

2011 Tourism and Services Engineering Management Seminar
**Analysis of Tourism and Landscape Engineering on Real Estate
Impact Based on Correlation**

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Abstract

Tourism and real estate industry account for an increasing proportion in national economy in recent years. According to this trend, this paper based on the ancient capital of Xi'an as object of study, focuses on the relativity analysis of tourism and landscape engineering on real estate industry and other related industries, makes the empirical research of the influence typical urban landscape engineering of Xi'an on real estate price, and provides the basis for their combination.

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Keywords: Tourism; Real estate industry; Correlation; Urban landscape engineering

1. Introduction

Tourism and real estate industry both belong to the third industry. In recent years, Influenced by the urban management idea, tourism and real estate industry are becoming closer in the city. Many scholars studied on the relationship between tourism and real estate industry from different angles. Foreign scholars' research is mainly from the concept of timeshare vacation. They were mainly involves the prospect (Withiam, Glenn, 1998), industrial development (Woods, Robert H, 2001), and product consumers (Rezak, Sarah, 2002) of the timeshare vacation. Domestic scholars' research is mainly from the concept of tourism real estate [1]-[3]. Hu Hao (2005) discussed the development, distribution types and management pattern of metropolitan Tourist Real Estate, and the interactive and integrated relations between tourism and real estate industry from the perspective of urban management and governance [4]. Shi Jin-liang, Zhou De-li (2007) analyzed the internal relations between tourism and real estate industry from the perspective of industry association, and provided the theoretical basis for their combination [5]. Ren Guan-wen (2008) put forward the new idea of developing landscape real estate and constructing landscape city, and demonstrated that landscape real estate and urbanization affect each other interactively [6].

This paper based on the ancient capital of Xi'an as object of study, focuses on the relativity analysis of tourism, real estate industry and other related industries, makes the empirical research of the typical urban landscape engineering of Xi'an on real estate price, and provides the basis for their combination.

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2. Correlation analysis of tourism and real estate industry in Xi'an

2.1. Correlation analysis principle and related industry of tourism and real estate

Correlation analysis means if two or more things are connected in some way, then one of them can be predicted by other things. Its essence is the geometric analysis of the time series that reflect factors variation. Its purpose is to seek which factors are the main factors and to which degree these factors impact in the system development process [7].

Tourism have a number of related industries, and it has driven the development of catering industry, hotel accommodation, transportation and business, and tourism landscape engineering has driven the development of real estate industry, business and services, then promoted the development of construction related industry. This paper mainly focuses on the tourism and real estate industries which are closed related with each other, and studies the related relation between two major industrial groups.

2.2. Index selection

This paper focuses on the related relation of tourism, real estate industry and other related industries in Xi'an, by studying the tourism, real estate, construction, business, catering industries index and Xi'an macro economic data. Followed the scientificity, integrity, pertinence and maneuverability principles, this paper has chose 16 indexes. Specific indicators as follows:

Tourism: Total Tourism Earning (main index) reflects the overall development level of the tourism in Xi'an.

Real estate industry: Five indexes are selected, such as Investment Funds of Real Estate, Sales Income of Commercialized Buildings, Average Selling Prices of Commercialized Buildings, Floor Space of Commercialized Buildings Sold, and Domestic Loan of Real Estate Investment, which reflect the development level of real estate industry from the aspect of attention's degree, commercialized buildings sales' condition, real estate prices and capital sources in xi 'an region.

Construction industry: Three indexes are selected, such as Total Output Value of Construction, Value-added of Construction and Number of Engineering under Construction.

Transportation industry: Two indexes are selected, such as Passenger Traffic and Number of Passengers Carried.

Business and services industry: Two indexes are selected, such as Total Retail Sales of Consumer Goods and Business Revenue of Catering Trade.

Macro economic indexes: Three indexes are selected, such as Per Capita GDP, Total Government Revenue and Per Capita Annual Disposable Income of Urban Households. The three indexes can reflect the overall development level of economic in a region.

2.3. Correlation analysis

This paper selects the reference sequence and comparative sequence index at first, and then chooses "Pearson" correlation coefficient to study their correlation [7]. Calculation formula of correlation coefficient is as follows.

$$r = \frac{\sum_{t=1}^n (X_j(t) - \bar{X}_j)(X_0(t) - \bar{X}_0)}{\sqrt{\sum_{t=1}^n (X_j(t) - \bar{X}_j)^2 \sum_{t=1}^n (X_0(t) - \bar{X}_0)^2}}$$

(1)

Where Total Tourism Earning is selected as the reference sequence, denoted as:

$$X_0(t) = \{X_0(1), X_0(2), \dots, X_0(k), \dots, X_0(n)\}$$

Where t is the time; k is the certain moment; n is the time quantity. This paper used the 11 years data from 1999 to 2009. Therefore, t=1,2,⋯,n; n=11.

Other indexes are selected as the comparative sequence, denoted as: $X_j(t)$, j=1,2,⋯,15; Represents: Investment

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