

Study on the Current Situation of China's Tourism Development in the Post-Epidemic Era

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Abstract. In China, along with the development of the national economy and the increase in people's demand for spirit, tourism has developed as a new industry. Despite its late start, it has taken its place in the market economy along with the continuous leap of the national economy, thanks to its rapid development and the number of tourists breaking new heights. Pursuing the human spirit has no boundaries, and the enhancement of the spirit is never-ending. However, after the New Crown Pneumonia epidemic outbreak, countries worldwide gradually took measures against the epidemic, and the pause button was pressed on the global movement of people. The number of tourist trips dropped significantly, and tourism revenues needed higher. However, under China's strict control, the country has entered the post-epidemic era, with a rapid economic and social recovery and a gradual return to pre-epidemic levels. The tourism industry is recovering and gradually moving towards high-quality development. This paper takes the rapid recovery and development transformation of the tourism industry as the theme, combines the current situation of China's tourism development, analyses the impact of the New Crown Epidemic on China's tourism industry, thoroughly analyses the development trend of the tourism industry in the post epidemic era, and puts forward the strategies for the sustainable development of China's tourism industry in the post epidemic era: Seizing the opportunities of tourism development, innovating the tourism model, and effectively utilizing the online tourism to achieve the depth of combination of online upstream, online and downstream.

Keywords: Post epidemic era; development transformation; reform and innovation; rapid recovery.

1. Introduction

The development of China's tourism industry has been hit by an unprecedented blow since 2020. As a result of the impact of the epidemic, the number of domestic tourists for the year was 2.879 billion, down 52.1 per cent from the same period of the previous year; the revenue from domestic tourism was 2.23 trillion yuan, down 61.1 per cent from the same period of the previous year. The tourism business has suffered a major decline, and the professional survival of travel agents and tourist guides, the tourism hub, has been greatly affected. What are the new trends in the tourism industry in the post-epidemic era? What are the new changes in tourism consumption behavior? Has become the focus of people's attention. This paper takes the tourism industry's rapid recovery and development transformation as the theme. It reduces the problems to "what", "why", and "how" to clarify the latest operation mode of the tourism industry, why the development transformation and reform and innovation, and how to eliminate the tourism industry. The theme is "What", "Why", and "How". The aim is to compare the economic recovery and high-quality development of China's tourism industry in the post-epidemic era during the COVID-19 epidemic. To analyze and compare the number of tourists and tourism revenues in China in recent years to understand the current status of China's development and economic recovery measures. In the government work reports of many years before the epidemic, tourism was a key development area, reflecting its importance to a large extent. Whether it was the central government's positioning as a "happiness industry," the promotion of "regional tourism," or the local governments' "pillar industry," "leading industry," "pilot industry," or "tourism industry," the tourism industry has always been a key area of development in China. "During the three-year epidemic, the tourism industry suffered the most direct, obvious and extensive impact, and its performance in the economic field was reduced from the original leader to the object of relief, and its promotion and enhancement in other fields, such as society, culture, environment,

etc., were not only the most important but also the most important. Its promotion and enhancement of other areas, such as social, cultural, and environmental, should be reflected. To a certain extent, it will take some time for the industrial functions of the tourism industry to be regrouped and released and for its status in the national economy to be restored. Since the new coronavirus has not yet been eradicated, the concept of "post-epidemic" is mainly relative to the original concept, which refers to the stage of prevention and control of "long-term coexistence and reduction of restrictions" [1]. At this stage, the flow of people will be re-opened, and the tourism industry will restore the market's vitality from the source. But three years have passed, and after all, time has changed. The market is no longer its original face; recognize the changes and identify the pros and cons combined with the status quo; everyone must be well-prepared before departure.

2. Tourism Development in China

2.1. Tourism Development in China before the Epidemic

In the past, both large and small scenes have relied on investment and construction in the tourism industry and survived on tickets. However, if this situation does not change, the traditional tourism industry will not improve significantly. In the age of the Internet, people are more inclined to use the online form of online transactions to buy products and services that correspond to their preferences and needs. The form of tickets will no longer be adapted to the public. Secondly, the general trend of tourism has changed. According to the analysis of China Self-driving, Residence Vehicle and Camping Tourism Development Report (2020-2021), in 2020, the number of self-driving tourists in the country accounted for 77.8% of the total number of domestic tourists, which has changed the course of the development of big tourism [2]. Data from the National Bureau of Statistics shows: China's tourism industry has been on a slow upward trend with a growth rate of about 11% of GDP per capita, and in 2018, China's tourism industry contributed 9.94 trillion yuan to the GDP, contributing 7.99 million jobs and solving most of China's employment problems, reflecting the role of the tourism industry in promoting the national economy. Tourism is an important part of the national economy and occupies an important position in the national economy. According to the data analysis of the Prospective Industry Research Institute, the domestic tourism market has continued to grow steadily, the number of tourists has reached record highs, the proportion of domestic tourism revenue in the gross national product has risen in general, and the role of tourism in driving China's economic growth has increased significantly, and it is the fastest growing industry in China, and it is likely to become the future Chinese economic It is the fastest growing industry in China and is likely to become the engine of China's economic development in the future [3].

2.2. Tourism Development in China after the Epidemic

China's tourism industry has taken an unprecedented hit since 2020. From the comparison of data on the number of tourists and domestic tourism revenue during the National Day holiday in the three years of 2019-2021, tourism has not recovered to the per-epidemic state at present due to the small-scale and repeated outbreaks of the epidemic in the country, but it has almost recovered to 60% of the per-epidemic state, which shows the great resilience of the tourism industry [4]. With the gradual calming of the epidemic, the tourism industry has received policy support from the state, innovative application of technological means, and product upgrading and development. According to the "Re-experience the Beauty of China: Domestic Tourism Big Data Report 2020", jointly released by China Tourism Research Institute, Ctrip Travel and other big data companies, China's domestic tourism industry has resumed work and production against the backdrop of the improving situation of the COVID-19 epidemic. Most tourist attractions have adopted diversified and specialized marketing to quickly attract consumers, and the Ministry of Culture and Tourism and the Ministry of Finance have introduced various policies to support the resumption of work and production in the tourism industry under the New Crown Epidemic, leading the resumption of growth in the tourism market, and the data from the China Tourism Research Institute shows that the recovery of China's domestic tourism

industry will be as high as 50% on average in 2020, and the domestic tourism economy is gradually picking up. In the early stage of tourism development, it was more resource-driven and capital-driven. In the new stage of development, innovation is the biggest core competitiveness, and the high-quality development of tourism will be more innovation driven. Tourism enterprises should accurately grasp the demand trends of modern tourists and meet the diversity, personalization, and quality needs of tourists. At the same time, tourism enterprises should rely on innovation to lead the consumer demand of tourists. Through creativity to substantially increase the added value of tourism products, integrate fashionable creative ideas into tourism products, create unique IP of tourism products, enhance core competitiveness, and promote the high-quality development of tourism. Tourism enterprises should dig deep into the local characteristics and culture, integrate tourism and culture organically, interpret Chinese stories and convey Chinese voices through tourism products [5].

3. Problems in China's Tourism Industry after the Epidemic

3.1. Low Willingness of the Domestic Masses to Spend on Tourism

In fact, before the pandemic, there was a significant downturn in tourism. According to the analysis of the China Self-driving, Travelling Vehicle and Camping Tourism Development Report (2020-2021), in 2020, the number of self-driving tourists in the country accounted for 77.8 per cent of the total number of domestic trips, which changed the course of the development of big tourism. And one of the major reasons for the major change in the tourism sector is the so-called traditional tourism - the crowded, people-watching approach. It is very difficult for tourists to have a good travelling experience and experience. A large number of tourists are stacked together in a small space. This leads to people being blocked by others when they want to visit exhibits. This approach is a long-standing anomaly in the tourism industry, and the management and business community, including the management, are aware of the problem, but it is difficult for them to make changes because the overall business philosophy of the industry remains unchanged. For most people, there is no longer much interest in tourism per because the highly similar and repetitive standardized scenic spots over the years have made people feel bored and even tired of tourism. For example, the glass stacks, which were once very popular, nowadays, as long as there are geographic conditions that can build the project, people can see this project, and there are many such examples, so people no longer have expectations for these projects. The needs of the modern consumer are diverse, personalized and effective. The information on relevant projects provided by the traditional tourism industry cannot meet the individual needs of modern consumers in a timely manner, and it is difficult for consumers to find the projects they are interested in [6]. This inevitably leads to psychological fallout, loss of interest in scenic spots, and even loss of interest in tourism.

3.2. Scenic Spot (Point) Management Problems

There are also many problems with companies engaged in the tourism industry. Managers of tourism companies often do not have a professional background in tourism, lack expertise in the tourism industry and lack professional thinking. This makes managers unclear about the direction of future development, blind management and long-term lagging thinking, forming a vicious circle. In addition, most of the staff recruited are non-tourism professionals, which leads to low professional quality and unprofessional skills in tourism companies. As far as operation is concerned, there are many problems right now. As an example, from the front of the entrance to the scenic spots, only tickets need to be purchased and checked, but after the outbreak, as the government still needs to implement comprehensive prevention and control, tourists have to show their health codes and tripcodes. This will result in visitors in front of them spending a long time queuing up to enter the park while the staff need to verify and check them one by one. Visitors encountering problems with their health codes will also need to be dealt with urgently, which will take a lot of time. As a result, a large number of visitors will pile up at the entrance of the scenic spots, causing inconvenience and dissatisfaction to visitors queuing behind. Some city parks may similarly face poor visitor experience.

As some elderly people do not know how to use smartphones, they may have trouble entering the venues and do not know how to operate them. And there are not enough staff members who can help them in time, which is a major mistake in the management of the scenic spots (sites). Traditional tourism provides information is generally through scenic service hotline tourism service consulting center, although this provides some information for the public, objectively speaking, the public service information provided does not fully meet the needs of the community at large, and lack of diversification in the expression of information on tourism products. At the same time, tourism activities themselves are highly dispersed and remote, so the risks faced by the public in the process of tourism activities cannot be predicted in advance, such as casualties and property losses, as well as various events such as sudden diseases in this process. Tourism safety problems, including all kinds of disputes caused by safety accidents, are becoming increasingly prominent [7].

3.3. Relative Concentration of Popular Tourist Attractions

Tourist attractions' traffic problems are one of the important factors affecting the experience of tourists; most of the domestic tourist attractions are distributed in economically developed first-tier cities, and these places have perfect infrastructure and convenient traffic. However, due to the inconvenient traffic in some scenic spots, tourists often need to spend a long time going from one place to another, or even because of road problems, they cannot reach certain attractions, which will reduce the interest of tourists in the scenic spot. This scenic area must be opened through the improvement of transport facilities and provide more transport options to ease the traffic problem and enhance the travelling experience of tourists. Especially nowadays, short-term tours such as "three-day tours" are more popular, and whether the transport is convenient, and the length of the distance often become the first factor for tourists to consider when choosing attractions. People are often reluctant to travel to remote areas, making it difficult for the local economy to develop and improve.

3.4. Traditional Tourism Does Not Adapt to the Times

There are many shortcomings in traditional tourism. Firstly, a single mode of income, a single project, resources are old, and lack of attraction. Secondly, the scenic area of the development of the pee-investment is too high, the later operation of the income is too low, and the income cannot support the upgrading of the scenic area. Accompanied by expensive scenic various expenses, pathological development, fierce market competition and other issues. Thirdly, difficulty to abandon institutionalization, lack of concepts with the times, scenic transformation, product upgrading, and operational transformation is constrained to meet the guide tourists' consumption habits of the application of new ways and new tools has been greatly restricted. Still needs to fully adapt to the development of tourism in the context of the Internet era.

4. Corresponding responses

4.1. Government Macro-regulation

As a result of the impact of the new coronary pneumonia, most industries have been badly hit, and the country's economic development has suffered a serious setback. Among them, the tourism industry has been dealt a severe blow, causing serious damage to the development of the industry. The economic losses are even more serious for some regions where tourism is a pillar industry. In the post-epidemic era as analyzed above, the psychological changes of tourists in the post-epidemic era, the tourism industry is witnessing a rapid recovery, and the newly recovered tourism industry and the easing of the epidemic will be dealt a heavy blow under simple market regulation. This requires local governments to play a role in macro-control, which requires both sides to be prepared to prevent the epidemic and support the economy and constantly monitor changes in the epidemic to prevent the local tourism industry from leading to a second outbreak. While adhering to the policy support, the government has improved the emergency response mechanism and strengthened the development plan of the tourism industry [8].

4.2. Innovative Tourism Models

Enterprises are the source of vigor that drives the development of the industry. At present, one of the main obstacles to developing China's tourism industry is the "general lack of funds":

The government lacks funds for development.

Enterprises lack funds for construction.

Consumers lack funds for upgrading their consumption.

In addition to close integration with real estate, the question of whether to create a new development model that is more optimized and sustainable is a more significant issue that the post-epidemic tourism industry must face. Positive change is also needed within the Group. In a relatively difficult market environment, companies must seek innovative breakthroughs, enhance their organizational capabilities, improve operational efficiency, and possess more refined, rationalized and systematic management capabilities, including changes in employee perceptions. Therefore, professional competence, product competence and personnel quality enhancement, including work competence that is more suitable for future organizational development, are all topics that hotel groups should focus on. Porter put forward a country industry or enterprises in the market competitiveness advantage theory explanation, the factors of production, demand, related industries and support industry, enterprise strategic structure and peer competition of the four elements as the core elements of improving competitiveness, and the government and opportunity is regarded as the auxiliary role of two variables on the core elements [9].

4.3. Synergies with Other Relevant Industries

Coordination has become a structural feature of high-quality tourism development. Coordination here refers to the coordinated development of factors within the tourism industry and the coordination of regional development. Tourism includes the six basic elements of "food, accommodation, travel, tourism, shopping and entertainment". These six elements are a unified whole, one without the other. Need coordination and development. However, in developing tourism in many tourist destinations in China, they pay more attention to the tourism elements of "eating, living, travelling and touring".

In contrast, their efforts in the tourism elements of "shopping and entertainment" are insufficient. As a result, the tourism industry chain is relatively short, the industrial elements need to be coordinated, the industry has a single source of income, and the long-term development of the tourism economy needs to be stronger. In developing tourism in some regions of China, there needs to be more emphasis on capital investment and tourism projects. At the same time, more attention should be paid to talent reserves, operation and management, and brand building. These uncoordinated development patterns will seriously constrain the high-quality development of tourism, leading to insufficient momentum and unsustainable development. The same region can't possess all the elements for high-quality tourism development. Therefore, it is necessary to establish an effective market operation mechanism, break down market barriers and restrictions between regions, promote the reasonable flow of market factors between regions, and promote coordinated regional development. Depending on different development conditions, regions have priorities, complementary resources and information exchange and use advanced methods to promote backward development. This will accelerate the assistance and transfer of tourism and promote coordinated regional development. Based on such considerations, Zhejiang Province has become the first national demonstration area for building high-quality development for common prosperity. Making full use of its geographical location, resource endowment, and policy advantages will provide lessons for the coordinated development of commonwealth regions across the country.

4.4. Effective Use of Policy Advantages

Today, constructing a new pattern of tourism industry development through opening up In the face of the intricate international environment, it is more important to construct a new development pattern with the domestic macro-cycle as the main body and the domestic and international dual cycles promoting each other. Taking the domestic macro-cycle as the main body, promoting China's tourism

industry to a higher level. Against significant changes in the domestic and international environments, the CPC Central Committee has made a major strategic plan to promote China's open economy to a higher level. Tourism belongs to the open industry model. In recent years, China's inbound and outbound tourism has flourished and become an important part of China's tourism industry. Therefore, the high-quality development of the tourism industry must be connected to an unimpeded international market and an open new development pattern. High-quality development of the tourism industry requires that, based on good domestic tourism, it makes comprehensive use of both domestic and international markets, promotes the orderly flow of tourism resources, information, people and other factors, and promotes the construction of a new development pattern [10].

5. Conclusion

This paper presents a literature review centred on the transformative approach to the economic recovery of China's tourism industry in the aftermath of the epidemic and the high-quality development that will occur. Transformative development, new forms of practice and securing the future are reviewed. The epidemic in China is now largely under control. This is a good thing for sustainable Chinese culture and tourism development. However, under pure market regulation, the newly revived tourism industry and the alleviated epidemic are prone to heavy blows and occasional regional rebounds. The government should strengthen the development planning of the tourism industry and introduce a special tourism development programme. Combine this with local economic development, transport construction and historical and cultural characteristics to better promote tourism consumption transformation and economic and social development.

Meanwhile, a few suggestions are proposed: First of all, improving self-media skills. Self-media is now the main way for people to get information and show themselves. It has gradually become the main market for marketing all kinds of enterprises and products. Tour guides need to strengthen their knowledge and skills of self-media operation through live broadcasts, short videos, short graphics and other ways to show the characteristics of tourist destinations and products, show their cultural connotations, to achieve the dissemination of the tour guide value on another level. Second, they should strengthen the awareness of epidemic prevention and control, and always put the prevention and control of epidemics in the first place, to ensure the safety of people's lives, and always keep good control of the tourism industry under the situation of the epidemic normalization. The development trend of tourism under the situation of normalization of the epidemic. However, this study still needs to improve, whether through live broadcast or short video. Short text and other forms to consumers, people cannot ensure the credibility and authenticity of this method. For example, some scenic spots attract consumers by shooting short video screens; however, when consumers are experiencing, they often do not get the experience they deserve. This will greatly reduce consumers' interest in travelling, and thus, the economy of China's tourism industry will remain the same. Another shortcoming is that there is no way to prevent and control epidemics, and some tourist attractions are always slow to prevent and control epidemics to gain high income. This can cause unnecessary panic among consumers and reduce the development of the tourism industry.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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