

An Analysis of the Development Focus of Cultural Tourism Industry after the Epidemic from the Perspective of Post-Modern Culture

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ABSTRACT. *Culture is the soul and pillar of tourism, and the essence of tourism activities is also a kind of cultural activities. The development of tourism products also profoundly reflects the expression of cultural elements. In the face of the epidemic, the sensitive characteristics of the cultural tourism industry are exposed, but it is not a fragile industry. Strong central government, strong consumption capacity and relatively perfect cultural tourism industry system determine the possibility of post-disaster reconstruction. As an important part of the tertiary industry, cultural tourism should make rational and scientific decisions while resisting the epidemic. Based on the investigation and analysis of post-modern culture, this paper points out the tourism consumption mode in post-modern culture from the perspectives of culture and consumption, and puts forward the post-modern tourism marketing combination strategy in combination with the special nature of tourism.*

KEYWORDS: *Postmodern culture, Epidemic situation, Cultural tourism industry*

1. Introduction

2020 is obviously an extraordinary year. novel coronavirus's sudden visit set off a war without smoke. The epidemic situation of pneumonia in COVID-19 has had the widest and deepest impact on China's tourism industry since the reform and opening up [1]. The novel coronavirus epidemic has blocked tourists' travel, and a large number of travel orders have been cancelled and refunded, which has led to the test of "retreat and change" for tourism enterprises and travel agencies. Among them, the impact of the cultural tourism industry is the most direct: millions of travel agencies are busy withdrawing from the group; Scenic spots and hotel catering are all closed; Refunds in the transportation industry such as railways and aviation have increased dramatically; Offline entertainment stops; Some enterprises face cash flow dilemma [2]. People are eager to abandon the hardships and dullness of daily life and choose to stay away temporarily. Therefore, tourism, as a major consumer activity in post-modern life, has become increasingly important.

Generally speaking, consumer society is an economic society and an information technology society. However, as a component of social culture, consumption is closely linked with cultural changes. However, after this “epidemic”, the urgent task of traditional tourism enterprises is to “live”, so reflection, transformation and innovation have become the first step that all tourism enterprises must face and take actively [3]. Based on the post-modern cultural perspective, this paper analyzes the development focus of cultural tourism industry after the epidemic.

2. The Epidemic Situation Highlights the Problems Existing in the Development of the Cultural Tourism Industry

2.1 The Structure of Cultural Tourism Industry Chain is Immature

On the one hand, cultural tourism products lack in-depth exploration of connotation. Many cultural tourism projects not only have few products, but also tend to have a single kind. On the other hand, there are few and incomplete types of cultural tourism products. As far as the form and content of tourism activities are concerned, they all belong to leisure or leisure activities, and a means for people to get rid of their daily life and work belongs to a temporary or short-term special way of life. At present, factories and enterprises have gradually resumed work and resumed production, and tourist attractions have opened their doors to welcome guests one after another. However, the risk of the spread of concentrated epidemics still exists. Therefore, for large enterprises, it will be difficult to maintain for a period of time under this epidemic, while for many small and medium-sized tourism enterprises with insufficient cash reserves, it is undoubtedly a disaster.

2.2 Crisis and Lack of Safety Awareness in Enterprise Operation

Culture and tourism industry is a modern service industry with human service as its main goal, and its basic feature is human mobility. The pursuit of security in mobility is the essential requirement of human beings, and security is the primary condition of human needs. Before and after the epidemic, some enterprise managers have a strong sense of market risk, and from the end of 2019, they will actively grasp the development trend of the epidemic in time to help enterprises make positive judgments, reactions and adjustments, so as to minimize losses. As an important part of the service industry of the tertiary industry, tourism should turn the challenge brought by the epidemic crisis into a driving force for continuous progress. While resisting the epidemic, cultural tourism should make rational and scientific decisions and open in an orderly and controlled manner. Cultural tourism products should enhance interactivity, artistry, culture and experience. In order to identify and distinguish several typical tourism consumption patterns and patterns, and on this basis, put forward the tourism marketing strategies needed in the post-modern consumption era [4].

2.3 Insufficient Brand Effect

China attaches great importance to the investment and construction of new projects in the construction of scenic spots. All parts of the country are engaged in construction and development, and jointly operate tourism real estate. Sensitivity is an equal reflection of positive and negative external causes, while vulnerability is limited to the generation of negative effects; Sensitivity will rebound when there are new changes in external factors, while fragility does not have this flexibility; Due to the differences in regional economic and social development, the development of various cultural tourism brands started late, and the government paid insufficient attention and investment, which was in a spontaneous stage for a long time [5]. That is to say, the selection, organization and use of symbolic elements such as commodities seek for the construction and expression of self or identity, and seek for emotional pleasure and psychological satisfaction in various short-term and unconventional identities. Pay attention to both overall brand building and individual brand building. Therefore, judging from the medium and long-term development of cultural tourism, cultural tourism enterprises will face large-scale elimination, reorganization and integration after the epidemic.

3. Influence of Pneumonia Epidemic Situation on Cultural Tourism in Covid-19

Although there are many voices on the Internet about the impact of the COVID-19 epidemic on the cultural tourism industry, it is difficult to make an accurate judgment because of the lack of accurate data and the fact that the epidemic has not disappeared. The initial pneumonia epidemic in COVID-19 lasted about one month, which was the freezing period with the most serious damage to cultural tourism, which made the direct stakeholders such as cultural tourist attractions, cultural tourism enterprises, tourism service agencies, employees, domestic and foreign tourists directly press the pause button. In the past, there have been many problems in the industrial chain of cultural tourism, such as crowded people, homogenization of products, aging of products, lack of service experience and so on. In most of the influences of postmodern culture on economy, postmodern culture is considered as a whole, but postmodern is actually a fairly broad cultural category [7]. After the epidemic, all walks of life and every social individual need to race against time, and strive to create more value by working overtime day and night in the third and fourth quarters, so as to effectively compensate for the losses.

Any kind of consumption phenomenon is supported by the cultural structure behind it. In other words, these consumption phenomena arise from a certain cultural foundation. Although the cultural tourism industry is an on-the-spot experience-based economic model. But through online development, consumers can know in advance. The opening of tourist attractions in areas with high risk of epidemic is suspended, and the opening of tourist attractions in areas with high risk and low risk of epidemic is decided by the local party committee and government. From the perspective of traditional tourism, all domestic scenic spots have been closed, most of travel agencies, hotels, homestays, tourist performing arts venues, dining and

shopping facilities have been closed, and scenic villages have been closed. Therefore, the traditional tourism enterprises must be transformed, otherwise the traditional offline consumption pattern will be completely transformed once the consumption habits formed here continue after the outbreak.

Through early prevention and control, the pneumonia epidemic situation in COVID-19 has been effectively controlled, there are no new cases in the country, and the spread of the epidemic situation has been completely curbed. For example, during the epidemic, some enterprises quickly transferred their consumption scenarios to the online market, and through online customers, they kept traffic and word of mouth, which also provided the foundation and motivation for expanding the offline market after the epidemic. It is for the sake of personal experience and emotional satisfaction, tourists achieve self-identity and personality expression through participation. Managers of small and medium-sized cultural tourism enterprises should keep a clear head, and the channels and price strategies of cultural tourism enterprises will rely more on network marketers.

4. Analysis of the Development Focus of Cultural Tourism Industry after the Epidemic from the Perspective of Post-Modern Culture

4.1 Pay Attention to Changes in Consumer Demand and Attach Importance to Market Research

Modern tourism focuses on the satisfaction of pleasure and experience, while post-modern tourism favors experience, exploration and knowledge, which is a new type of tourism. With the development of the times, people's education level is getting higher and higher, the growing environment is getting better and better, people's cultural vision is getting wider and wider, and the degree of internationalization is getting higher and higher. As an important part of spiritual consumption, the consumption of culture and tourism has become the basic needs of the people in China. Cultural tourism enterprises take the opportunity to "cultivate internal strength", such as training employees to improve service quality, collecting tourism information after the epidemic, and promoting product research and development, so as to make full preparations for business recovery and market development after the epidemic. Under the epidemic situation, if the tourist destinations, scenic spots and enterprises are on standby during this "isolation period", they cannot take this opportunity to cultivate themselves, practice their internal skills, and make full plans, internal optimization, skills training and quality improvement.

In fact, the essence of post-modern experience is participation. Post-modern consumers are not satisfied with being regarded as passive targets, but hope to participate more and enjoy their own cultural production space. Digital technology can effectively open up all links of scenic spot management, improve the efficiency of scenic spots, promote the modern management of scenic spots, better meet the experience needs of the younger generation, and truly form smart tourism,

intelligent tourism and digital tourism with the participation of technical elements. Large tourism enterprises also provide financial assistance to platform merchants and small and medium-sized enterprises in their industrial chains. Although the industry is facing a huge impact of the epidemic, it can show the development resilience and potential of tourism to warm up [8].

4.2 Focus on Diversified Development

In terms of product form, facing different source groups, identifying the pain points of consumers, diversifying the development of cultural tourism products, and forming different collocation, such as the collocation of youth and children, can form the parent-child tourism market. The essence of tourism is the difference of experience. What the tourists in the new era need is to participate in the experience to meet their individual needs. The arrival of the experience economy era has a far-reaching impact on tourism enterprises, which is mainly reflected in their marketing concepts and strategic choices. The essence of good culture and tourism products is “high-quality raw materials+refined management+refined image”, that is, people's perception and enjoyment of beauty and their pursuit and yearning for culture. In post-modern tourism, tourists not only play a passive role as tourists, but also bring experiential activities into tourism, so that tourists can become active participants in tourism and enjoy the process of tourism.

“The” organic “of post-modern social structure is the” systematic “of society, that is, society is a whole composed of interdependent parts. The development of tourism products mainly involves the ecological environment and community residents. It determines that the structure of tourism products should be organic and sustainable. Community residents' participation is the guarantee for the sustainable development of tourism products. Community residents' participation can adjust the original mode that tourism development only pursues the maximization of the interests of tourism developers, and turn it into the maximization of the interests of ecological benefits, community development and tourism developers, thus promoting the rational distribution of interests. The development mode is shown in Figure 1.



Fig.1 Eco-Tourism Development Model

China's economy is in a rising period, and people expect well, especially after the exercise of SARS epidemic. They have experience in epidemic prevention and control in behavior and have confidence in future industrial development in psychology. Relying on digital services, tourism big data and other information platforms, we will diligently practice the internal strength of survival and development, realize all-weather screen interaction with tourists, carry out online operations free of charge at zero threshold, and actively understand the potential cultural tourism demand motivation and market consumption orientation of tourists. It is necessary to reduce inefficient hardware investment and increase investment in culture, technology and IP. At the same time, we should resolve the unfinished assets with diversified development ideas, revitalize the old assets with new projects, etc., and realize the secondary development.

4.3 Experience-Based Tourism Marketing Combination Strategy

Modernity emphasizes rationality, while postmodernism thinks that rationality cannot solve all problems, and they think that rationality often constrains people's creativity. The premise of experience is participation. If tourists feel the experience passively as a bystander, instead of participating in it personally, it is impossible to produce a real and lasting experience. Cultural, scientific and technological features are obvious to promote the integration of cultural tourism. Because it is difficult and costly to shape the tourism environment. Therefore, prominent themes and distinctive cultural characteristics become the key factors of product attraction. It is necessary to flexibly integrate various social resources and production factors, adopt various flexible operation modes, and fully tap their own potential. Cross-border integration of cultural tourism with science and technology, industry, cultural creation, education and other departments has given birth to unlimited business opportunities and inserted "wisdom wings" for the development of cultural tourism in the fields of product innovation, product marketing, resource integration and resource innovation. Accelerate the flow of cultural and creative products+tourism elements. Encourage all kinds of resources to support related tourism enterprises and promote the momentum of "cultural tourism+".

Cultural landscape is the product of a certain group using natural landscape. Cultural landscape mainly focuses on the study of the formation causes and processes of different cultural landscapes. Constantly expand the platform, activate the market demand, attract people in various forms, and expand the profit growth point, thus enhancing the development potential. It is necessary to accelerate integration and diversified development. In the special period of the epidemic, the consumption of "internet plus" has been upgraded, and the online and offline development has been deeply integrated. In view of the sensory stimulation of tourists in the process of tourism consumption, continuous planning of sight, touch, smell and illusion has been carried out in combination with the existing service facilities, providing tourists with an all-round aesthetic sensory experience, and the more senses involved in this experience, the easier it is to succeed and the more unforgettable it is.

5. Conclusions

With the arrival of China's post-industrialization, post-modern culture will have an important impact on all aspects of society, especially tourism, which is closely related to culture. Cultural changes will surely bring new opportunities and impacts to tourism. The epidemic situation has had a great impact on the development of China's cultural tourism industry, which is mainly manifested in the sharp decline in the income of the cultural tourism industry, the promotion of consumption upgrading and the forced transformation and upgrading of the cultural tourism industry. After this setback, whether the cultural and tourism industry can get out of the predicament, revive the Jedi, rebuild confidence and reshape its image is the top priority. Therefore, in the formulation of marketing strategy, it also needs the comprehensive role of all aspects to formulate the corresponding marketing mix strategy.

The future cultural tourism scenic spots must be an organic combination of modern information technologies such as artificial intelligence, big data and Internet of Things and beautiful environment. From scenic facilities to food, clothing, housing and transportation, they will lead a new way of intelligent life and let tourists feel the charm of science and technology. In the post-epidemic era, the most urgent task of the cultural tourism industry is to promote the integration and development of the cultural tourism industry, brand development, diversified development and the transformation and upgrading of infrastructure.

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