

# Analysis of Coping Strategies for Tourism Market Under the New Normal Situation of the COVID-19 Epidemic

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**Abstract:** The outbreak of COVID-19 at the end of 2019 has brought a huge impact on the tourism industry, becoming the most far-reaching and sweeping public health event since China's reform and opening up. How much impact the epidemic will have on the tourism economy and how to deal with the crisis to promote the recovery of tourism have become urgent questions. Based on the analysis of the impact of the epidemic on tourism revenue, tourism forms, tourism market structure, and tourism product upgrading trend, this paper puts forward some coping strategies for the tourism market under the new normal situation of the epidemic, including booking tourism, self-service tourism, construction of smart scenic spots, online and offline tourism consumption, "Internet + tourism" mode, and tourism sector policy assistance. Hoping to bring some enlightenment to the development of tourism under normal situation of the new epidemic.

**Keywords:** COVID-19; New normal; Cultural tourism; Coping strategy.

## 1. Introduction

In 2018, the State Council established the Ministry of Culture and Tourism, which opened a new journey of high-quality development of cultural tourism. However, on the occasion of the great development and integration of cultural tourism, the risk of the mega new crown pneumonia epidemic in 2019 quietly arrived, bringing a serious blow to the development of tourism in China at the moment and almost causing the cultural tourism industry in the country to fall into a dormant state. According to the preliminary accounting of the National Bureau of Statistics, the gross domestic product in the first quarter of 2020 was 2,065.4 billion yuan, down 6.8% year-on-year at comparable prices. Tourism, as an important part of the tertiary industry service industry, should turn the challenges brought by this epidemic crisis into a driving force to keep moving forward, cultural tourism to fight the "epidemic" at the same time, more rational and scientific decision-making, orderly and controlled opening, and strive to minimize the impact and impact on tourism quickly. The potential and momentum of the integrated development of cultural tourism should be thoroughly stimulated. Therefore, it is important to study the impact of the epidemic on tourism and its response.

## 2. The Negative Impact of Covid-19 On Tourism

### 2.1. Decrease in tourism revenue

According to the "2019 Tourism Market Fundamentals" released by the China Tourism Research Institute, the number of domestic tourists was 6.006 billion, an increase of 8.4% over the same period of the previous year; the total annual tourism revenue was 6.63 trillion yuan, an increase of 11%, and the comprehensive contribution of tourism to GDP was 10.94 trillion-yuan, accounting for 11.05% of the total GDP. Tourism directly employed 28.25 million people. Tourism direct and indirect employment of 79.87 million people, accounting for 10.31% of the total national employment population [1]. According to the Ministry of Culture and

Tourism of the State, July 5, 2021, the "Statistical Bulletin on Culture and Tourism Development in 2020" shows that in 2020, the annual number of domestic tourist arrivals was 2.879 billion, down 52.1% compared to the same period of the previous year, and domestic tourism revenue was 2.23 trillion yuan, down 61.1% [2]. According to statistics, in early 2020, the domestic tourism industry suffered economic losses of 300 billion yuan in just half a month, from January 24 to February 8, in response to the epidemic and to interrupt the "human-to-human" pathway, with the entire population quarantined at home and tourism activities suspended [3]. This shows that the loss of economic income from the COVID-19 pandemic to the tourism industry in China is a devastating blow.

### 2.2. The tourism industry is under impact

The tourism industry can be further subdivided into different business sectors. It can be seen that travel agencies, online travel platforms, and MICE companies are the most severely affected by the epidemic. The survival and development of these tourism enterprises has been in unprecedented difficulties, with no tourists, hotels facing closure, travel agencies having no tours to take, and scenic spots closed [4]. In the current two to three months of the outbreak, consumers' willingness to travel has collapsed, and they are facing a decline in revenue streams and operating expenses such as labor and rent, making it critical for them to "survive. The second is the destination and scenery consumption enterprises such as scenic spots, theme parks, hotels, performing arts, parent-child parks, camps, integrated resorts, museums and study and training institutions. Due to the impact of the epidemic, these companies are also facing the pressure of continuous closure and operating expenses such as labor and rent, and are facing the pressure of survival as their initial investment cannot be compensated. The third tier of enterprises are traditional media, consulting and planning, and cultural and creative enterprises. The marginal effect of the impact on these companies is diminishing due to the transmission of the industry chain, but they are also facing difficulties such as reduced market demand, inability to travel,

and delayed work.

### **2.3. The structure of the tourism market has changed**

Tourism market structure refers to the quantity scale and proportional relationship between the supply and demand of tourism products [5]. New epidemic normalization means that the epidemic gradually enters a stable period, but the operation of the economy and society and people's way of life still exist in a state of uncertainty and instability, at the same time, there is still a risk of small-scale outbreak, and with the expansion of the international form of the epidemic, making the flow of the epidemic and the direction of people outside the country will still have a certain impact on people's lives. The COVID-19 epidemic has made it impossible for people to move, travel to take place, and travel agencies to operate, only to be forced to close down and shut down, suffering an almost devastating blow to small and medium-sized travel agencies. The follow-up effect of the epidemic makes people choose group travel less often, the post-80s, post-90s and even post-00s people's ability to travel on their own is enhanced, the internet is more developed, and websites such as Meituan, Baidu Maps and Ctrip can realize all the needs of going out for travel quickly, easily and affordably. Travelers can use big data to book their own cars, meals, rooms, search their own travel routes, determine their travel destinations, etc.

As a result, the supply market structure and the demand market structure of the tourism market have changed more obviously, and the tourists' consumption concept starts to be more inclined to health and safety. Visitors' consumption methods will be more inclined to short-distance travel or self-drive travel in order to pursue a healthy and leisurely travel experience, which also provides the time and momentum for the transformation and upgrading of tourism travel forms. Smart tourism, cloud tour world, in the "cloud", guide cloud live and other new tourism formats to tourists and potential tourists to bring new experiences and new choices and requirements for tourism.

### **2.4. Changes in the trend of tourism product upgrading**

In terms of supply of China's tourism products, there is a lack of effective product supply, supply and demand mismatch problem. And in many tourist attractions, it mainly focuses on sightseeing tourism products and lacks innovation. The development of cultural and tourism products in the context of cultural and tourism integration is very little, and the phenomenon of homogenization and low level of cultural and tourism products among various tourist attractions cannot meet the diversified consumption needs of users, resulting in tourism enterprises to create tourism products will tend to industrial integration tourism products, the pursuit of innovative products of new breakthroughs. From the short-term impact of the epidemic, the innovation of tourism products will tend to "tourism + health", "tourism + technology", while for the long-term industry of cultural tourism products, cultural tourism products will gradually break the monolithic pattern, and further create diversified, rich and integrated products. For the long-term industry of cultural tourism products, cultural tourism products will gradually break the monolithic pattern and further create a new pattern of diversification, enrichment and integration of products to meet the deeper consumption experience of tourists.

## **3. Countermeasures for Tourism Development Under the Covid-19 Epidemic**

### **3.1. Reservation will become the standard for tourism**

"Impromptu travel" will become "planned travel". Unlike the previous "just go" travel, in the context of this year's epidemic prevention and control, "reservation travel" has become the new trend of civilized travel and has formed a consensus among scenic spots and tourists. With the epidemic prevention and control into the normalization, reservation system has also been the normal management means for scenic spots, "no reservation no travel" has become the new travel trend of tourists civilized travel.

Taking Jiangxi Province as an example, the key tourist attractions in Jiangxi carry out "all the appointments can be made". Jiangxi Province has promoted the implementation of time-segment ticket reservation system, strictly controlling the number of on-site ticket sales and ticket collection, and the ticket reservation system has become a regular management means of scenic spots. After the implementation of the ticket reservation system, the scenic spot effectively strengthens the monitoring of passenger flow, and scientifically guides the tourists to visit at different times. "Booking travel" is not just a temporary emergency policy, but the tourism market has developed to a certain stage of the product, from blind play to rational travel; From a quick tour to a deep tour. With more and more leisure time available to tourists, their travel planning is becoming more and more strong, and booking travel will become the new normal.

### **3.2. Self-guided tour and contactless to promote the construction of intelligent scenic spots**

"Self-guided Tours" and "contactless Tours" will be popular. In the post-COVID-19 era, Chinese consumers are paying more attention to health and hygiene. Nearly half of Chinese travelers consider the COVID-19 prevention and control measures as the most important consideration when planning a trip, a survey showed. Self-guided Tours, small group Tours and customized Tours with little contact with strangers will be popular. This will also become a driving force to accelerate the pace of the construction of smart scenic spots. Shanxi Museum launches digital exhibition. Under the normal condition of the epidemic, through the digital exhibition, the audience can enjoy "The Universe on the Wall -- Shanxi Northern Dynasty Tomb Mural Art Exhibition", showing the exquisite Northern Dynasty mural paintings to the audience. Use digital interactive experience to disseminate knowledge.

Through the online intelligent platform of the scenic spot, tourists can know the tourist destination in advance, obtain voice explanation, route planning, find toilets, buy souvenirs online, book air tickets and hotels online, etc., and enjoy the immersive intelligent tourism experience to the full, meeting the needs of tourists before, during and after the tour from the navigation, tour guide and other links. Through the smart platform, scenic spots can also release tourism marketing information in time, understand the needs of tourists and communicate with each other in real time, reduce marketing costs and enhance the attraction of scenic spots.

### **3.3. Policy assistance from tourism administrative departments**

Tourism authorities must accelerate the launch of tourism recovery plans in the "post-COVID-19" period, with a view to restoring domestic tourism, vigorously restoring inbound tourism and steadily restoring outbound tourism. To be specific, appropriate adjustments should be made in light of local conditions to ensure that tourism enterprises and tourist attractions resume work and production in a safe and orderly manner. It is everyone's responsibility to put the safety and health of employees in the first place and ensure zero epidemic. Secondly, to select and save the preferred enterprises. We will implement policies and measures to exempt and slow down tax payments to support normal operation of enterprises. Those who fail to repay the loans in time due to the impact of the epidemic will be given certain financial support according to the actual development of the enterprises to help the healthy development of the enterprises. Thirdly, the security risks of the novel coronavirus epidemic have caused a long-term psychological impact on domestic tourists, so the concerns of domestic tourists must be addressed from the perspectives of security and economy. Therefore, tourism management departments should vigorously promote qualified enterprise scenic spots through various media channels, take well-known and high-quality tourist attractions at home and abroad as the pilot promotion, and issue golden coupons, discount coupons and incentive tickets to the public to guide the release of the first round of tourism consumption boom after the epidemic. Compared with domestic tourism, the recovery of inbound tourism will be the pain point and difficulty in the future for a long time. Therefore, the publicity and security measures of inbound tourism are particularly important. It is expected to improve the security scheme of foreign tourists in China and implement strict epidemic prevention and inspection measures, so as to build tourists' confidence in traveling to China through the security scheme. At the same time, we should tell Chinese stories well and enhance the attraction of tourist attractions to inbound tourists. To promote the recovery of inbound tourism.

### **3.4. Online and offline consumption "tourism Plus" brings new opportunities**

With the gradual deepening of cultural and tourism integration, more cross-border integration will bring new opportunities for the tourism industry in 2021. The integration of culture, sports, ecology, entertainment, health and other forms will bring richer connotation for the creation of interactive experience type "tourism +" or "+ tourism" compound products, and will further meet different people's expectations for cross-border travel.

Nowadays, tourism is no longer a simple human activity based on destinations. The people-oriented "tourism +" will be interpreted and expanded to have more multiple definitions and possibilities. With the rise of young consumer groups, travel is bound to develop in a more personalized direction. Tourism destinations with the advantage of personalized services will also enjoy broader development space in various forms of cross-border integration, especially under the epidemic, tourism services and experience will extend from tangible offline scenes to invisible online scenes, and the boundary of online and offline consumption will gradually blur. Omni-channel integration will become the industry

breakthrough direction.

### **3.5. "Internet + tourism" technology to empower traditional travel agencies**

Tourism is an industry based on the interactive dissemination of information, and with the deeper integration of "Internet + tourism", the information technology represented by the Internet has become an important driving force for the development of tourism. Customized tourism products and services based on online platforms are becoming more popular, promoting innovation in tourism production methods, service methods and management models, enriching tourism product formats, expanding tourism consumption space, cultivating core competitiveness to adapt to the new characteristics of mass tourism consumption, and promoting the high-quality development of China's tourism industry. Tourism enterprises should take advantage of the Internet, using various network platforms as a basis to strengthen the publicity and guidance of the concept of mass tourism, tourism information, tourism concepts, etc. during the period when people are at home, such as the use of Jitterbug, short videos, etc. as a medium to continue to stimulate tourists' desire and enthusiasm for tourism, so that tourists can maintain a continuous focus on tourism scenic spots even during the epidemic. Tourism companies can also transfer part of their original store business to the Internet and strengthen the development and construction of online shopping malls, such as online travel itinerary consulting, online private travel customization, online cultural and creative product sales, and online membership booking offers. Traditional travel agencies can use the travel agency management system to promote the application of 5G, big data, cloud computing, Internet of Things, artificial intelligence, blockchain and other information technology revolutionary achievements, and deeply promote the digitalization, networking, intelligent transformation and upgrading of tourism enterprises, cultivate and develop new business models, and promote the quality, efficiency and dynamic change of tourism development.

## **4. Conclusion**

Under the new epidemic situation, breaking consumer travel concerns has become the key to the development of tourism. Tourism enterprises should actively face, practice their internal strength, grasp the time to adjust the business model and innovate the business concept. Under the normalization of the new epidemic, on the one hand, tourism enterprises should build a big stage of tourism through wisdom, big data, cloud platform, small program and cloud live broadcast, so as to realize transformation and actively expand development space. On the other hand, the government should attach importance to the guidance and assistance of the tourism market and the operation of tourism enterprises after the epidemic, strengthen the ability of the tourism industry to prevent and resist unexpected risks, and establish relevant systems, so as to promote the further development of domestic tourism.

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