

Causal Factors Affecting Competitive Advantages of Tourism in Jiangxi Province the People's Republic of China

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Abstract

This article aims to study (1) the problem of tourism, (2) causal factors affecting the competitive advantage of tourism and (3) propose and suggest tourism in Jiangxi Province the People's Republic of China. In qualitative research, the sample group was 8 managers of tourism enterprises by purposive selection. In quantitative research, the sample group was 400 employees of tourism enterprises by simple random. The instruments for collecting data were in-depth interviews and questionnaires. The data analysis used descriptive statistical analysis and Structural Equation Modeling. The research results were found as follows;

1. Jiangxi tourist attractions have the following problems: in terms of tourist attraction, the infrastructure needs to be improved, and some red tourism resources are short of experiential tourism and other highly participatory tourism models. In terms of tourism marketing and promotion strategies, the level of marketing personnel of some tourism enterprises such as souvenir shops needs to be improved, and the new media marketing methods of some well-known scenic spots need to be strengthened. In terms of government policy, the government needs to strengthen the restoration of cultural heritage and strengthen the integration of the cultural tourism industry.

2. Factors that affect the competitive advantage of Jiangxi's tourism industry include tourism potential, tourism marketing and promotion strategies, and government policies.

3. suggestions on improving the competitive advantage of tourism in Jiangxi Province People's Republic of China. It is found that it is necessary to strengthen the experience of red tourism and enhance the attractiveness of tourism; introduce cutting-edge technology and upgrade infrastructure services; develop smart tourism and establish and improve smart marketing and marketing Mechanisms; strengthen the construction of tourism talent team, comprehensively improve the service quality of tourism; introduce social funds to promote the restoration of cultural heritage; improve the cultural integration mechanism, give full play to the leading role of the government.

Keywords: Competitive Advantage; Tourism; Jiangxi Province

Introduction

With the growth of the economy and the increase of people's income, tourism has become an indispensable part of national life. Tourism industry of China is developing rapidly and the tourism market is constantly expanding. In 2021 Ministry of Culture and Tourism of the People's Republic of China announced that the number of domestic tourists was 3.246 billion, an increase of 367 million or 12.8% compared with 2020. Tourism income was 2.92 trillion yuan, Compared with 2020, an increase of 0.69 trillion yuan, an increase of 31.0%. This industry has greatly promoted employment, promoting the direct and indirect employment of more than 70 million people, and the number of inbound tourists has reached 150 million. Jiangxi Province is a province with a large number of tourism resources. On July 3, 2022, CCTV News broadcast the beautiful scenery of Jiangxi. In October of this year, the National Day Chinese International Channel and China News continued to report on Jiangxi, feel the charm of Jiangxi, and taste the bustling night. Jiangxi has the reputation of Wang Hua Tian Bao, outstanding people and land spirit (Wang Bo, 675), and has a profound cultural background. Green culture, red culture, ancient color culture, hakka culture, and porcelain culture are integrated and complement each other.

In addition, Jiangxi Province Tourism Abundance of resources is also an indispensable condition. Tourism resources mainly include natural scenery tourism resources and cultural landscape tourism resources. Jiangxi tourism resources are distributed in various cities, and each city has corresponding potential. The tourism industry is a large industry with many segments. The existing literature on the development of the tourism industry mainly focuses on the high-quality development of different segments of tourism. The main industries include the integration of culture and tourism, regional tourism, marine tourism, and sports tourism industry, rural tourism industry, ecotourism, etc. (Xi Jinping, 2016). The research content includes the connotations, motivations, and difficulties of high-quality development in these fields.

By analyzing the factors of the competitive advantage of the tourism industry in Jiangxi Province, this paper explores the mechanism between these factors and the competitive advantage of the tourism industry, so as to accurately grasp the competitive advantage of the tourism industry in Jiangxi Province, facilitate Jiangxi Province to determine the tourism development strategy, enhance competitiveness, and attract more inbound tourists, in order to provide practical reference and reference for the development of tourism industry in Jiangxi Province.

This research paper presents the study of Causal Factors Affecting Competitive Advantage of Tourism in Jiangxi Province the People's Republic of China. by analyzing the problems existing in the process of tourism development to improve the level of tourism competition and to provide reference for the management of tourism enterprises in Jiangxi Province and the formulation of government tourism policies.

Research Objectives

1. To study the problem of tourism in Jiangxi Province the People's Republic of China.
2. To study causal factors affecting competitive advantage of tourism in Jiangxi Province the People's Republic of China.
3. To propose and suggest tourism in Jiangxi Province the People's Republic of China.

Literature Review

Theory of tourism potential

Tourism potential refers to the potential ability of existing industrial resources gradually accumulated under the influence and function of various internal and external environmental factors. Min (2004) pointed out that the tourism industry is a comprehensive industrial cluster composed of many industries and departments of the primary, secondary, and tertiary industries. It refers to the tourism industry and can directly bring material, information and intellectual support to the tourism industry and related industry sectors for services and manpower. Liqiao (2018) understood economic development potential as economic growth space. Xiaolong (2019) pointed out that a country's economic development potential mainly depends on the potential of demand, production The supply and cost of factors, etc. Shantong (2021) et al. proposed that in the long run, the potential driving force of economic growth is determined by the improvement of productivity, capital and labor in quantity and quality and their use efficiency. Tourism resources are the foundation of tourism industry development, and its development methods and development prospects have a great impact on the development potential of tourism industry. Xiaocui (2018) analyzed the development potential of the tourism industry in 11 prefecture-level cities in Hebei Province, extracted its restrictive and stimulating factors, and put forward targeted improvement countermeasures according to the specific conditions of the cities. According to the development potential of the tourism industry, the prefecture-level cities in Hebei Province are stratified, and policy suggestions are put forward for the problem of transforming the development potential of different levels of tourism industry into actual competitiveness.

Jianhong (2020) pointed out that Jiangxi Province was rich in tourism resources, with beautiful rivers and mountains, unlimited scenery and pleasant scenery. Most of them are the shared ecological environment of mountains, rivers and lakes. Combined with the local cultural heritage, it has become a high-quality trip for current tourism and leisure memories. The tourism resources in Jiangxi Province are complete in variety, large in quantity, good in quality, high in taste and rich in connotation, providing a broad space for the development of the tourism industry. Yuzhen (2020) pointed out that in order to enhance the competitiveness of Jiangxi tourism products, each scenic spot should deeply explore the local characteristic tourism culture, better realize the integration of culture and tourism, and stimulate the vitality of the local tourism industry. Jiangxi's cultural tourism resources are very distinctive, forming unique representative red culture and Hakka culture. Xiaocui (2018) believes that transportation is an indispensable carrier, and a convenient and fast transportation environment is what tourists hope for. Therefore, good transportation conditions are an important factor to increase the attractiveness of tourism.

In conclusion Jiangxi has rich natural resources, historical and cultural heritage, and the local characteristic tourism culture is constantly developing. The construction of tourism infrastructure and the quality of the tourism ecological environment are also factors that affect the potential of the tourism industry (Patterson et al., 2008). Jiangxi Province pays attention to technology investment and capital supply for tourism. It has greatly improved Jiangxi Province in terms of tourist attractions, scenic spot development and management, travel agency management, tour guide management, etc., providing a basic guarantee for the great development of tourism in Jiangxi Province. The accessibility of tourism transportation is the prerequisite for the development of urban tourism and the exploration of its potential. In terms of transportation infrastructure construction, the mileage of Jiangxi's railways, highways, and expressways has continued to increase, which has continuously enhanced the development potential of Jiangxi's tourism industry.

Theory of tourism marketing Promotion Strategy

Tourism marketing is a series of foreign business activities carried out in order to establish a good image and expand market share according to the needs of the tourism target market, through advertising, personal promotion, strict control of product quality and other means. Tourism marketing promotion includes four promotion means or methods: sales promotion, advertising, personal selling and public relations. Yue (2021) proposed when analyzing the internal and external environment of Hohhot tourism, it is found that in order to encourage tourists to purchase Hohhot's urban tourism products, the following non-media marketing and promotion methods can be designed and adopted coupon promotion. According Ke (2022) the field visit and observation of Anshun Ancient City Cultural Tourism Complex, combined with the status quo of interviews and questionnaires, it is found that Anshun Ancient City Cultural Tourism Complex has injected new ideas into traditional business promotion. Fujian (2020) took the Lushan Mountain scenic spot as the research object and found that the tourism promotion of Lushan Mountain is constantly improving, and the promotion channels are gradually expanding.

Baoyu (2021) took Guifeng Mountain Scenic Area in Jiangxi as an example. It is proposed that the employees of the scenic spot are the most direct and effective revenue-generating resources. Yalan (2021) pointed out that manpower is an important factor in the development of the tourism industry. The number of tourism employees is sufficient, and high professionalism is the prerequisite for promoting tourism development. Only high-quality employees can use and develop resources reasonably.

In conclusion through the literature researches, it is found that the research on tourism products is relatively rich, but there are few studies focusing on cultural tourism products, and also a lack of research on tourism product development companies. There is research on marketing strategy is mainly based on theoretical research, while domestic research on marketing strategy is mainly based on theory combined with research and analysis, For example, Zhou Yani (2019) researched on the tourism consumption behavior and marketing strategies of Thai tourists in Kunming, and the research on marketing strategy of tourist attractions needs to be further deepened. The unique charm of Jiangxi's tourism brand has begun to be revealed, and efforts have been continuously intensified in terms of publicity and marketing. Jiangxi has gradually established the concept of large-scale communication, and constantly tries to develop new communication channels.

Theory of government policy

Government functions are also called administrative functions, which refer to the responsibilities and functions that the administrative body, as the executive organ of state management, should assume when managing the country's political, economic, and social public affairs according to law. In the marketing of tourist destinations, Qianqian (2021) proposed that the strategies that the government can choose are promotion strategies and support strategies. Promotion strategy is to enhance potential customers' awareness of tourist destinations and influence their attitudes through the implementation of promotional packages. The support strategy is to directly exert influence on the country or local tourism enterprises, support and guide tourism enterprises to carry out tourism promotion. Qianqian (2021) evaluated the performance satisfaction of county-level governments in the development of the cultural tourism industry, and proposed that the government of Gaoqing county should maintain a high level of performance in terms of cultural tourism resource protection. Heng (2017) pointed out that the Jiangxi provincial government is fully grasping the development of the tourism industry, planning the strategic goal of a strong tourism province, and vigorously escorting the steady and healthy advancement of the tourism industry. Dunping & Chengcheng (2020) pointed out that in order to enhance the tourism competitiveness of various regions in Jiangxi, it is necessary

to explore tourism resources according to local conditions and take a characteristic tourism development path suitable for their own conditions. Sibbo (2020) proposed for the development of Jiangxi tourism: in order to ensure that the Jiangxi tourism brand is widely publicized and promoted, and to increase popularity and market penetration, the government, tourism companies, and residents of tourist destinations should work together to improve the original tourism products and actively promote them. Haili et. Al. (2022) pointed out that the high-quality development of Jiangxi's tourism industry needs to improve the effectiveness of tourism industry development policies.

In conclusion tourism has public attributes, which are reflected in tourism resources, tourism environment, tourism brand, tourism infrastructure, tourism development interests, etc. The government should improve its public service capabilities, with a focus on service in its functions. In the development of the cultural tourism industry, the government maintains a high level of performance in the protection of cultural tourism resources, and the Jiangxi Provincial Government has carried out regular and timely restoration of existing historical sites. When solving the funding problem, attract the entry of social funds, support tourism enterprises in multi-channel financing, accelerate development, develop new tourist attractions, and improve the cultural integration mechanism.

Theory of competitive Advantage

Competitive advantage is a sustainable advantage over competitors, which is divided into cost advantage, differentiation advantage and focus advantage (Michael Porter, 1985). The core competitiveness of tourism products means that tourism products have unique competitive advantages and competitiveness that cannot be easily imitated in the tourism market. Yujiao (2022) pointed out that most hotels in the past had the problem of homogenization of products and services, lacked core competitiveness, and only focused on the experience of soaking in hot springs. Yingying (2022) pointed out that it could truly occupy consumers' minds and develop a group of highly loyal members to ensure the advantages of direct sales channels and increase the hotel's revenue contribution by providing differentiated product and service experiences and deepening customers' impressions of products. Chao (2017) proposed that tourism company adopts the six-sigma quality strategy, emphasizing attention to every link, and improving product quality by optimizing the process, which could not only meet the pursuit of high profits by the enterprise, but also meet the pursuit of low cost and high quality by customers.

In conclusion the task of the enterprise is to check the cost and operating conditions of each value activity and seek improvement measures. At the same time, it should also estimate the cost and operating conditions of competitors, and use this as the benchmark of the enterprise. As long as it can outperform its competitors, it will gain a differentiated competitive advantage, thereby building corporate competitiveness. Differentiation advantage, cost advantage, focusing on advantages are common forms of corporate competitive advantage. Among them, differentiated advantages require enterprises to provide differentiated products or services to consumers, the implementation of cost advantages requires enterprises to establish efficient production facilities, and focusing on advantages requires enterprises to focus on a specific customer group as the main target.

Conceptual Framework

This research is a research study of Causal Factors Affecting Competitive Advantage of Tourism in Jiangxi Province the People's Republic of China. The researcher defines the research conceptual framework based on the relationship between tourism potential, tourism marketing promotion strategies, government policies, and paths to competitive advantage. Tourism potential has a direct impact on competitive advantage, and tourism potential

indirectly affects competitive advantage through tourism marketing promotion strategies and government policies. The details are as follows. (See Figure 1)

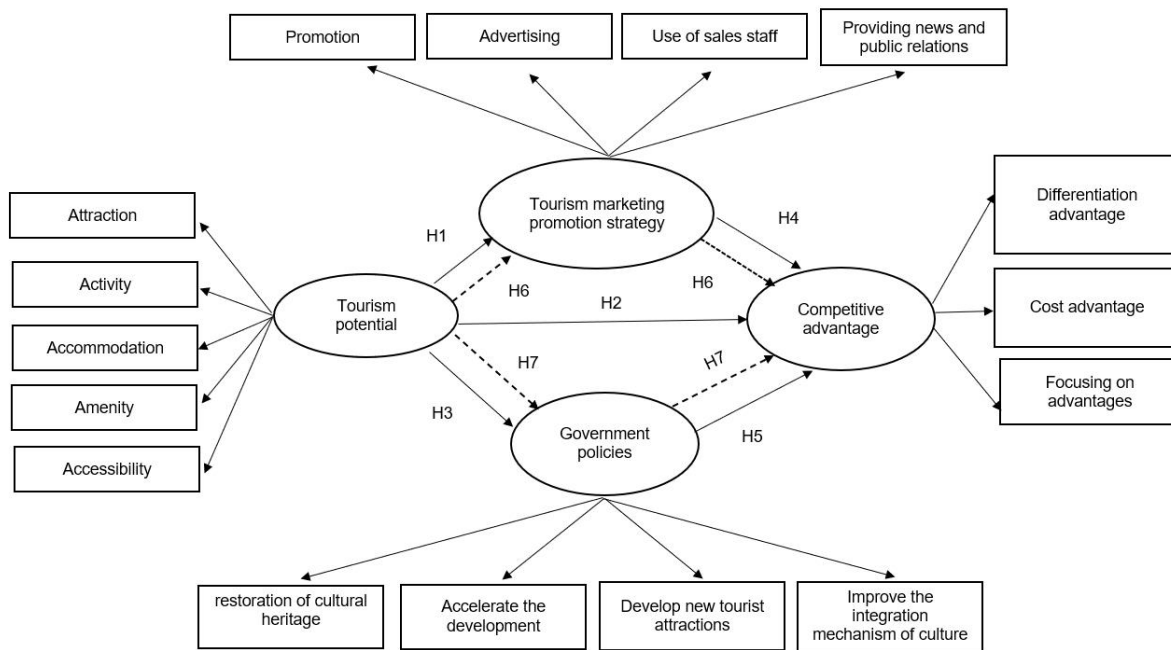


Figure 1 Conceptual Framework

Research Methodology

This research is an integrated method research. The research area is the eastern, central, northern and southern regions of Jiangxi, including the area of Shangrao, Nanchang, Jiujiang, and Ji'an. The population is the employees of various tourism enterprises in Shangrao, Nanchang, Jiujiang and Ji'an areas including in the statistical scope number 43,147 (Jiangxi Provincial Bureau of Statistics 2023). Qualitative Research, the sample group was 8 managers of tourism enterprises in Jiangxi Province by purposive selection. Quantitative Research, the sample group was 400 employees of tourism enterprises in Jiangxi Province by simple random. There are 2 types of research instrument: 1) a questionnaire consisting of 5 parts used to study 1.1) General Information of Respondents 1.2) Tourism potential of Jiangxi Province 1.3) Tourism Marketing Promotion Strategy of Jiangxi Province 1.4) Government policy of Jiangxi Province and 1.5) Competitive Advantage of Jiangxi Province 2) Face-to-face in-depth interview, 4 questions, used to study factors influencing tourism competitiveness of Jiangxi Province. Collected data by the researcher. Between November 2022 and April 2023. The data analysis used descriptive statistical analysis and Structural Equation Modeling. In the data analysis, using frequency, mean, standard deviation, hypothesis testing, Structural Equation Modeling and content analysis use document research, analysis, synthesis. The data is then used to write a descriptive narrative.

Research Results

Objective 1 The results showed that tourism potential and government policy confirmatory factor analysis results when questions are combined using means of variables. (See Table 1, Table 2 and Table 3)

Table 1 Tourism potential confirmatory factor analysis results

Variables	initial	Extraction	Factor Loading
Tourism potential (TP)			
Attraction (ATN)	1.000	0.800	0.800
Activity (ACT)	1.000	0.786	0.786
Accommodation (ACN)	1.000	0.806	0.806
Amenity (AMY)	1.000	0.622	0.771
Accessibility (ACY)	1.000	0.828	0.787
KMO and Bartlett's Test = 0.870, Chi-Square = 3887.086, df = 190, P-Value = 0.000* < 0.001, Cumulative percentage of eigenvalues = 70.202 Initial = 1.00 Extract commonality 0.643-0.828			

Table 2 Results of confirmatory factor analysis for tourism marketing promotion strategy when questions are combined using the mean of variables

Variables	initial	Extraction	Factor Loading
Tourism marketing promotion strategy (TMP)			
Variables	initial	Extraction	Factor Loading
Promotion (PRN)	1.000	0.761	0.829
Advertising (ADG)	1.000	0.789	0.818
Use of sales staff (UOS)	1.000	0.750	0.827
Providing news and public relations (PNA)	1.000	0.697	0.848
KMO and Bartlett's Test = 0.843, Chi-Square = 2147.277, df = 66, P-Value = 0.000* < 0.001 Cumulative percentage of eigenvalues = 74.962 Initial = 1.00 Extract commonality 0.697-0.789			

Table 3 Government policy confirmatory factor analysis results

Variables	initial	Extraction	Factor Loading
Government policy (GP)			
restoration of cultural heritage (ROC)	1.000	0.783	0.865
Accelerate the development (ATD)	1.000	0.739	0.859
Develop new tourist attractions (DNT)	1.000	0.754	0.848
Improve the integration mechanism of culture (ITN)	1.000	0.769	0.846
KMO and Bartlett's Test = 0.793, Chi-Square = 1919.046, df = 66, P-Value = 0.000* < 0.001 Cumulative percentage of eigenvalues = 74.385 Initial = 1.00 Extract commonality 0.739-0.783			

The abbreviations used to analyze the structural equation model in this research are listed in the following table.

Table 3 Abbreviation and Implication

Abbreviation	Implication
TP	Tourism Potential
ATN	Attraction
ACY	Activity
ACN	Accommodation
AMY	Amenity
ACY	Accessibility
TMP	Tourism Marketing Promotion Strategy
PRN	Promotion
ADG	Advertising
UOS	Use of Sales Staff
PNA	Providing News and Public Relations
GP	Government Policy
ROC	Restoration of Cultural Heritage
ATD	Accelerate the Development
DNT	Develop New Tourist Attractions
ITN	Improve the Integration Mechanism of Culture
COA	Competitive Advantage
DA	Differentiation Advantage

Abbreviation	Implication
CA	Cost Advantage
FOA	Focusing on Advantages
\bar{X}	Mean
S.D.	Standard Deviation
λ	Eigen Value or Factor Loading
Pc (CR)	Construct Reliability
Pv (AVE)	Average Variance Extracted
df	Degree of Freedom
χ^2	Chi-Square Score
CMIN/DF	Chi-square Score Divided by the Degree of Freedom
CFI	Comparative Fit Index
GFI	Goodness of Fit Index
RMSEA	Root Mean Square Error of Approximation
AGFI	Adjusted Goodness of Fit Index
NFI	Normed Fit Index
IFI	Incremental Fit Index
P-Value	Calculated Probability
***	Statistical Significance at the 0.001 level
**	Statistical Significance at the 0.01 level
*	Statistical Significance at the 0.05 level

The tourism potential model is considered well-identified, where accessibility (ACY1) has the highest value of 85, and the associated multiple (R^2) is 0.73, which means that the hidden rules can explain 73% of each variable. Amenity (AMY7) had the lowest value at 0.57. It was also found to have the lowest multiple correlation (R^2) of 0.33, which explained only 33% of the tourism potential variable. This model is an unsaturated model. (See Figure 2)

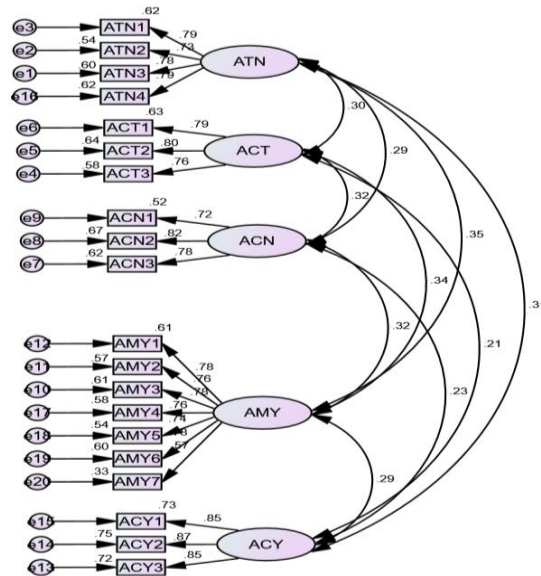


Figure 2 First confirmatory factor analysis of tourism potential
CMIN/DF=1.161 < 3 ; CFI=0.993, GFI=0.956, AGFI=0.942, TLI=0.992 SRMR=0.049, RMSEA=0.020

The government policy model is considered to be over-identified, where accelerated development (ROC1) has the highest value of 84, and the associated multiple (R^2) is 0.70, which means that unspoken rules can explain 70% of each variable. Developing new scenic spots (ATD3) has the lowest value at 0.73. It was also found to have the lowest multiple correlation (R^2) of 0.53, which explained only 53% of the government policy variable. This model is a saturation model. (See Figure 3)

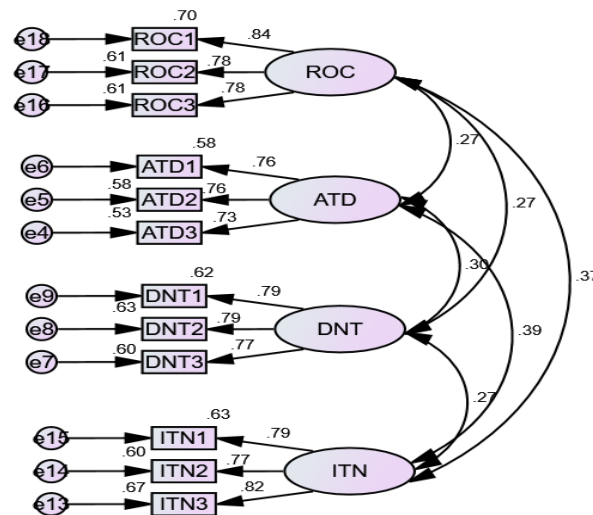


Figure 3 First confirmatory factor analysis of government policy
CMIN/DF=0.900<3 ; CFI=1.000, GFI=0.982, AGFI=0.971, TLI=1.000, SRMR=0.035, RMSEA=0.000

Objective 2. The results showed that the competitive advantage model is considered to be overidentified, where the value of differential advantage (FOA2) is the highest at 82, and the associated multiple (R^2) is 0.67, which means that the hidden rules can explain 67% of each variable. Cost advantage (CA2) had the lowest value at 0.73. It was also found to have the lowest multiple correlation (R^2) of 0.54, which explained only 54% of the competitive advantage variable. This model is a saturation model. (See Table 4 and Figure 4)

Table 4 Competitive advantage confirmatory factor analysis

Variables	initial	Extraction	Factor Loading
Competitive advantage (COA)			
Differentiation advantage (DA)	1.000	0.762	0.865
Cost advantage (CA)	1.000	0.690	0.859
Focusing on advantages (FOA)	1.000	0.751	0.848
KMO and Bartlett's Test =0.822, Chi-Square =1445.605, df = 36, P-Value = 0.000* < 0.001			
Cumulative percentage of eigenvalues = 73.643 Initial = 1.00 Extract commonality 0.690-0.762			

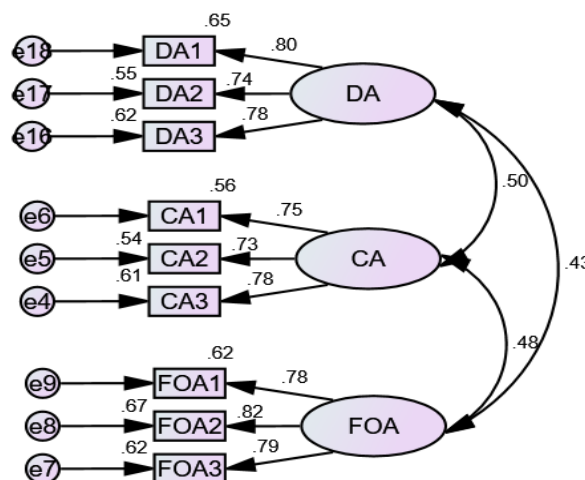


Figure 4 First confirmatory factor analysis of competitive advantage
CMIN/DF=1.040<3 ; CFI=0.999, GFI=0.986, AGFI=0.975, TLI=0.999 SRMR=0.030, RMSEA=0.010

The relationships for each of the proposed variables are between 0.07-0.414. This means that all variables have relationships in the same direction. No problems with hookups were found. (See Table 5 and Figure 5)

Table 5 Structural equation model of the relevant variables of the influencing factors of Jiangxi province's tourism competitive advantage.

	ATN	ACT	ACN	AMY	ACY	PRN	ADG	UOS	PNA	ROC	ATD	DNT	ITN	DA	CA	FOA
ATN	1															
ACT	.255*	1														
ACN	.248*	.268*	1													
AMY	.314*	.296*	.278*	1												
ACY	.274*	.179*	.200*	.275*	1											
PRN	.209*	.155*	.206*	.169*	.100*	1										
ADG	.147*	.133*	.109*	.156*	.134*	.416*	1									
UOS	.123*	.155*	.251*	.190*	.145*	.414*	.421*	1								
PNA	.159*	0.089	.169*	.143*	.166*	.353*	.362*	.388*	1							
ROC	0.08	.134*	.136*	.178*	.105*	.166*	.180*	.104*	.223*	1						
ATD	.131*	.148*	.203*	0.096	.120*	.142*	.209*	.199*	.236*	.224*	1					
DNT	.150*	.168*	.164*	.127*	.165*	.207*	.145*	.132*	.190*	.235*	.249*	1				
ITN	0.055	.155*	.139*	0.078	.131*	.221*	.159*	.178*	.230*	.310*	.319*	.222*	1			
DA	.170*	.216*	.203*	.216*	.171*	.202*	.273*	.275*	.237*	.171*	.206*	.206*	.253*	1		
CA	.266*	.214*	.257*	.235*	.228*	.265*	.233*	.283*	.260*	.179*	.251*	.252*	.165*	.407*	1	
FOA	.188*	.184*	.209*	.297*	.223*	.297*	.244*	.274*	.261*	.188*	.188*	.231*	.136*	.357*	.398*	1

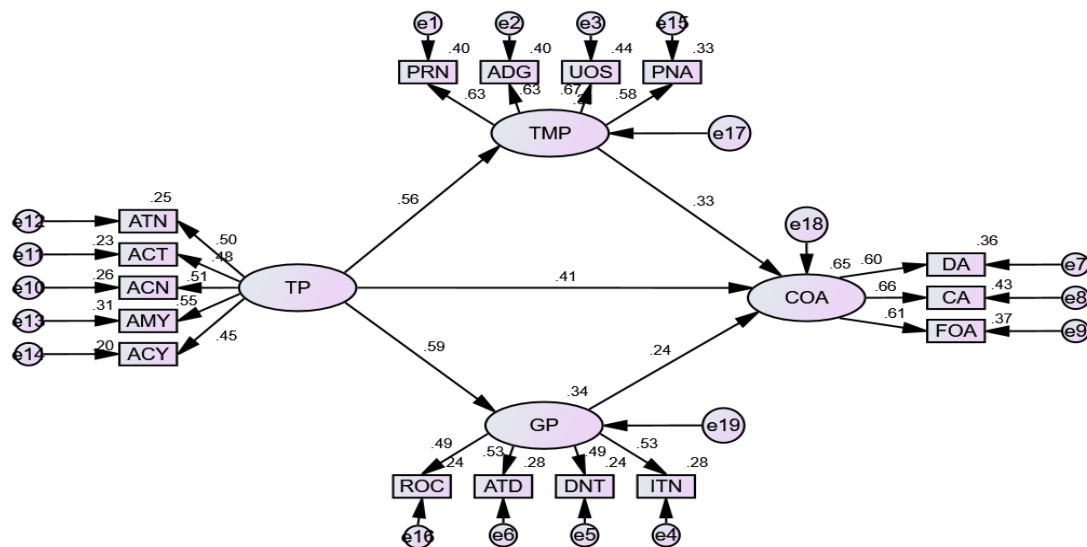


Figure 5 Complete structural equation model

Chi-square=109.877 df.=72 CMIN/df.=2.81 n=214 CFI=0.990 NFI=0.905 GFI=0.967 IFI=0.990 RMSEA=0.043 SRMR=0.043

Objective 3 The results showed that the richness of tourism resources in Jiangxi is an important factor affecting the development potential of tourism.

Table 6 The Tourism Development Potentials of Jiangxi Province

Executive/ Expert	Attractiveness	Activities	Accommodation	Infrastructure	Accessibility
1	✓	✓			
2	✓	✓			
3	✓	✓			
4					✓
5			✓		
6				✓	
7				✓	
8					✓

The design of experiential activities can help the scenic spot understand the needs of tourists, design products that meet the characteristics of tourists, promote the improvement of the quality and value of the experience of activities, and improve the Customer satisfaction and brand loyalty. The quality and quantity of hotels determine the development level of the tourism industry in the area. Hotels support the needs of tourists for accommodation, catering, shopping, entertainment, etc., and play a fundamental role in the development of tourism. It not only provides the essential conditions for tourists to realize tourism, but also plays a pivotal role in the tourism industry. Convenience facilities are the guarantee for the potential of the tourism industry, and transportation is an important condition for the operation of tourist destinations. When the traffic mode or traffic route changes, the accessibility of some tourist destinations is enhanced, but for other tourist destinations, the accessibility is relatively reduced. The construction of traffic roads is effective in promoting the different tourism products in Jiangxi Integration matters.

Discussions

1. Jiangxi tourist attractions have the following problems: in terms of tourist attraction, the infrastructure needs to be improved, and some red tourism resources are short of experiential tourism and other highly participatory tourism models. In terms of tourism marketing and promotion strategies, the level of marketing personnel of some tourism enterprises such as souvenir shops needs to be improved, and the new media marketing methods of some well-known scenic spots need to be strengthened. In terms of government policy, the government needs to strengthen the restoration of cultural heritage and strengthen the integration of the cultural tourism industry. Wernerfelt (1984) proposed that heterogeneous resources with high value, scarcity, difficulty in replicating and irreplaceable are the core of enterprise's competitive advantage. Barney (1991) scarce resources help enterprises maintain a sustainable competitive advantage in a fierce competitive environment. These scarce resources include tangible assets and intangible assets, such as corporate marketing and promotion capabilities, corporate knowledge reserves, and employees with professional knowledge and skills. employees etc. Hart (1995) pointed out that the government has an impact on the environmental supervision of enterprises, which in turn affects the competitive advantage of enterprises. Melian-Gonzalez & Manuel-Garcia-Falcon (2010) take resources as the basis of their research

and regard tourism potential as an important component of competitive advantage in the process of theoretical research analysis. Dr. Dimitrios (2000) believes that relying on scientific and reasonable marketing objectives and new technology marketing to achieve sustainable utilization of tourism resources, and then enhance the competitiveness of tourism, therefore, marketing is an important factor in the competitiveness of tourism destinations. Buhalis (2010) believes that effective marketing can promote the sustainable utilization of tourism resources and the balanced development of marketing strategic objectives, by formulating new marketing strategies, reducing operating costs and strengthening inter-regional industry cooperation, thereby enhancing regional tourism competition strength.

2. Factors that affect the competitive advantage of Jiangxi's tourism industry include tourism potential, tourism marketing and promotion strategies, and government policies. The research in this paper starts from three perspectives: tourism potential, tourism marketing promotion strategy, and government policy. Tourism potential includes the attractiveness, activity experience, accommodation, infrastructure, and accessibility of the resource composition of tourist attractions. Tourism marketing and promotion strategies include sales promotion, advertising, sales promotion, and public relations. Government policies cover cultural heritage restoration, accelerated development, development of new scenic spots, and improvement of cultural integration mechanisms. Compared with previous studies, the analysis of factors affecting tourism competitive advantage is wider and deeper. When R D. Ioed (1982) analyzed the tourism development status of different states in the United States, he chose factor analysis as the evaluation method of urban tourism influencing factors, analyzed the strength of different factors on urban tourism, and proposed that tourism potential is the most important factor. Important factor. When Li Lina (2020) analyzed the tourism areas of various cities in Jiangxi Province, he used the entropy weight TOPSIS method to analyze the number of different types of tourist attractions in Jiangxi Province, the general situation of tourism industry development and other related data, and concluded that the competition of tourism resources in each city region Based on the score and ranking of competitiveness and regional tourism competitiveness, and combined with the validity model to analyze the matching degree of the two, a comprehensive evaluation of the tourism competitiveness of each city is finally carried out.

3. Suggestions on improving the competitive advantage of tourism in Jiangxi Province People's Republic of China. It is found that it is necessary to strengthen the experience of red tourism and enhance the attractiveness of tourism; introduce cutting-edge technology and upgrade infrastructure services; develop smart tourism and establish and improve smart marketing and marketing Mechanism; strengthen the construction of tourism talent team, comprehensively improve the service quality of tourism; introduce social funds to promote the restoration of cultural heritage; improve the cultural integration mechanism, give full play to the leading role of the government. Yuqiang & Deguang (2021) in their discussion of tourism marketing believe that tourism marketing is to seek long-term value and development prospects for scenic spot tourism companies, design appropriate tourism products and services for the target market, meet the needs of tourists, and maximize corporate profits. target marketing management activities. It is an important condition for realizing the goal of tourism marketing that tourist attractions provide complete infrastructure and tourism products with local characteristics. Tourism potential has a positive impact on marketing promotion. Petterson (2008) believed that the advantages of each tourist destination should be publicized through marketing means, and the development of tourism industry should be promoted by using public management and service functions. Cooperate with all walks of life to organically combine tourism with environmental protection and ecology, optimize the allocation of tourism resources, work together in marketing, and increase popularity, so as to achieve the purpose of

promoting the development of tourism. Tourism marketing promotion has a positive impact on tourism competitive advantage. Rong (2022) pointed out that the government needs to provide macro-control, formulate macro-economic policies, provide public products and services, strengthen market supervision, and protect natural resources and ecological environment in the study of government functions in the development of global tourism in Hulunbeier City, Inner Mongolia. Tapping and mastering the potential of tourism and clarifying the direction and positioning of local tourism will help the government formulate policies that better meet the needs of regional economic development, plan public products more reasonably, protect natural resources and ecology, and ultimately enhance the competitiveness of tourism development. Government policies have a positive impact on marketing promotions.

Knowledge from Research

Factors affecting the competitive advantage in tourism are Tourism Potential, Tourism Marketing Promotion Strategy and Government Policy. (See Figure 2)

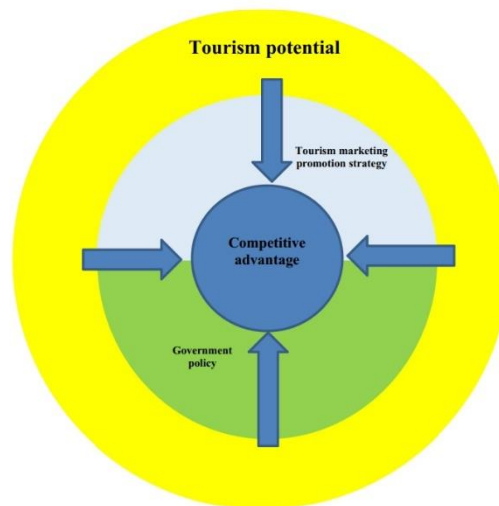


Fig. 2 New Knowledge

Conclusion

1. Jiangxi tourism also has the following problems: In terms of tourism attractiveness, the infrastructure needs to be improved, and some red tourism resources are short of experiential tourism and other highly participatory tourism models. In terms of tourism marketing and promotion strategies, the level of marketing personnel of some tourism enterprises such as souvenir shops needs to be improved, and the new media marketing methods of some well-known scenic spots need to be strengthened. In terms of government policy, the government needs to strengthen the restoration of cultural heritage and strengthen the integration of the cultural tourism industry.

2. Tourism potential has a positive impact on tourism promotion strategy, its path coefficient is 0.558, tourism potential has a positive impact on competitive advantage, its path coefficient is 0.405, tourism potential has a positive impact on government policy, its path coefficient is 0.586, tourism Promotion has a positive impact on competitive advantage, with a path coefficient of 0.331, and government policy has a positive impact on competitive advantage, with a path coefficient of 0.24. Tourism potential has an indirect impact on competitive advantage through tourism marketing and promotion strategies. The P value of the intermediary effect is 0.008, which is less than 0.05. The intermediary effect accounts for 31.28%. The BC95% confidence interval of the direct effect does not include 0. Mediating Role. Tourism potential has

an indirect impact on competitive advantage through government policies. The P value of the intermediary effect is 0.044, which is less than 0.05. The intermediary effect accounts for 25.83%. The BC 95% confidence interval of the direct effect does not include 0, and government policies play a partial intermediary role.

3. suggestions on improving the competitive advantage of tourism in Jiangxi Province People's Republic of China

3.1 Strengthen the experience of red tourism and enhance the attractiveness of tourism.

3.2 Introduce cutting-edge technology and upgrade infrastructure services.

3.3 Develop smart tourism and establish a sound marketing mechanism for smart marketing.

3.4 Strengthen the construction of tourism talent team and comprehensively improve the service quality of tourism.

3.5 Introduce social funds to promote the restoration of cultural heritage.

3.6 Improve the cultural integration mechanism and give full play to the leading role of the government.

Suggestions

Tourism potential

1) Strengthen the experience of red tourism and enhance the attractiveness of tourism.

2) Introduce cutting-edge technology and upgrade infrastructure services.

Tourism marketing promotion strategy

1) Develop smart tourism and establish a sound marketing mechanism for smart marketing.

2) Strengthen the construction of tourism talent team and comprehensively improve the service quality of tourism.

Government policy

1) Introduce social funds to promote the restoration of cultural heritage.

2) Improve the cultural integration mechanism and give full play to the leading role of the government.

Practical Application Advice

1) Academic aspects: The research results can be used by higher education institutions and other relevant departments to understand the development status of Jiangxi's tourism industry and analyze the competitive advantages of tourism.

2) Policy: Jiangxi Provincial Government, Jiangxi Provincial Department of Culture and Tourism and other institutions use the research results to formulate tourism policies in Jiangxi Province, create competitive advantages, guide the government to restore cultural heritage, develop new scenic spots, and better carry out cultural inheritance work.

3) Tourism enterprises such as tourist attractions, hotels, and travel agencies can use the research results as a guide for market development. Tourism enterprises formulate appropriate tourism strategies by creating competitive advantages to further enhance tourism competitiveness.

Suggestions for further research

1) Judging from the research results, this paper is a research on the tourism industry in Jiangxi Province, and the next step can be extended to other regions of China for research, such as Hunan Province, Anhui Province, Guangdong Province, etc. In addition, comparative analysis of the level of competitive advantage can be carried out, aiming at the differences in the eastern, central, and western regions, research and analysis and put forward strategies for improving the level of competitive advantage in each region.

2) Increase the expansion research on the integration of cultural tourism. Expand Jiangxi's cultural tourism business to other Asian countries, promote the joint construction of the Belt and Road with high quality, and continuously improve the level of service trade cooperation.

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