

The development trend of tourism in China after COVID-19

Xu Jiawei

Coventry University West Midlands CV15FB England

Abstract: *COVID-19 has generated an unprecedented impact on Chinese tourism since the beginning of 2020. The Chinese industry has used pauses in the offline sector and an advanced domestic online business infrastructure to follow times' paces. Tourist companies have greatly enlarged the online department's size and started to pursue the innovation of quality and intelligence. The key question underpinning the content is the pattern and style of tourism in China will be like with the guidance of Rural Revitalization Policy and 14th five-year cultural tourism plans.*

Keywords: *COVID-19, tourism*

1. Introduction

1.1 Changes of original accumulation of tourism

Tourism has been severely damaged due to travel being regarded as a high-risk activity.^[1] In the past, tourists liked taking a trip daily, especially at the Spring Festival. However, Wuhan (the capital city of Hubei province) was sealed on 23 January; after few days, the Hubei province was locked. And the Chinese government even encouraged citizens to stay at home possibly, attend distance study and work. Because of this epidemic, the Chinese stay at home for nearly three months in 2020. According to data about the amount of passenger traffic in 2020 and its growth rate as well as gaps in the catering business and accommodation industry between 2020 and 2019 from the National Bureau of Statistics of The People's Republic of China, the amount of Chinese passenger traffic had a sharp decrease of 45.1% in 2020.

Similarly, the growth rate of the catering business and accommodation industry had a decline of 13.1%. The extent and duration of the coronavirus situation lasted much longer than SARS in 2003. It no denies that tourism was affected by the epidemic most evidently and obviously.

1.2 Rising opportunities brought from the COVID-19 period

In China, the vast majority of Leading travel enterprises took various Emergency Marketing Strategies to minimize their economic losses during this period. Simultaneously, plenty of famed scenic spots and tourist cities enlarged their online systems gradually, such as imparting information about different attractions to customers, helping tourists make proper travel plans through official websites and online promotions. Besides, online visiting exhibitions, online trips, and lives were all got many attentions from citizens. OTA (Online Travel Agency) cooperated with related industries actively to expand their boundaries of business operations.^[1] What is more, with the leading of CCTV (China Global Television Network) news, plenty of official media which have significant followings generated new online travel strategies such as visiting the most valued eight museums online, enjoying the sight of cherry blossom in Wuhan University through Internet, travelling in The Forbidden City with VR technology and various online trips and promotion activities.

Some world-renowned scenic attractions made good use of reduced numbers of tourists in the first quarter of 2020. They made measures for rectification and reform and improved security in attractions. Some popular attractions, which are mainly famous for their excellent natural environment, like The Five Mountains and Jiuzhaigou Valley, received a chance to purify their nature without much environmental stress from tourism. This unpredictable restraining order not only caused damage to tourism but also brought a long breath for tourism. Because of this significant breath, different parts of tourism could slow down their pace of work and spent relatively more time making efforts to promote, increase the popularity^[1] of scenic and improve quality of tourism and laid a solid foundation for the

recovery of Chinese tourism in 2021. According to the statistics of specific researches between urban residents and rural residents from Ministry Culture And Tourism Of The People's Republic Of China, 71.5% of the number of interviewees wanted to take a trip in the future when COVID-19 disappears for a while and 20.7% of the number of interviewees decided to travel as soon as possible once COVID-19 disappearing.^[3] These figures confirm that Chinese tourism possesses excellent tenacity and resilience, and the ravaged demand will be released vengefully after the epidemic ends.

2. Strategies for future tourism in China

2.1 Strategy of Healthy industry

2.1.1 The popularity of village tours after COVID-19

The vast majority of celebrities and international companies decided to reduce their output in the Chinese market due to the uncertainty of the epidemic and decreasing profits caused by new rigorous checking processes of import products and foreigners during COVID-19. Lots of domestic tourists considered the situation of Coronavirus is serious and cancelled their travel plans. At that moment, the Chinese makeup industry and Chinese idol industry experienced explosive growth. They marketed successfully with the advantages of a large number of homebodies and fewer import products—tourism of some ancient villages with unique national features benefited from the development of these two fresh industries. For instance, Florasis, one of the Chinese domestic makeup brands, launched a unique series of makeup that contains traditional arts of the Miao nationality. The cosmetics design shows the ancient silver forging technology from a minority in Guizhou province cooperating with the primary ideas of Florasis and promoting the Guizhou province. Ding Zheng is a new celebrity symbolized by pure in China during COVID-19. He imparts the particular culture about his hometown and encourages his fans to visit his hometown, a small deprived village but has incredible scenery in Sichuan province.

Many advocates of village tour get supports and praises from native official institutions and welfare from governments when they decide to enact related plans to tap into village tours' potential because of the backup of the Rural Revitalization Policy in China. What is more, people rose their attention to health since the COVID-19 outbreak. Compared with fashionable metropolises full of high-rise buildings and traffic jams, rural areas with green mountains, clean rivers, and fresh air become ideal destinations for tourists. During COVID-19, whether online or offline, various travel agencies launch all kinds of village trips. The diversity of Chinese rural trips' programme climbed dramatically due to Rural Revitalization Policy, increasing demands of healthy travels from customers, and promotions from products of other thriving industries.

2.1.2 Essential factors of the innovation of healthy tourism system

Firstly, improving health and safety measures in all sectors of the tourism industry. Some Chinese official institutions related to COVID-19 indicated that domestic residents could hang out without masks in 2022 due to vaccinating. And tourism in China will experience a peak time in 2022. Tourism should ensure sanitary conditions and security systems like adopting individual serving and adding more physical activities to meet the ravaged demand of the healthy tour and let tourists realize signs of progress in these fields in future tourism. The innovation of healthy tourism is not just an idea on paper. Related companies and institutions should take actions in diverse areas and achieve customers' expectations of travel services. Secondly, developing the awareness of environmental protection of visitors and staff in tourism. Instead of traveling in metropolises, tourists will have an opportunity to embrace the nature and get away from congested roads, polluted air and loud noises. Sorts of Chinese attractions had been damaged by tourists who do not have awareness of environmental protection and immature supervision systems in scenic spots in the past and had to spent more money than it earned from tourism reviving the original nature. Future tourism should learn from previous lessons and make efforts to protect natural conditions. Thirdly, making sure the quality of holidays. Travel agencies should try to avoid introducing unnecessary or inappropriate arrangements to visitors during the holiday, such as shopping malls or some sites that customers visited just a few days ago. Tourism industry should generate travel plans that are suited for individuals' requirements to attract more repeat customers rather than encourage visitors to pay extra fees on every trip.

2.2 Strategy of intelligent industrial

2.2.1 The social foundation of reality

5G is an absolute superiority for future intelligent tourism in China. In the Two Sessions in 2020, the minister of Ministry Industry and Information Technology of the People's Republic of China said: 5G has been in commercial use in China for nearly half a year. More than 10000 5G base stations appear in China each week. The number of 5G users met an increased of more than 7000 thousand and exceed 36000 thousand in total in April 2021. Its network speed is almost ten times faster than 4G. At present, clients use this technology for real-time consultations and rapid transmission of high-definition images. In fact, the best privilege of 5G is not a fast speed of network but infinite possibilities of a future life created by people's wisdom of using 5G. At the beginning of 4G, people considered different things they could do with 4G, like news live and watching films and TV programs online without downloads. However, they did not predict so many new online service apps like DiDi, Taobao and Alipay. Individuals could buy almost everything online, watch celebrities' live on social media and find a job online. Similarly, I suppose 5G will influence our lives unpredictably in the future, just like 4G.

The scale and quantity of traditional basic infrastructure in the vast majority of Chinese cities have been saturated. With the advent of the estate industry's post-development era, high tech industry like Xiaomi and Huawei generates an innovative home chain that is popular in China. Internet companies such as Ali, JD.com, and Tencent, which are well-known in China, have also begun to deploy in the field of infrastructure. In the future, the high-efficiency and high-quality urban tourism operation system led by Beijing, Shanghai, Guangzhou will also become a tourism hot spot. For instance, fully intelligent hotels without hospitality staff, sightseeing bus without drivers and artificial intelligence tour guides that customers can choose the tour guide voice. They will attract many tourists from small towns and foreign countries to experience a different way of life. In the future, with the influence of 5G, technology companies and Internet companies, it will shift from a model of building and then selling infrastructure to a model of segmenting the types of infrastructure to diversify services and income. The big data community full of modern science and technology will become a new tourism boom.

2.2.2 Essential factors of intelligent tourism

First, creating a new high-tech tourism industry chain. The Chinese tourism industry has changed from a mode of getting a passing glance at the scenery to a mode of in-depth experience. In order to provide a unique travel experience to tourists, the tourism industry can make use of intelligent digital technology to empower itself with AR, CR, VR, MR and other technological means. Tourism should produce more conversion of immersive experience by promoting online museums, AR immersive experience, immersive tourism performance represented by interactive experience with panoramic listening, sight, smell and touch.^[4] Second, collecting customer information for analysis and improvement. Many tourists are hesitant to travel decisions, and they usually give up the idea of travelling after a few rounds of choices. The tourism industry ranks first among happiness industries. It should not only pursue to meet the needs of most customers during the journey but also make use of extensive data analysis to make corresponding countermeasures to meet the particular needs of various customers before and after the holiday, such as a city tour which introduces advanced technology and could inspire tourists to study and work after visiting it. The analysis of customer information can not only speed up the operation of journeys with the reduction of consumers' needless time of screening proper itinerary before travelling, but also stimulate the diversified development of tourism strategies.

3. Conclusion

Chinese tourism set diverse solutions, such as online trip, canceling travel in the Springs Festival, advertising country trip, in order to balance the profits and the situation of the epidemic. With the background of COVID-19 and increased domestic intelligent infrastructure. I consider country travel will become the hottest kind of trip in recent years and Chinese tourism will explore more in the field of innovation and online system.

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