significance level of 5%, indicating that for every 1 billion yuan increase in fixed asset investment, economic growth will increase by 0.00205 billion yuan, holding other variables constant. The regression coefficient for human capital, 0.44472, with a significance level of 1%, indicates that for every one-year increase in human capital, economic growth will increase by 0.44472 billion yuan, holding all other variables constant. The regression coefficient of value added by industry is negative and does not reach a significant level, indicating that for every 1 billion yuan increase in value added by industry, economic growth will be reduced by 0.00448 billion yuan, holding other variables constant. The regression coefficient of foreign direct investment (FDI) is 0.00003 with a

significance level of 10%, indicating that for every 1 billion yuan increase in FDI, economic growth will increase by 0.00003 billion yuan, holding other variables constant.

#### 4. Robustness Tests

To verify the reliability and robustness of the regression results, this paper performs the heteroskedasticity test:

**Table 5** Heteroscedasticity test results

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Breusch-Pagan / Cook-Weisberg test for heteroskedasticity	
Ho: Constant variance	
Variables: fitted values of economic	
<hr/>	
chi2(1)	= 0.25
Prob > chi2	= 0.6140

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Table 5 shows that the p-value of the test (0.6140) is much greater than the 10% level of significance, indicating that the variance of the error term in the model is constant and that heteroskedasticity has a small effect on the results of the regression analysis, proving the reliability and robustness of the model.

## Conclusion

This study provides empirical evidence that tourism industry development plays a significant role in promoting economic growth in Yunnan Province, supporting the Tourism-Led Growth Hypothesis (TLGH) (Oh, 2005). The findings indicate that among all explanatory variables, human capital has the strongest positive effect on economic growth, followed by tourism industry development and fixed asset investment. However, industrial value added has a weak or even negative impact, while the role of foreign direct investment (FDI) remains limited.

These results highlight the importance of tourism as a key economic driver but also reveal structural challenges in Yunnan's economy. Unlike more industrialized regions, Yunnan's economic growth depends heavily on service sectors such as tourism, while its manufacturing sector has yet to significantly contribute to GDP growth. The study also shows that FDI's impact is weaker in Yunnan than in coastal provinces, suggesting inefficiencies in foreign capital utilization and limited technology spillovers.

Despite these contributions, this study has several limitations. First, the analysis relies on quantitative data, which may not fully capture qualitative factors such as policy changes, cultural influences, or consumer preferences in the tourism industry. Second, the study focuses on Yunnan Province, limiting the generalizability of the findings to other regions with

different economic structures. Finally, the dataset spans from 1994 to 2023, but potential data inconsistencies or missing values could affect the robustness of the results.

Future research could address these limitations by incorporating qualitative case studies, expanding the geographical scope of analysis, and exploring the long-term effects of policy interventions in the tourism sector.

## Discussion

The findings of this study confirm that tourism industry development significantly contributes to economic growth in Yunnan Province, supporting the Tourism-Led Growth Hypothesis (TLGH) (Oh, 2005). The regression results indicate that a 1% increase in tourism revenue leads to a 0.2369% increase in GDP, highlighting tourism as a key driver of regional economic growth. These results align with Brida, who found similar positive effects of tourism on GDP in South American economies (Brida et al., 2016), and Song, who demonstrated that tourism-driven growth is particularly strong in emerging markets (Song et al., 2020).

However, compared to national-level studies in China, where tourism has been found to have a stronger impact on GDP (Zhao & Huang, 2021), the effect in Yunnan appears relatively moderate. One possible explanation is that Yunnan's tourism sector, while substantial, remains constrained by infrastructure limitations and seasonal demand fluctuations, reducing its overall economic impact.

Among the control variables, human capital exhibits the strongest positive effect on economic growth, consistent with Endogenous Growth Theory (Romer, 1990). A 1% increase in average years of schooling is associated with a 0.4447% increase in GDP, indicating that educational attainment plays a crucial role in enhancing economic productivity. This finding aligns with Lin, who emphasized that human capital accumulation significantly enhances regional economic performance (Lin et al., 2024).

On the other hand, industrial value added shows an insignificant or even negative relationship with GDP, suggesting that Yunnan's industrial sector is not effectively contributing to economic growth. This result contradicts Luo, who found a strong industrialization effect in Guangxi Province. A possible reason for this discrepancy is that Yunnan's manufacturing sector is less developed and heavily reliant on traditional industries, whereas Guangxi has benefited from recent industrial modernization policies (Luo, 2025).

The study finds that FDI has a positive but weak impact on economic growth in Yunnan, with a coefficient of 0.00003, which is statistically significant only at the 10% level. This result suggests that foreign investments in Yunnan have not been effectively translated into economic growth, possibly due to inefficiencies in capital allocation, lack of high-value-added industries, or weak integration of foreign enterprises into the local economy.

This finding is consistent with Sun, who argued that FDI's contribution to economic growth depends on the host region's industrial structure and policy environment (Sun, 2024).

Unlike coastal provinces such as Guangdong, which attract technology-intensive FDI, Yunnan's foreign investment is concentrated in lower-value sectors such as hospitality and real estate, limiting its long-term economic benefits.

Given these findings, it is essential to implement policies that enhance the effectiveness of tourism, human capital, and FDI in driving economic growth. For instance, Hjalager emphasized that innovation in tourism services, such as digital tourism and experience-based tourism, can significantly boost the sector's contribution to GDP. Yunnan should leverage its unique cultural resources and develop high-value tourism products beyond traditional sightseeing tours (Hjalager,2010).

Moreover, Yunnan should follow the example of regions such as Singapore, which has successfully integrated FDI into knowledge-intensive sectors (Tan & Zhao, 2021). By attracting foreign investments in eco-tourism, cultural tourism, and technology-driven tourism services, Yunnan can increase the long-term economic impact of foreign capital.

### Recommendation

Based on the study's findings, the following policy recommendations are proposed to enhance the economic impact of tourism in Yunnan Province:

(1) Enhancing High-Value Tourism Products. To maximize the economic benefits of tourism, Yunnan should shift from traditional mass tourism to high-value, experience-based tourism. Hjalager emphasized that innovation in tourism services, such as digital tourism and eco-tourism, significantly enhances a region's competitive advantage (Hjalager,2010). Yunnan can develop cultural heritage tourism, adventure tourism, and wellness tourism to attract high-spending visitors and increase revenue per tourist.

(2) Strengthening Human Capital Development. Human capital has the strongest impact on economic growth, indicating that long-term investment in education and skill development is essential. The government should increase funding for vocational training programs related to tourism and hospitality, encourage university-industry collaboration to enhance workforce skills in digital tourism and tourism management, and improve language training programs for tourism professionals to attract more international visitors.

(3) Improving Infrastructure and Accessibility. Infrastructure remains a major constraint on tourism development in Yunnan. To address this, the government should invest in smart tourism infrastructure, such as digital tourism platforms and AI-powered tourist guides; enhance transportation networks, particularly high-speed rail and airport expansions, to improve accessibility for international travelers; and develop sustainable tourism infrastructure to minimize environmental impact.

(4) Attracting High-Quality Foreign Direct Investment (FDI). Unlike coastal provinces, Yunnan's FDI impact remains weak, suggesting the need for targeted policies to attract high-value foreign investments. Inspired by Singapore's success in leveraging FDI for tourism development (Tan & Zhao, 2021), Yunnan should focus on attracting foreign investments in eco-tourism resorts, high-end hotels, and technology-driven tourism projects.

(5) Strengthening Regional and International Tourism Cooperation. Given Yunnan's geographical location, the province should expand cross-border tourism partnerships with

neighboring countries such as Thailand, Myanmar, and Laos. Joint tourism initiatives and visa facilitation agreements can increase international tourist arrivals, boosting regional economic integration.

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