

Research on the Coordination between Regional Social Capital and Tourism Industry Development

Hangxiao Fang

Quzhou Vocational and Technical College, Quzhou City, Zhejiang Province, China

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Abstract: Through the analysis of the natural commonality between the regional social capital and the tourism industry, aiming at the contradiction and internal connection between the regional social capital and the tourism industry development, the pain points and difficulties were found. In-depth and systematic arrangement of relevant research status, combined with the definition of regional social capital, the analysis of influencing factors, and the division of internal levels in existing research, to build a regional social capital evaluation index system, and divide regional social capital into The two components of social norms are further subdivided into seven factors: information network, economic network, interpersonal network, legal norms, moral norms, and organizational norms. Finally, according to the index system, the above seven factors and the coordinated development path of the tourism industry are further analyzed. And then putting forward corresponding suggestions: first, build an interconnected information network; second, maintain a healthy economic network; third, establish a good interpersonal network; fourth, implement strict legal norms; fifth, cultivate good moral standards; sixth, formulate scientific organizational norms.

1. Introduction

Capital, as one of the important factors to promote the adjustment of industrial structure, is often discussed in the context of promoting regional development. However, compared with tangible factors such as physical capital and human capital, social capital, an intangible regional development resource based on interpersonal networks, is often overlooked. With the deepening of research, the role of social capital in reducing transaction costs and promoting the integration and distribution of factors has been generally recognized by the academic community. However, how to integrate it with the industry in the region to achieve synergistic effects has become a difficulty in current research. Existing research on factors affecting regional development level is basically limited to attribution at the level of formal institutions such as policy orientation, resource allocation, and industrial structure, while the impact on informal institutions represented by regional social capital is often studied by researchers. They are ignored. At the same time, regional social capital has natural commonalities with the tourism industry due to its unique characteristics of diversity, interoperability, and efficiency, and has gradually become the endogenous driving force

for the development of various regions. The concept of social capital was first proposed by Pierre Bourdieu, and later Putnam put forward the most widely recognized definition of social capital on this basis: social capital refers to the characteristics of social organizations, such as networks, trust and norms, which promote and coordinate with each other by promoting and coordinating with each other. Thereby improving economic efficiency. Since then, academia has set off a wave of research on the internal relationship and mechanism of social capital and regional economy. In the research, the influence of the social capital owned by the enterprise or enterprise managers on the economic benefits of the enterprise has been explored, and many positive conclusions have been obtained. The research results provide an important reference for the development of this paper. With the in-depth study of the concept of social capital by scholars, it has been found that social capital, as an important informal component affecting regional economic development, includes social culture, historical context, group atmosphere and other informal institutional factors, and has a significant impact on regional development. The promotion effect is particularly significant. The research of Bao Shuguang [1] proves that the cooperation between government and social capital can promote the development level of county agricultural economy. Feng Xingyuan [2] and others analyzed the mechanism of the participation of social capital on rural revitalization, especially rural economic growth, with the help of the extended Williamson economic governance analysis framework. Luo Mingzhong [3] and others demonstrated through data analysis that cooperative participation can alleviate the relative poverty of farmers by increasing the accumulation of social capital, and social network and social trust are the main transmission mechanisms. Other scholars believe that social capital will restrict regional development. For example, Sun Xiaoyu [4] and others found through empirical research that due to the imperfection of my country's current credit system and the lack of social organizations, social capital factors have not played an expected role in promoting regional financial development. Effect, but have adverse effects. There is also a view that the impact of social capital on regional industries is far more complex than imagined. For example, Zeng Keqiang [5] and others have proved through theoretical models and empirical evidence that social capital, under the influence of social networks and social norms, has an impact on the regional industrial structure advanced and Rationalization presents U-shaped and inverted U-shaped paths, respectively.

As an important part of regional construction, tourism is an important focus to promote regional political, economic, social, cultural and ecological development. The social attributes of the tourism industry and social capital have natural commonality, and the two influence and promote each other. In order to further promote the development of the regional tourism industry and play its important leading role, various local ministries and commissions have issued corresponding action plans to promote the regional tourism industry to embark on the path of sustainable development. Academia has also classified the different development characteristics of tourism destinations and put forward a series of countermeasures and suggestions. The development of the tourism industry in full swing also exposed some problems. Some tourist destinations obviously have high-quality tourism resources, but they cannot make a name for themselves; while other regions devote all their energy to the development of tourism, resulting in serious development of other industries in the region. Obstructed, the tourism industry cannot be further developed. It is not uncommon for such social capital and the tourism industry to restrict each other, which has also attracted widespread attention from the academic circles. Therefore, under the background of the great development of my country's tourism industry, taking the region as the research object, it has important theoretical and practical significance to explore the coordination of regional social capital and tourism industry development [6].

2. Evaluation Indicators of Regional Social Capital Level

Regarding the measurement of social capital, Granovetter measures the variable of social capital through the strength of the network relationship such as the persistence of knowledge between subjects, the frequency of interaction, the content of reciprocity, and the degree of intimacy. Fukuyama proposed that social capital is mainly manifested as the trust relationship between network members, and has a positive impact on the cooperative behavior among members to a large extent, and it is derived that the degree of trust can determine the amount of social capital. Yin Xiguo (2006) took industrial clusters as the research object, and divided the variable of social capital into three dimensions: social norms, individual relationships and credit. Existing research mainly measures the level of social capital through interpersonal trust and social participation. Some scholars believe that mutual communication and information sharing are the main manifestations of personal or regional social capital accumulation. Capital research is consistent. Regarding the division of social capital dimensions, Nahapiet and Choshal (1998) believed that social capital should be divided into three dimensions: structure, relationship and cognition. Based on the development characteristics of industrial clusters, Chen Lilin et al. (2012) further summarized them into five dimensions: scale, structure, strength, trust and consistency. According to Putnam's definition of social capital, Fang Xingxiao [7] et al. selected five aspects of information network economic network, interpersonal network, legal norms, merit norms, and organizational norms from two aspects of social network and social norms. A dimension to evaluate the level of regional social capital. To sum up, this paper formulates the evaluation index system of regional social capital level, as shown in Table 1.

Table 1: Evaluation index system of regional social capital level

System layer	Criterion layer	Indicator layer	
Regional social capital ^[5-8]	Social network	Information network	
		Economic network	
	Social norms	Social network	
		Legal norms	
		Ethics	
			Organizational norms

3. Coordination between Regional Social Capital and Tourism Industry Development

3.1. Coordination between Social Network and Tourism Industry Development

3.1.1. Information Network and Tourism Industry

In the context of the information age, a good information network not only helps tourism enterprises to acquire and integrate resources, thereby improving efficiency; at the same time, it can reduce the uncertainty and uncertainty in the development process of enterprises by promoting information exchange and resource sharing inside and outside the enterprise risk.

3.1.2. Economic Network and Tourism Industry

The economy is the lifeblood of the growth and development of an enterprise. A good economic network is the foundation for the healthy operation of an enterprise. The effective flow of enterprise funds is an important economic foundation for sound investment and financing of enterprises. The long-term and dynamic cooperative relationship between investment and financing parties can

effectively reduce transaction costs, reduce financing risks, and form a win-win, interactive and stable cooperation situation.

3.1.3. Interpersonal Network and Tourism Industry

As a safer credit system, the interpersonal bond, in addition to the interest relationship contained in the general social relationship, is mainly characterized by its strong emotional connection, mainly including human relationship network (family, friendship), cooperative relationship Net (production, sales). For the inside of the enterprise, the interpersonal network phenomena such as mutual trust and active communication among employees are the performance of the cohesion of the enterprise and the foundation of the good cooperation of the employees within the enterprise. For the outside of the enterprise, it is manifested as an external cooperative relationship based on the interpersonal relationship of the leadership.

3.2. Coordination between Social Norms and Tourism Industry Development

3.2.1. Legal Norms and Tourism Industry

An efficient and stable social environment is the cornerstone of the healthy development of the tourism industry. The formulation of tourism-related legal norms is conducive to protecting the interests of all parties including tourism investors, operators and consumers, and establishing a stable tourism competition order.

3.2.2. Ethics and Tourism Industry

Ethics are the result of internal pressure people exert on themselves, and they are values that have been internalized by individuals. It has an impact on the development of the tourism industry by affecting the social behavior of tourists and tourism operators. For example, tourists with spontaneous environmental responsibility behaviors can significantly reduce the cost of ecological environment conservation in tourist destinations, thereby promoting the sustainable development of the tourism industry.

3.2.3. Organizational Norms and Tourism Industry

The organizational norms of the tourism industry include production system, industrial system, experience system, and related support and protection systems. On the one hand, the improvement of the system and system is conducive to the optimal allocation of tourism resources.

4. Countermeasures for the Coordinated Development of Regional Social Capital and Tourism Industry

According to the above path analysis of the coordination between regional social capital and tourism industry development, the following countermeasures to promote the development of regional social capital and tourism industry are put forward.

First, build an interconnected information network. Internally, the company can establish a system of morning meetings and regular meetings, open up channels for employees to offer suggestions, and build online communication groups to build internal communication channels within the company. Externally, enterprises should actively participate in industry forums, trade fairs and other activities to strengthen exchanges and cooperation between enterprises.

Second, maintain a healthy economic network. Enterprises are required to adapt to the requirements of the market economy, strictly establish an enterprise economic system, pursue

economic benefits in the process of enterprise development, and use capital market resources to further develop the consumer market. The effective operation of capital flow improves the competitiveness of enterprises at the economic level.

Third, establish a good interpersonal network. For the company, regularly organize group day activities and other activities to promote interpersonal communication within the company, and reflect the company's humanistic care and harmonious corporate culture in daily work. For the outside of the enterprise, it is necessary to coordinate the relationship between enterprises, enterprises and external organizations such as the government and industry associations, and create a good corporate image.

Fourth, implement strict legal norms. Provide legal education to corporate employees, establish a corporate image that abides by the law and a corporate atmosphere where everyone understands the law.

Fifth, cultivate good ethics. Inside the enterprise, the socialist core values should be rooted in the enterprise culture, the education of employees' morality should be emphasized, and corresponding rewards and punishments should be given to excellent moral behaviors and behaviors that damage the moral image of the enterprise and individuals. Externally, enterprises are required to undertake certain social responsibilities and obligations on the basis of cultivating a good corporate culture.

Sixth, formulate scientific organizational norms. Improve the corporate system and norms, covering the entire process of corporate planning, organization, coordination, and control of the four functions, including social control and cultural awareness, to provide institutional guarantees for the effective operation of enterprises. Through sufficient incentives and strict constraints, it affects the behavior of employees within the enterprise, and provides institutional constraints and norms for the enterprise, thereby improving the level of enterprise management and the scientificity of management.

5. Conclusion

From the above research, we can see that regional social capital and the development of local tourism industry are closely related, promote each other, and at the same time restrict each other. Based on this, in order to improve the level of social capital in the region, we can start with the tourism industry and give play to the social attributes of tourism, so as to complete the accumulation of regional social capital. In contrast, in order to promote the development of the regional tourism industry, we must first give full play to the role of regional social capital and provide informal institutional guarantees for the development of the tourism industry. Only when the two interact and promote each other can the regional economy embark on the path of sustainable development.

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