

Original Paper

Study on the Problems and Countermeasures of Tourism Market Supervision in Ethnic Areas

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Received: October 9, 2024 Accepted: October 16, 2024 Online Published: October 17, 2024

doi:10.22158/elp.v7n3p24

URL: <http://dx.doi.org/10.22158/elp.v7n3p24>

Abstract

Ethnic regions are increasingly capturing the attention of tourists, thanks to their unique cultural heritage and natural resources, thus becoming indispensable growth points in the tourism market. However, the rapid expansion of the tourism sector has imposed heightened demands on regulatory mechanisms. Currently, the tourism market in these regions faces a myriad of challenges, including insufficient oversight, a lack of transparency in information, and varying quality among market participants. These issues not only diminish the visitor experience but also impede the advancement of sustainable tourism development. Consequently, there is an urgent need for a comprehensive and effective regulatory strategy to standardize market order and ensure tourism quality. This study analyzes the current state and challenges of the tourism market in ethnic areas and proposes a series of targeted recommendations, including the enhancement of the regulatory framework, increased enforcement efforts, improved information transparency, and the elevation of participant quality. These strategies aim to foster the robust development of the tourism market, enhance visitor satisfaction, and achieve sustainable growth in the tourism industry of ethnic regions.

Keywords

Ethnic areas, tourism market, market regulation, problems, countermeasures

1. Introduction

Tourism resources in ethnic regions often manifest distinctly through their unique cultures and landscapes, captivating visitors from around the globe. However, in contrast to more developed areas, these regions generally lack adequate infrastructure and management standards, leading to a chaotic evolution of the tourism market and the compounding of conflicts. For instance, over-commercialization results in the degradation of cultural and natural resources, while insufficient regulation allows for rampant market irregularities. This phenomenon not only tarnishes the experience

for tourists but also jeopardizes the sustainable development of local communities. In this context, effective market regulation becomes particularly vital. Sound oversight not only safeguards the legitimate rights and interests of both travelers and businesses but also ensures the healthy and sustainable advancement of the tourism industry. Only by establishing a robust regulatory framework can the tourism sector achieve a harmonious balance between preserving traditional culture and natural environments, while also realizing both economic and social benefits. This study aims to delve into the regulatory challenges faced by the tourism market in ethnic regions and propose practical solutions, thereby assisting this vibrant land in fully unleashing its potential and allure within the tourism sector.

2. Importance of Tourism Market Regulation

The regulation of tourism markets plays a pivotal role in the development of ethnic regions. For a region, tourism is not only a source of economic income but also a showcase for its culture and traditions. Effective market regulation ensures that this showcase remains perpetually vibrant. Maintaining order in the tourism market helps protect consumer rights and creates a fair competitive environment for businesses. It is only within such an environment that commercial vitality can be invigorated and enterprises can thrive sustainably. The importance of regulation extends beyond economic dimensions. For ethnic regions, the preservation and transmission of culture are paramount. Unrestrained tourism development often leads to the dilution of culture and environmental degradation, which are often irreversible. As a force, market regulation can effectively standardize development practices and safeguard cultural heritage and natural resources. Properly regulated, tourists will experience the authentic charm of the culture rather than homogenized commercial landscapes. More crucially, the establishment of regulatory mechanisms can enhance the management skills of local governments and industries, increasing policy transparency and credibility. Under a well-structured regulatory system, not only can irregular behaviors in the market be promptly identified and corrected but also positive interactions with communities and residents can be fostered, collectively advancing local sustainable development. The essence of regulation lies in providing a balanced approach to tourism development in ethnic regions, enabling a harmonious co-existence of economic benefits, cultural preservation, and natural resource utilization (Yu, Yang, Li et al., 2023, p. 15119).

3. Analysis of the Current Situation of Tourism Market Supervision in Ethnic Areas

In nations where diverse ethnicities reside, they abound with rich cultural and natural resources, rendering these regions a vital component of the tourism market due to their unique endowments. However, the current status of tourism market regulation in these areas leaves much to be desired. In numerous locales, regulatory frameworks are noticeably behind the times, making it challenging to impose order within the market and adversely affecting the overall experience of tourists. Observation reveals that in some areas, where economic foundations are weak, government investment in regulation is insufficient, lacking specialized human and material resources, thus impeding the regulatory bodies'

effectiveness. Concurrently, regulatory policies and statutes often lack specificity and timeliness, struggling to keep pace with the rapidly evolving market environment. At the legal level, existing regulations frequently appear outdated, unable to address emerging issues in the tourism market, such as the regulation of online travel products and the standardization of short-term rental markets. These necessitate timely updates and adjustments to the legal framework. Moreover, enforcement issues are prevalent; regulatory actions often lack sufficient strength, and despite frequent occurrences of violations, they are not effectively curbed. This challenge is further exacerbated during peak tourism seasons when the influx of tourists increases the difficulty of regulation. More intricately, the self-discipline of some tourism operators is low, with business practices overly focused on short-term gains, exemplified by inflated pricing and excessive exploitation of tourism resources. Such behaviors not only impair the tourist experience but also jeopardize local culture and the environment. These issues underscore the pressing need to strengthen regulation and promote sustainable tourism development in ethnic regions.

4. Problems in the Supervision of Tourism Market in Ethnic Areas

4.1 Incomplete Regulatory System

In ethnic regions, the imperfection of the tourism market regulatory system has become a significant impediment to the healthy development of the industry. The oversight here often lacks systematicity and authority, leading to frequent market chaos. In many areas, regulatory mechanisms are inadequately established, with significant constraints during their implementation. In these regions, the establishment of regulatory bodies is typically insufficient, with overlapping functions and ambiguous responsibilities being common phenomena, ultimately causing policies to be difficult to implement. Additionally, the lack of human resources is a major issue. Oversight personnel often face onerous tasks with limited resources, and in many cases, there is an insufficient number of personnel to cope with the rapidly expanding tourism market. Some remote ethnic areas struggle to attract and retain professional regulatory talent, resulting in inefficiency in regulatory work. The lag in regulations and policies is also a cause for concern. The development of the tourism market is advancing at a rapid pace, while the update speed of relevant laws and regulations fails to keep up with market trends. Many new issues and challenges are not fully reflected in existing regulations, leaving enforcers at a loss when facing new disputes. Moreover, due to the lack of long-term and stable regulatory policies, businesses have an uncertain outlook on the market, losing confidence in investment and operations (Zhan & Ning, 2021, p. 6547186).

4.2 Insufficient Enforcement of Supervision

In the ethnic regions, the notable deficiency in regulatory enforcement significantly undermines the healthy development of the tourism market. In numerous instances, even when relevant regulatory policies and laws are in place, their deterrent effect fails to manifest fully due to inadequate implementation. The arbitrariness of law enforcement and the unevenness of regulatory rigor have led

to a lack of seriousness among market participants regarding compliance. Consequently, some merchants cultivate a sense of complacency, frequently resorting to risky behavior, disregarding the rules, and prioritizing immediate profits over long-term growth. This predicament is largely attributed to the limited resources of regulatory agencies. Many ethnic areas, constrained by geographical and economic conditions, struggle with insufficient funding for regulatory bodies, a lack of modern enforcement equipment, and must often depend solely on a limited workforce for oversight, which naturally diminishes effectiveness. The infrequency of inspections and the inadequacy of feedback mechanisms further complicate the timely identification and cessation of violations. Furthermore, the relatively lenient punitive measures prompt some tourism operators to prefer paying fines over adhering to regulations. This phenomenon, to a certain extent, fosters the proliferation of undesirable practices. In the face of these challenges, regulatory departments often find themselves in a state of helplessness, lacking the robust tools necessary to restrain and guide market behavior. Complaints and feedback from tourists go inadequately addressed, and the gradually accumulating dissatisfaction tarnishes the reputation of the market. In this increasingly burgeoning market, the insufficiency of regulatory enforcement emerges as a pressing and challenging issue, urgently demanding the attention of all stakeholders to lay a foundation for long-term sustainable development.

4.3 Low Transparency of Information

The issue of low information transparency in the tourism market of ethnic regions represents an unseen impediment to the industry's development, frequently resulting in crises of trust and market confusion. The opacity of information subjects tourists to significant uncertainty when selecting tourism services, rendering them unable to gain a comprehensive understanding of the actual conditions surrounding tourism products, such as pricing, service offerings, and quality standards. This lack of transparency deprives tourists of the protection of their rights, placing them in a vulnerable position during disputes—making it arduous for them to assert their rights. Furthermore, the problem of insufficient information transparency is evident in the inadequate disclosure of crucial information by the stakeholders in the tourism market. Many local tourism operators fail to adequately disclose essential details regarding their qualifications, service standards, and pricing criteria, engendering unfair competition within the market, while unscrupulous businesses might exploit this information asymmetry to mislead consumers. Lacking reliable information, tourists find it challenging to make informed choices, which may lead them to harbor skepticism and distrust towards the overall market environment, ultimately diminishing their willingness to consume. Simultaneously, regulatory bodies also exhibit deficiencies in information disclosure. In the process of handling complaints and violations, the timeliness and detail of relevant information made public are often inadequate, leaving the public with a limited understanding of the efficacy of law enforcement and casting doubt on the transparency of regulatory efforts. In the contemporary information society, the asymmetry and opacity of information can tarnish the reputation of the industry and undermine the potential of the tourism market.

4.4 Uneven Quality of Market Entities

In ethnic regions, the issue of varying quality among tourism market participants is markedly pronounced, subtly undermining the overall competitiveness of local tourism. Numerous tourism professionals lack adequate training, and there are significant deficiencies in both service awareness and capability. Whether it concerns the proficiency of tour guides or the management and service quality of attractions, the disparities are considerable. In certain locales, some employees even fall short of basic service etiquette and foreign language skills, rendering them unable to meet the increasingly high-quality tourism demands of domestic and international visitors. The presence of such uneven standards in the market greatly diminishes the experience for tourists. Some operators, in pursuit of immediate profit, may cut corners in service, neglecting the reasonable needs and experiential desires of tourists; such short-sighted actions often lead to negative feedback and detrimental word-of-mouth, severely impacting the tourism image of ethnic regions. Particularly in this age of social media prevalence, any negative experience can swiftly disseminate, threatening long-term detrimental effects on regional tourism development. This inconsistency manifests not only in the quality of service but also in the regulatory adherence of market behaviors. Certain tourism enterprises and practitioners may engage in unscrupulous actions such as price gouging and deceiving customers during peak travel seasons, severely undermining market order. In such circumstances, sustaining tourist loyalty and satisfaction becomes exceedingly challenging, ultimately fostering a vicious cycle that impedes the healthy growth of the tourism market. Enhancing the overall quality of market participants and ensuring consistency in high-quality service is undoubtedly essential for the maturation of the tourism market in ethnic regions (Chen, 2024, pp. 81-85).

5. Countermeasures to Solve the Problems of Tourism Market Supervision in Ethnic Areas

5.1 Improve the Regulatory System

Presently, the inadequacies in resource allocation and policy implementation in ethnic regions have become bottlenecks hindering the optimization of regulatory frameworks. To truly harness the potential of regulatory systems, it is essential to orchestrate and refine them across multiple dimensions. Strengthening the systemic and coherent nature of laws and regulations ensures that various policies do not contradict each other and can be effectively enforced. In this process, the initiative and collaborative capabilities of local governments are paramount. By establishing pragmatic standards and norms, the conduct of market entities can be more unequivocally guided. Additionally, the establishment of specialized regulatory bodies, equipped with well-trained professionals, can enhance the precision and efficacy of regulatory enforcement. These professionals should possess profound industry knowledge and adaptive capabilities to swiftly respond to market changes and emergencies. In the era of information technology, the utilization of technological means poses new demands on enhancing regulatory efficiency. Leveraging big data, artificial intelligence, and other technological tools enables real-time monitoring and analysis of markets. Such technological applications not only

bolster the regulatory authorities' ability to detect issues but also forecast potential risks through precise data analysis, thereby facilitating proactive market regulation. This intelligent regulatory paradigm aids in timely addressing new developments in the market. Moreover, the openness and transparency of regulation should not be overlooked. Effective communication with the public and market entities enhances policy transparency and predictability, fostering a cooperative spirit among market participants and bolstering public trust in government oversight. This not only cultivates a favorable market atmosphere but also encourages self-regulation and industry standards among enterprises. In the process of refining regulatory frameworks, the unique characteristics of local cultures and ethnic traditions must be duly considered. Respecting and safeguarding ethnic cultures can help construct a vibrant and appealing tourism market environment, thereby fostering a sense of belonging among market participants and tourists (Yang & Wall, 2009, pp. 559-570).

5.2 Strengthening Regulatory Enforcement

Nowadays, the mere formulation of systems and regulations is often insufficient; the crux lies in the execution and its effectiveness. Oftentimes, the implementation of policies resembles a relay race, requiring seamless connection among various stages, with the strength of execution being the crucial baton to cross the finish line. At present, some ethnic regions frequently face issues of inadequate enforcement. This may stem from a scarcity of regulatory resources or inadequate training of staff. In some areas, due to their remote locations, comprehensive supervision becomes challenging, allowing illegal activities to exploit loopholes. This not only leaves market vulnerabilities but also dampens the enthusiasm of law-abiding businesses. It is imperative to enhance the allocation of grassroots regulatory forces, elevating their professional skills and sense of responsibility, enabling them to swiftly and effectively address various challenges. In addition to human resource investment, modern technological means hold significant potential in enhancing enforcement. By employing real-time monitoring and big data analysis, regulatory bodies can swiftly identify illegal activities and potential risks in the market. The application of such technology can render formerly obscure market conditions transparent, aiding regulators in precisely pinpointing issues and improving the efficiency and accuracy of their work. Another critical factor is the establishment of a stringent accountability mechanism. The severity of punishment for violations directly influences the compliance of market entities. During the execution phase, only by clearly defining accountability can an effective deterrent be established, ensuring uncompromised policy implementation. For enterprises and individuals who repeatedly flout regulations, penalties should be increased to reinforce market norms and integrity. While strengthening enforcement, it is also essential to engage market entities and the public. Through public reporting, self-audits by businesses, and other forms, an atmosphere of comprehensive participation in regulation can be fostered. This encourages every market participant to recognize the seriousness of regulation, thereby prompting proactive compliance with rules (Feng, 2019, pp. 1273-1279).

5.3 Enhance Information Transparency

Transparent information not only enhances the self-discipline of market entities but also strengthens the credibility of regulatory authorities. Presently, many issues in the tourism market often stem from information asymmetry, where tourists struggle to access authentic information about travel services, and businesses find it difficult to obtain comprehensive industry dynamics, leading to misunderstandings and a trust deficit that hinder the healthy development of the market. Promoting transparency in information requires efforts from multiple perspectives. Firstly, governments and regulatory bodies should proactively disclose regulatory policies, industry standards, and market trends, enabling both businesses and tourists to stay informed about industry trends and regulatory requirements. This not only aids market entities in adjusting their behavior but also empowers tourists to make more rational choices. Additionally, information disclosure must be truthful and accurate, untainted by false advertising to avoid misleading consumers. Tourism enterprises themselves should also increase the intensity of information disclosure. By establishing robust credit assessment systems and information publicity mechanisms, businesses can showcase their service quality and reputation levels to the public. This is highly beneficial for enhancing corporate image and gaining consumer trust. With transparent information, tourists' choices will become more rational, and market competition will become fairer. The role of technology cannot be overlooked. Leveraging modern digital platforms and social media, the tourism industry can achieve more efficient information dissemination and interaction. Tourists can use these platforms to access practical travel reviews and feedback, which indirectly pressures businesses to improve service quality and enhances the market's self-regulating capabilities. In the process of enhancing information transparency, strengthening the regulatory oversight of information quality and sources is essential. Ensuring the authenticity and reliability of information is a crucial foundation for maintaining market trust and stability. Establishing a swift and effective information feedback mechanism to promptly address consumer inquiries and complaints can further improve public service quality. Transparent information is not only a safeguard for the effective operation of the market but also a cornerstone of society's trust in regulatory bodies. Through information transparency, the processes and outcomes of regulatory bodies' work can be scrutinized, thereby enhancing their authority and transparency.

5.4 Enhance the Quality of Market Players

Enhancing the quality of market entities is a pivotal step towards the healthy development of the tourism market in ethnic regions. The quality of market entities directly influences the experiences of tourists and the reputation of the market. Consequently, elevating the professional standards and ethical benchmarks among practitioners becomes exceptionally crucial. The enhancement of quality is not merely an elevation of capabilities but also a deepening of industry responsibility. For tourist destinations in ethnic regions, which boast unique charm, this enhancement is an essential factor in maintaining competitiveness. Education and training serve as the cornerstone for elevating the quality of market entities. Through regular professional training and skill-enhancement programs, practitioners

can acquire the latest industry knowledge and service standards. This includes not only fundamental service skills but also an in-depth understanding of local culture and history. Particularly in ethnic regions, the uniqueness of culture is a significant draw for tourists. If practitioners can grasp these cultural nuances deeply, they will be more persuasive and impactful in delivering services. This enrichment in cultural literacy not only enriches the travel experience for tourists but also fosters a greater respect and fondness for the local region. Improving the quality of market entities also necessitates an emphasis on augmenting their legal awareness and understanding of industry norms. It is vital to educate practitioners on the significance of lawful operations and to disseminate legal knowledge, thereby enabling them to make sound choices in the face of market malpractices. Simultaneously, advocating for industry self-regulation and honest business practices can guide enterprises and practitioners in collectively fostering a healthy market environment. Under the framework of sustainable tourism, the environmental awareness of market entities should also be heightened, encouraging them to contribute to ecological conservation. Promoting exemplary corporate culture and employee incentive mechanisms can further enhance practitioners' work enthusiasm and sense of responsibility. Within a wholesome corporate culture, employees not only have opportunities for personal growth but also recognize the importance of teamwork and cultural heritage. Through incentive structures, innovation and excellent service can be encouraged, thereby setting a positive orientation for high-quality practitioners. Fundamentally, the enhancement of market entity quality promotes a sense of responsibility and service philosophy. When each practitioner assumes their responsibilities and holds themselves to high standards, the entire industry will invigorate with new vitality and potential, presenting tourists with a more captivating and credible tourism market in ethnic regions.

6. Conclusion

The challenges confronting the regulation of the tourism market in ethnic regions are not issues that can be resolved overnight; they encompass the enhancement of the regulatory framework and the escalation of enforcement measures, among various facets. The advancement of market regulation lies at the heart of fostering sustainable tourism development in these areas. By reinforcing the regulatory structure, ensuring transparency and openness of information, and elevating the quality of services provided by market participants, the tourism sector will become increasingly standardized and orderly. Achieving this objective necessitates a collaborative effort from multiple stakeholders, with the government, commercial enterprises, and local communities all bearing their respective responsibilities. Through the collective endeavors of all parties involved, the tourism market in ethnic regions can attain healthy development, thereby not only augmenting visitor satisfaction but also contributing to local economic growth and cultural preservation.

Funding

This paper is the achievement of the 2024 Graduate Student “High-Level Talent Training Plan” of Xizang University. Project No.: 2022-GSP-S137.

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