

ABSTRACT

Title: Study on the influence of the fifth traffic right on tourism

BY: Yin Xin

Degree: Master of Business Administration

Adviser: Chiao-Ming Li

(Assoc. Prof. Li, Chiao-Ming)

Deat: 2017 / 12 / 25

This article mainly studies whether the policy change of the Fifth Traffic Right has any impact on the tourism of the cities that has already implemented traffic rights and surrounding regions in China, and whether the impact of the Fifth Traffic Right varies on their tourism as to different types of cities; related policy suggestions are proposed in the end.

Since the Chinese government initiated the opening principle of “positive, progressive, orderly and guaranteed” officially in 2003, the Fifth Traffic Right has been under pilot implementation in Haikou, Shanghai and Nanjing, etc. Till now, opening experiences for more than ten years have been concluded in many cities. Meanwhile many cities such as Xi’an and Urumqi are also applying for opening traffic rights. However, whether the policy of opening traffic rights is suitable for wide promotion, whether its implementation will have positive influence on industries closely related to aviation (such as tourism), and in what way? In former studies on the economic outcome of the opening of traffic rights, most researchers have inferred that industries closely related to aviation will benefit from the policy of opening