

The Impact of New Tourism Models on People's Living Standards

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Abstract. The backdrop of this study stems from the profound impact of COVID-19 on the tourism sector in 2020. Post-pandemic, nations globally embarked on robust tourism development efforts. Drawing on data from the 2020-2023 Urban Economic Report, this research delves into discerning disparities between emerging and traditional tourism paradigms. Employing a multi-case comparative analysis approach, taking Iceland, Vancouver, and Harbin as the research objects, it examines the ramifications of post-COVID-19 tourism strategies implemented by three distinct tourist destinations on resident livelihoods. By encapsulating diverse impacts, the study amalgamates findings from these cases for a comprehensive comparison. It serves to elucidate shortcomings while elucidating the merits of novel tourism models, thereby offering insights crucial for the sustainable evolution and innovation of the tourism industry. This research serves as a compass for tourism practitioners, facilitating a nuanced understanding of emerging trends and contributing to informed decision-making in navigating the path toward industry resilience and growth.

Keywords: New tourism models; resident; living standards; sustainable; environment.

1. Introduction

Tourism is vital to every country. It affects a country all the time, whether it is the economy or the society. But in recent years, the tourism industry has been greatly affected by COVID-19. The closure policies of various countries have caused a huge blow to the tourism industry and caused a rapid decline in the local economy. The most crucial and pressing concern in the post-COVID-19 age, according to researchers in the travel industry, is ensuring a resilient and sustainable tourism sector, which may still encounter significant obstacles and constraints when attempting to strengthen the local economy [1,2]. After COVID-19 is over, governments and tourism industry practitioners in various countries have made many efforts to restore the economy of the tourism industry and increase GDP. Tourism project developers have innovated and improved the original traditional tourism model, and local governments have also introduced corresponding incentive policies, which have undoubtedly promoted the rapid development of the tourism industry after COVID-19.

There have been some previous studies on the relationship between new tourism models and residents, such as examining how locals responded to requests for help for their hometown in the wake of the epidemic and attempting to determine whether or not the appeals were successful [3]. Neutral-phrases questionnaires were used to examine citizens' perceptions of the impacts of tourism in Jechon City, South Korea [4]. Such studies used resident surveys to survey some areas. Conduct in-depth investigation and analysis, but the different situations in countries around the world lead to different ideas and needs of residents, but studying from one region will lead to single and one-sided data. To solve this difference, this study recommends that multiple countries and Case studies of different new tourism models in different regions be conducted, and different aspects are compared comparatively. Starting from the characteristics of each place, a deeper analysis is conducted to verify the impact of the new tourism model on residents' living standards.

The research goal of this study is to compare the COVID-19 tourism data of different tourist cities with COVID-19, analyze the positive and negative impacts of the three tourist cities on residents' living standards after launching new tourism models, and summarize the impact of the three cities on tourism. opinions and requirements, this research will help the sustainable development of the tourism industry, provide constructive insights for the tourism industry, encourage residents to support the

tourism industry more and promote economic development. In addition, this research will sort out more the new tourism model is a reference for tourism practitioners.

2. New tourism model

2.1. The Background for the Birth of the New Tourism Model

The new tourism model appeared after COVID-19. People have been closed at home for a long time, so they are more eager to travel. At the same time, the concept of tourism has changed greatly with the impact of COVID-19, and people's requirements for tourism have also increased. To draw tourists, numerous locations across the globe are (re)launching new attractions as the tourism sector recovers from the pandemic [5]. To adapt to the needs of the market and stimulate the recovery of the tourism industry, the tourism industry has improved and innovated based on the original traditional tourism model, so a new tourism model was born.

2.2. Definition and Characteristics of the New Tourism Model

Compared with the traditional tourism model, the new tourism model involves emerging tourism destinations, innovative tourism activities, sustainable tourism methods, and digital tourism experience. The new tourism model is characterized by sustainability, which will pay more attention to environmental protection, social responsibility, and sustainable economic development, reducing damage and waste to the environment and resources; it is personalized, new tourism methods meet individual needs and provide private customized tourism, it allows tourists to customize their itinerary according to their interests and preferences; it is digital. The tourist sector is constantly innovating due to the rapid advancements in digital technologies. As a result of people's growing interest in premium travel, intelligent tourism has emerged as the most preferred kind of travel [6,7]. Using technological means to enhance the tourism experience, such as virtual reality, artificial intelligence, and other technologies applied to tourism; it is also social, it emphasizes communication and interaction with residents, promotes cultural understanding provides a more in-depth and rich travel experience.

2.3. Trends in New Tourism Models

There are many popular trends of new tourism models after COVID-19, such as natural exploration and green outdoor activities in remote areas. While people can get close to nature, they can also avoid the potential risks caused by crowded gatherings and closed spaces. There are also contactless tourism services, which use contactless technologies such as self-check-in, contactless payment, and electronic tickets to reduce contact between people and improve travel safety. Virtual travel experiences are popular too. Through virtual reality technology, tourists can experience attractions and cultures around the world at home, avoiding the health risks that may cause by actual travel. Localized travel can focus on exploring local culture and attractions and less international travel to reduce travel risks and support local economies.

3. Case Analysis

Many countries and regions around the world have applied this concept to their local tourism industry. For example, Iceland's electric vehicle adventure is a new experience that has attracted much attention. This model combines the waveform and convenience of electric vehicles with Iceland's unique natural landscape to provide visitors with a new way to explore. Rental camping in Vancouver is also an innovative way to travel outdoors, allowing visitors to experience the fun of camping in a natural environment while enjoying high-quality and affordable services. China's Harbin City has also combined its local advantages to launch some special tourism and opened some Arctic fox and Folk Gardens that have never been seen by locals. While attracting tourists from outside, it also gives local people a new understanding of their city. Based on the new tourism models of the above three

tourist cities, the impact on the living standards of residents in the three cities will be divided into three aspects for comparative analysis:

3.1. Employment Opportunities and Income Levels

The above three countries or urban areas all innovate and improve based on traditional tourism. Iceland's tourism experienced very rapid expansion throughout the period 2010 to 2019, becoming one of the three main pillars of the Icelandic economy, together with heavy industry and fisheries [8]. Tourism after COVID-19 The industry has also made a huge contribution to Iceland's economy. Visitors to Iceland can rely on electric car rentals to get around the island. In addition to the swift rise of tourists, there has also been a notable surge in the number of rental cars, which increased from little less than 5,000 in 2006 to around 20,800 in 2016. This is an unparalleled 35% rise in percentage between 2015 and 2016 [9]. As the most popular tourist city in Canada, Vancouver has also given strong support to the local tourism industry after COVID-19. Throughout the COVID-19 epidemic, the province has committed more than \$228 million to help the tourism industry. The Small and Medium Size Business Recovery Program provided about \$214 million in grant financing to nearly 8,200 tourism-related firms. Through Indigenous Tourism BC, the province has given \$5 million in relief money to 140 Indigenous tourism enterprises. The government gave Indigenous Tourism BC an extra \$3 million in November 2021 to manage a second batch of rehabilitation awards for Native American-owned tourism companies. Almost 1,200 employees are created and maintained in one of the industry's fastest-growing segments. With the help of online media, Harbin has quickly become a new popular tourist destination in China A large number of tourists flocked to the place. Data show that in 2023, Harbin will receive a total of 135 million tourists, an increase of 41.4% over 2019; total tourism revenue will be 169.245 billion yuan, an increase of 7.4% over 2019. The total number of tourists increased by 41.4% throughout the year, and the total tourism revenue increased by 7.4%. 98,600 new urban jobs were created throughout the year, completing 118.8% of the annual plan. As for the increase in local prices, including food, accommodation, transportation, etc., there has indeed been an increase, but only for food in popular scenic spots and hotels near scenic spots. It did not have much impact on residents. On the contrary, due to government support, the cost and price of transportation have declined. It can be seen that these three cities have created more job opportunities for residents through the development of tourism after COVID-19, thus increasing the employment rate and income level of residents.

3.2. Social Infrastructure Construction

To meet the needs of the new tourism model, Iceland has invested heavily in infrastructure construction, focusing on transportation. This will not only facilitate tourists visiting Iceland but also facilitate the transportation of residents. In addition, the construction of parks is also advancing. Iceland, which includes three national parks, has about 130 PA units that make up more than 26% of its total land area. Before the COVID-19 epidemic, it had a sharp increase in tourism [10]. After COVID-19, Vancouver has also begun investing heavily in infrastructure and has invested CAD 53 million in community tourism infrastructure and destination development to help BC's tourism industry recover, create jobs, and stimulate economic development. In July 2021, \$36.8 million was provided to more than 80 major anchor attractions and tour bus operators through the BC Major Anchor Attractions Program. In August 2021, the new Fairs, Festivals, and Events Recovery Fund was launched, providing \$12.9 million to support local events. Given the overwhelming need, the government is providing nearly \$30 million to support 680 fairs, festivals, and events in 134 communities across B.C. The province is investing \$17 million to fund projects to improve safety on transportation networks such as local roads and rail lines. BC Parks has set attendance records during the pandemic. The government is investing \$5 million in park infrastructure to meet this ongoing need, and the province will invest \$75 million to expand high-speed internet service in rural communities and an additional \$15 million in improvements along major highways. and Wi-Fi and cellular connections at major rest stops. Harbin's cultural tourism industry has developed rapidly, and

economic, trade, cultural, and tourism activities such as the International Beer Festival and Ice and Snow Expo have continued, which has promoted the improvement of urban infrastructure and improved the urban environment and living conditions. To meet the needs of large passenger flows in the tourism industry, Harbin has invested a lot of money in infrastructure construction, such as roads, bridges, parks, etc., which has more effectively solved urban traffic problems. It can be seen that various places are actively improving local infrastructure, such as roads, transportation, communication networks, etc., which will provide more convenient living conditions for residents.

3.3. Environmental Protection and Sustainable Development

In the process of developing new tourism models, it is necessary to pay attention to environmental protection and sustainable development to avoid irreversible damage to the local ecological environment, thereby ensuring the quality of life of residents and future generations. Electric cars in Iceland can replace the original gasoline cars to reduce the emission of polluting gases and protect the environment. Whale chasing by boat is also an emerging tourist entertainment. Replacing fuel boats with electric boats can reduce greenhouse gases and pollutants produced by burning diesel. According to a study comparing the performance of ships powered by renewable energy sources and diesel, the average marginal external cost per kilowatt-hour for electric and diesel ships was US\$0.0005 and US\$0.0520, respectively. This study also showed that shippers may save a large amount of money. According to the findings, there are several benefits to using electric ships instead of ones that use fossil fuels [11]. Vancouver has also made improvements and innovations in this area. Compared with pre-COVID-19, the industry has increased its environmental awareness and rented and recycled camping equipment to achieve sustainable development of the tourism industry. On the other hand, Harbin is also facing problems such as environmental pollution and resource consumption as some scenic spots with folk custom characteristics are opened. The areas surrounding tourist attractions may be polluted by garbage, wastewater, etc., and some ecological scenic spots have also been damaged, causing negative impacts on the local ecological environment. However, the government has also introduced corresponding planning policies to actively carry out environmental governance and promote the sustainable development of tourism.

4. Conclusion

From the analysis of the impact of the above three new tourism models, we can see that all regions are working hard to promote the sustainable development of tourism. The data in all aspects are very impressive, but there are still some problems. The development of new tourism models will bring more tourists and tourism expenditures, increase the income of the local economy, and promote the consumption and investment of residents, thereby improving living standards. The positive impact on residents' employment and income is particularly prominent. Harbin's transportation subsidies for residents have effectively reduced the problem of price increases caused by tourism. Now with the advancement of science and technology, virtual tourism can also be used as an attempt to apply it to modern times. In the tourism industry, this can also alleviate price increases caused by the excessive number of tourists. With the support of the government, the infrastructure construction in various cities is also constantly improving. In particular, residents of Iceland can use the improved infrastructure to improve travel efficiency and enjoy better quality of life and services. Sustainable development and environmental protection are the top priorities of the tourism industry. From the analysis of these three tourist cities, it is not difficult to see that no matter what kind of innovation it is, it will combine the rational use of resources and environmental protection, and it will also have a positive impact on future tourism. The theme of environmental protection can be used to allow tourists to experience cleaning up marine garbage and call on tourists to protect the environment together. Taken together, the impact of the new tourism model on the living standards of residents is multifaceted, and various factors need to be comprehensively considered and effective measures taken to maximize the well-being and development of residents.

From a long-term perspective, the development level of the tourism industry continues to improve. All parts of the world should adhere to innovation-driven tourism development, deepen the new tourism model of Internet plus tourism, and promote the development of smart tourism. All regions need to optimize the layout of tourism space, rationally utilize land and local resources, promote coordinated development of urban and rural areas, promote local tourism products, and form multi-industry integrated development. At the same time, we must also build a scientific protection and utilization system, protect and inherit human resources and natural resources, and establish a modern tourism management system to promote the development of civilized tourism.

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