A Literature Review Study on the Impact of Smoggy Weather on China's Inbound Tourism

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Abstract: People from all over the world have become more and more concerned about the air pollution problem and related to their own safety and security, and this awareness has penetrated into all aspects of life, including outbound tourism decision-making, leading to the gradual shrinkage of inbound tourism business. Scholars concerned about the haze weather leading to the gradual shrinkage of inbound tourism business this problem, have carried out multi-perspective, multi-scenario research, and achieved fruitful research results. This paper composes and analyzes these results in a more systematic way, hoping that the research in this paper can provide useful reference for solving the problem of haze weather affecting inbound tourism in China.

1. Background to the study

1.1. Development history of China's inbound tourism

The development of inbound tourism in China has been a process from scratch: in the 1950s and 1960s, the China National Tourism Administration (CNTA), then under the Ministry of Foreign Affairs, provided inbound tourism reception activities for groups of people from friendly countries and individuals purely out of the need for diplomacy, which was only a convenient way of facilitating civil contacts for groups of people from friendly countries and individuals. This was the predecessor of China's inbound tourism industry.

The development of inbound tourism in China has roughly gone through three stages. The first stage was the period of great development of inbound tourism from 1978 to 2007. The general policy of development was to "vigorously develop inbound tourism, actively develop domestic tourism, and moderately develop outbound tourism". 1978, the number of people received by China's international tourism was 1.8 million, accounting for only 0.7 per cent of the number of people received by the global international tourism in the same year, ranking 41st in the world, and the amount of foreign exchange generated by China's international tourism in 1978 was 260 million US dollars, accounting for only 0.038 per cent of the global international tourism, ranking 47th in the world. In 1978, China's foreign exchange earnings from international tourism amounted to USD 260 million, accounting for only 0.038% of the global foreign exchange earnings from international tourism and ranking 47th in the world. At that time, China's tourism industry could be said to be a blank sheet of paper, not to mention regular inbound tourism on a large scale. Driven by the reform and opening-up policy, China's tourism industry began a new phase of development. China's tourism industry began to rise from the late 1970s, and China's inbound tourism also had the opportunity to develop.

In the 1980s China's inbound tourism was relatively homogeneous, with few tourist routes to choose from. The main ones were Beijing, West (part), Shanghai, Gui, and Guangzhou. It was not until the mid-1990s that CITS launched some new tourist routes. The "Oriental Train along the Silk Road" is one of the representative tourist routes, i.e. the special train that Chairman Mao travelled on the Silk Road, and the main tourists on this route are Japanese tourists. In the Three Gorges of the Yangtze River, the Americans invested in the construction of a Victoria cruise ship, and CITS also launched the "Presidential Series" cruise ship. After this, China's inbound tourism entered an

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explosive stage, until about 2007 is in a state of rapid development.

The second phase of China's inbound tourism development was from 2008-2016, when the growth rate of inbound tourism slowed down relatively. The subprime mortgage crisis that broke out on Wall Street in the United States in September 2008 led to the global financial crisis, and the rest of the crisis has even spread to the present. Against the backdrop of the global financial crisis, China's tourism industry reacted and adjusted quickly, and in 2008, China proposed to vigorously develop domestic tours, actively develop inbound tours, and develop outbound tours in an orderly manner, which was later modified to regulate the development of outbound tourism. The concepts and ideas of the second phase of China's inbound tourism development were shaped by closely combining the specific problems faced at the time. China's inbound and outbound tourism in 2017 were basically both slightly more than 100 million trips, compared to the later part of the first stage, from the total amount is slightly adjusted.

The third phase of China's inbound tourism development is from 2017 to 2035. In the early stage of the third phase of development, China's inbound tourism industry has firmly grasped the opportunities of the "new era" and gained momentum. The 2019 Tourism Market Basics, released under the authority of the China Tourism Research Institute (Data Centre of the Ministry of Culture and Tourism), shows that in 2019, the tourism economy will continue to grow faster than the GDP growth rate, and the foundation of the inbound tourism market will be more solid. The number of inbound tourists was 145 million, an increase of 2.9 per cent over the same period of the previous year. Of these, 31.88 million were foreigners, an increase of 4.4 per cent; 80.5 million were Hong Kong compatriots, an increase of 1.4 per cent; 26.79 million were Macao compatriots, an increase of 6.5 per cent; and 6.13 million were Taiwan, China compatriots, basically unchanged from the same period last year. The number of overnight tourist arrivals was 65.73 million, an increase of 4.5 per cent over the same period last year. Among them: 24.93 million trips by foreigners, up 5.5 per cent; 29.17 million trips by Hong Kong compatriots, up 3.5 per cent; 6.11 million trips by Macao compatriots, up 10.4 per cent; and 5.52 million trips by Taiwan, China compatriots, down 0.2 per cent. International tourism revenue was US$131.3 billion, an increase of 3.3 per cent over the same period last year. Among them: foreigners spent US$77.1 billion in China, an increase of 5.4 per cent; Hong Kong compatriots spent US$28.5 billion in the mainland, a decrease of 2.0 per cent; Macao compatriots spent US$9.5 billion in the mainland, an increase of 9.4 per cent; and Taiwan, China compatriots spent US$16.2 billion in the mainland, a decrease of 0.2 per cent. Based on the 2019 inbound tourism data, it can be seen that China's inbound tourism has become an important part of China's tourism economy. Meanwhile, with the simultaneous and stable development of domestic and inbound tourism, China achieved a total tourism revenue of 6.63 trillion yuan in the whole year of 2019, an increase of 11% year-on-year. The combined contribution of tourism to GDP was RMB 10.94 trillion, accounting for 11.05 per cent of total GDP. With 28.25 million people directly employed in tourism and 79.87 million people directly and indirectly employed in tourism, accounting for 10.31 per cent of the country's total employment, tourism has become an important industry in China's national economy.

1.2. Current Situation of Inbound Tourism Development in Beijing

Beijing is the political, economic, and cultural centre of China, with rich natural and humanistic landscapes, and in the process of China's vigorous development of inbound tourism, Beijing is also actively developing its own inbound tourism industry as a front-runner. After 42 years, Beijing's inbound tourism has made great strides, and the market scale continues to leap to a new level. In 2019, Beijing received a total of 3,769,000 inbound tourists, with 3,207,000 foreigners, accounting for 85.1% of the total number of inbound tourists received; and 562,000 tourists from China, Hong Kong, Macao, and Taiwan, China were received. In terms of major source countries, in 2019, Beijing received a cumulative total of 629,000 tourists from the United States, 247,000 from Japan, 242,000 from South Korea, 198,000 from Germany, and 153,000 from the United Kingdom. In terms of intercontinental source markets, in 2019, Beijing received a cumulative total of 1.125 million Asian tourists (including China's Hong Kong, Macao, and Taiwan, China regions), 996,000 European tourists, 830,000 tourists

from the Americas, 166,000 tourists from Oceania, and 74,000 tourists from Africa. Among the cost components of inbound tourists, long-distance transport accounted for the highest proportion, at 28.4 per cent; followed by shopping and accommodation, at 24.5 per cent and 19.0 per cent, respectively; catering, at 9.4 per cent; excursions to scenic spots, at 4.5 per cent; in-city transport and recreation, at 4.0 per cent and 1.4 per cent, respectively; and postal and telecommunication, at 0.4 per cent, the lowest proportion.

1.3. Overview of hazy weather conditions in China

China is a country where coal is the main source of energy, and coal has always accounted for more than 70 per cent of China's energy production and consumption. Along with China's rapid economic development, coal consumption continues to grow. China is strained for electricity, and in the 1990s there was a great effort to build new coal-fired power stations; in 1998, the country's installed power generation capacity reached 277 million kilowatts, an increase of 9.07 per cent over 1997, and the amount of electricity generated reached 1,157.7 billion kilowatt-hours, an increase of 2.07 per cent over 1997. Of this, the installed capacity of thermal power was 209.88 million kilowatts, or 75.7 per cent, and thermal power generation was 938.8 billion kilowatt-hours, or 81 per cent. It is projected that in 1998 the national thermal power plants emitted about 7.8 million tonnes of sulphur dioxide, accounting for 37.3% of the national sulphur dioxide emissions. Among them, thermal power plants of 6,000 kilowatts and above belonging to the State Power Corporation burned about 280 million tonnes of raw coal, with an average sulphur content of 1.03 per cent, and emitted about 5 million tonnes of sulphur dioxide, accounting for 23.9 per cent of the national sulphur dioxide emissions. With the increase in coal consumption, the amount of sulphur dioxide produced by coal combustion is also increasing, and China's sulphur dioxide emissions once exceeded 20 million tonnes in several years; in 2005, China's total sulphur dioxide emissions reached 25.48 million tonnes, ranking first in the world.

At the same time, China's emissions of soot and dust were once high. in 1995, the total amount of soot emitted from coal-fired power plants nationwide was 14.78 million tonnes, of which emissions from thermal power plants and industrial boilers accounted for more than 70 per cent. In the thermal power plant emissions, local power plants, due to basically using inefficient dust collectors, tonnes of coal emissions of smoke and dust is 5-10 times that of the national power plants, and its emissions accounted for 65% of the total emissions of the power plant.In 1995, the national industrial dust emissions of about 6.39 million tonnes. Among them, dust emission from iron and steel production accounted for 15 per cent of the total, and dust emission from cement production accounted for 70 per cent of the total. Among the dust emissions from cement production, 80 per cent were from local cement plants, which became the main source of industrial dust emissions.

Since the 1980s, the number of motor vehicles in China has grown rapidly, driven by economic growth. The annual growth rate in the number of vehicles in the country has remained at 13 per cent, especially in large and very large cities such as Beijing, Guangzhou, Chengdu and Shanghai, where the rate of growth in the number of motor vehicles has been much higher than the national average. By 1995, the number of vehicles in the country had exceeded 10.5 million, an increase of 4.2 million over 1990. As a result, the total amount of nitrogen oxides, carbon monoxide and hydrocarbons emitted by automobiles has risen year by year. As cities are densely populated and the volume of traffic and transport is relatively large, the proportion of motor vehicle exhaust pollution in urban air pollution is also rising.

Due to the increasing pollution of sulphur dioxide, soot, dust and motor vehicle exhaust, the haze situation in China was once extremely serious. During the fifty-three years from 1961 to 2013, the frequency of haze weather showed an upward trend, especially the number of haze days increased significantly. 2013 was the most serious year for haze weather, in which the Beijing-Tianjin-Hebei region, the Yangtze River Delta region, the southwestern region, and the two regions of China were the most polluted areas. Not only did the scope of haze weather occurrence show an expanding trend, the degree of atmospheric pollution also showed an increasing trend, and the significant increase in the number of haze days almost became a normalised phenomenon.

Smoggy weather is harmful to the human body. Several studies have shown that increased PM2.5 significantly increases the prevalence of respiratory diseases and mortality. Both long-term and short-term exposure to PM2.5 can cause an increase in a range of cardiovascular diseases including heart attack, stroke, heart failure, arrhythmia and venous embolism. In addition to the obvious effects of haze on the respiratory and cardiovascular systems, the cognitive functions of the human body are also greatly impaired, with the elderly and children being the most affected. The haze ultimately affects overall human mortality and life expectancy, and both national and international studies have shown that increased pollutant concentrations reduce life expectancy per capita. In addition, hazy weather can affect aspects such as transport and travelling. The impact of hazy weather on China's inbound tourism is also very obvious.

NASA's Moderate Resolution Imaging Spectroradiometer (MODIS) is dedicated to observing the Earth's surface. According to satellite photographs taken by MODIS, in the images of 2001, the colour of the land was generally visible, although there was a large amount of aerosol pollution (grey band) in eastern China. But starting in 2002, the haze in northern China began to worsen and the area of turbidity spread. Beijing is the place with the worst aerosol pollution. Aerosol is defined as a collective term for solid particles or liquid droplets of material suspended in the air. Aerosol particles can enter the human body through the respiratory tract, attach themselves to the respiratory tract, and even deposit themselves in the lungs, endangering health. The North China Plain often faces poor air quality due to increasing vehicle pollution in major cities such as Beijing and the effects of coal-fired power plants, home heating and cooking. The region's topography is not conducive to the spread of pollutants, with the Taihang Mountains to the west blocking the haze. By the 27 July 2007 image, the haze was mixed with clouds, darker and diffuse, thick enough to completely obscure Beijing. And on 21 July 2008, with the upcoming Beijing Olympics from 8 to 24 August 2008 and Paralympics from 6 to 17 September, Beijing implemented new measures to reduce pollution. During this period, the air in North China improved significantly, but a layer of mist remained. The Moderate Resolution Imaging Spectroradiometer (MODIS) provides a bird's eye view of northern China, and Beijing has "disappeared" several times. In the years since, the hazy weather in the north has worsened again, including on 9 October 2014, when a thick haze covered the plains of northern China, almost obscuring what was visible in the region, including China's capital, Beijing.

1.4. Impact of hazy weather on Beijing's inbound tourism

From 1980 to 2012, the number of inbound tourists in Beijing increased year by year, and except for some years when the number of inbound tourists in Beijing dropped slightly due to fluctuations, the overall upward trend of inbound tourists in Beijing was obvious.

However, after reaching a peak of 5.009 million in 2012, the number of inbound tourists in Beijing started to decline year by year. There are many reasons for the decline in the number of inbound tourists to Beijing, one of which is the severe haze weather in the city, which was one of the major reasons. 2008 Beijing Olympic Games, there were foreign athletes who gave up the opportunity to participate in the Olympic Games because they did not understand the situation of haze management in Beijing at that time, and were worried about the hazards of haze weather on their health. The number of inbound tourists in Beijing has continued to decline in recent years, and the Beijing Municipal Bureau of Statistics and the National Bureau of Statistics Beijing Survey General Team released the "Beijing Municipal Statistical Bulletin on National Economic and Social Development in 2019", which showed that in 2019, the city received 3,769,000 inbound tourists, a decline of 5.9 per cent. Among the inbound tourists, there were 3.207 million foreign tourists, down 5.6 per cent, and 562,000 tourists from Hong Kong, Macao and Taiwan, China, down 7.3 per cent. International tourism revenue amounted to US$ 5.19 billion, down 5.9 per cent.

The industrial revolution, which took place from developed to developing countries, was accompanied by an increase in energy consumption and an increase in environmental pollution. The objective increase in environmental pollution has led people to pay more and more attention to the environmental pollution problem subjectively, which is related to their own safety and security, and this awareness has penetrated into every aspect of life, including outbound travelling decision-making.

Beijing is rich in natural and cultural tourism resources, and in recent years, tourism facilities have become increasingly sophisticated. However, relatively speaking, due to huge energy consumption and serious environmental pollution, hazy weather has become an important label of Beijing in the minds of foreign tourists. In the short term, the image of hazy weather will affect the number of inbound tourists and inbound tourism revenue of Beijing. In the long run, the decrease in the number of inbound tourists makes it more difficult for potential inbound tourists to get a real inbound tourism experience and make inbound tourism decisions accordingly, the positive role of word-of-mouth effect in the decision-making process of inbound tourism further decreases, and the negative impact of the inherent image of hazy weather in the decision-making process of inbound tourism will be further enhanced, thus entering into a vicious circle, leading to the gradual inbound tourism business in Beijing City thus entering a vicious circle, leading to the gradual shrinkage of Beijing's inbound tourism business. Therefore, it is important, necessary and urgent to study the influence of hazy weather image on the formation of inbound tourism intention in Beijing.

2. Literature review on the impact of hazy weather on inbound tourism

2.1. Studies Related to Inbound Tourism Decision-Making

2.1.1. Meso-level perspective study

Inbound tourism decision-making is a subdivision of tourism decision-making research, inbound tourism decision-making has its own characteristics and follows the common law of tourism decision-making. Therefore, the study of inbound tourism decision-making also starts from the most essential part of tourism decision-making. Scholars initially explored the impact of tourism resource endowment on the formation of inbound tourism intention from the meso-level perspective.Gearing et al. (1974), Dwyer & Kim (2003), Naude & Saayman (2005), Ghaderi et al. (2017), Yang et al. (2018) and other scholars' research results all show that natural landscapes such as World Natural Heritage and World Cultural and Natural Dual Heritage have a significant effect on the formation of tourists' inbound tourism intention, and literature based on the U.S. National Parks and Bali as the object of study shows that when the natural tourism resource endowment has a high degree of visibility, the natural tourism resource endowment has a greater net effect on the formation of inbound tourism intention and is an inbound important influencing factor of tourism intention formation.

Tourists' inbound tourism needs also have their own diversity, so scholars have also used cultural landscapes such as intangible cultural heritage, world heritage sites, and dual cultural and natural world heritage sites as explanatory variables to explore the relationship between cultural tourism resources and the formation of inbound tourism intentions (Su, Lin (2014), White & Budruk (2006), Bille & Schulze (2008)). The research results show that the endowment of cultural tourism resources also has a significant impact on the formation of inbound tourism intention, and its net effect is also larger, which also proves that the demand for inbound tourism encompasses a wide range of needs, and the importance of the endowment of natural tourism resources should not be emphasised only.

Beyond tourism resource endowment, scholars have also focused on the relationship between infrastructure resource endowment and inbound tourism intention formation (Martin & Witt (1988), Khadaroo & Seetanah (2007, 2008), Habibi (2017), Ramos & Rodrigues (2013), Ghalia (2016), Benur & Bramwell (2015), Duval (2007), Masson & Petiot (2009), Evans & Shaw (2002), Marrocu & Paci (2013)). It has been shown in the literature that tourist accommodation is one of the infrastructural resource endowments that tourists focus on when making inbound tourism decisions, and studies have shown that the number of hotel rooms in several categories is correlated with the number of inbound tourists, and that different categories of hotels differ only in the strength of their net effect. Further research also shows that hotel price, hardware facilities, software services and other factors have a strong explanatory power on the number of inbound tourists and income.

Tourism transport is also an important infrastructure resource endowment that tourists consider when making inbound tourism decisions, and both transport within the urban area and transport with neighbouring areas have a significant effect on the formation of tourists' inbound tourism intentions. Literature on high-speed rail in Chinese mainland, buses in Taiwan, China, and taxis in Hong Kong,

China, all show that the net effect of tourist transport on the formation of inbound tourism intention is strong, and that the coverage, convenience, and price of tourist transport are the aspects that tourists focus on.

In earlier literature, fewer scholars associated communication networks with inbound tourism decision-making. With the advent of the information age, the role of communication networks has become more and more prominent, and scholars have increasingly studied communication networks as an influencing factor on inbound tourism decision-making. Research results have shown that in some countries or regions, the coverage and speed of communication networks have a positive effect on inbound tourism decision-making, while the price and limitations of communication networks have a negative effect on inbound tourism decision-making.

2.1.2. Macro-level perspective studies

Along with the in-depth study of inbound tourism decision-making, scholars have found that tourists' inbound tourism decision-making is not only affected by meso-level factors, but also by the environmental factors in which tourists are located, i.e., macro-level factors also affect tourists' inbound tourism decision-making. Studies have shown that both the GDP of the country of origin and the GDP of the country of destination have a significant correlation with the number of inbound tourists and inbound tourism revenue, and scholars have also used GDP as a measure of economic development to theoretically reason and explain this correlation.

In the inbound tourism decision-making process of tourists, there are usually several candidate destinations, and tourists select one as a destination through comparison, while the relative price of inbound tourism is the main item of comparison. It has been shown in the literature that the relative price of inbound tourism plays a significant role in inbound tourism decision-making. Scholars' studies have also found that exchange rate has a significant effect on tourists' inbound tourism decisions. Not only does the exchange rate have a significant net effect on inbound tourism decisions, but it also interacts with relative price to influence inbound tourism decisions.

Based on theoretical reasoning, some scholars believe that economic openness should be correlated with inbound tourism decision-making, so scholars try to explore the correlation between economic openness and inbound tourism decision-making by using the volume of foreign trade, the number of foreign-funded enterprises and other economic openness indicators, but due to the variability of different countries or regions, resulting in differences in the research samples, the research results obtained are not completely consistent.

In addition to macroeconomic factors, scholars have gradually begun to pay attention to the impact of macro non-economic factors on inbound tourism decisions. Some scholars' research results show that the geographic distance between tourists' source and destination countries has a strong correlation with tourists' inbound tourism decisions, and the further the geographic distance, the stronger the negative effect on inbound tourism decisions. Some scholars have also used airfares as a proxy variable to study this correlation, and the conclusion still holds.

In recent years, different scholars have begun to focus on the impact of cultural differences between the countries of origin and destination of tourists on inbound tourism decisions. This cultural difference is called cultural distance. It has been shown in the literature that the further the cultural distance, the greater the negative effect on inbound tourism decision-making. Some scholars take Chinese mainland, Taiwan, China, and Hong Kong as the research object, and the research results show that tourists from Taiwan, China, and Hong Kong prefer to travel to the Chinese mainland, and the cultural distance is a main reason. However, there are also studies with different interpretations, that for certain types of tourists, the further the cultural distance is, the more positive effect on their inbound tourism decisions.

Institutional economics argues that institutions have a real driving or hindering effect on economic development. Therefore, scholars also study inbound tourism decision-making from the perspective of institutional economics. Scholars have found that the efficiency of the visa system has a significant correlation with inbound tourism decisions. The higher the efficiency of the visa system, the stronger the positive correlation with inbound tourism decision-making, and vice versa, the stronger the

negative correlation.

Climate is also a macro non-economic factor that tourists often take into account when making inbound and outbound tourism decisions. It has been shown that there is a significant correlation between climate and tourists' inbound tourism decisions, and further studies have shown that the impact of climate on inbound tourism decisions varies with the seasons.

Along with the development of economy and the lack of restraint on the use of resources by human beings, environmental pollution has become a common problem faced by all countries in the world. The impact of environmental pollution on all aspects of life has become more and more significant, and people have become more and more concerned about environmental pollution. Scholars have found that in recent years, tourists pay more and more attention to the influence of environmental pollution when making decisions about inbound and outbound travel. The more serious the environmental pollution in the destination country or region, the greater the negative impact on inbound tourism decisions[1][2].

2.1.3. Micro-level perspective studies

The findings of behavioural economics have been increasingly applied to other fields, and scholars have introduced micro-level individual characteristic factors in inbound tourism decision-making studies (Petrick, Morais & Norman (2001), Homburg, Giering (2001), Vietze (2012), Stauvermann et al. (2017) , Kinnaird et al. (1994), Andreu et al. (2005), Wang, Qu, Hsu (2016), Ramos, Rodrigues (2013), Hughes, Allen (2005), Smith (2003)). Scholars' studies have shown that gender has a significant correlation with inbound tourism decisions, and this correlation is significant both before and after inbound tourism decisions are made.

Behavioural economics suggests that when groups are divided on the basis of age, there is a significant difference in decision-making outcomes between different groups. Therefore, scholars have introduced the factor of age into the study of inbound tourism decision-making to examine the correlation between age and inbound tourism decision-making, but due to the different samples and different criteria for dividing age groups, the conclusions of the current study are not consistent.

The correlation between personal income and inbound tourism decision-making has long been noticed by scholars, both in terms of absolute personal income and relative personal income, and studies based on different samples have shown that personal income has a positive effect on tourists' inbound tourism decision-making.

Education level is also an important personal characteristic, and scholars have therefore introduced education level into inbound tourism decision-making to examine the correlation between education level and inbound tourism decision-making, but the results of the existing literature show that the impact of education level on inbound tourism decision-making varies in different scenarios, and its role will be constrained by the background conditions.

Individual tourism experience has a significant impact on inbound tourism decision-making, and this tourism experience specifically refers to the experience of travelling to inbound tourism destination countries or regions. The influence of personal tourism experience on inbound tourism decision-making is bidirectional, and scholars have found that personal tourism experience with a better sense of experience positively influences inbound tourism decision-making, while personal tourism experience with a poorer sense of experience negatively influences inbound tourism decision-making.

Similarly, scholars have found that the influence of destination knowledge on inbound tourism decision-making is also diversified, and its role is also subject to the constraints of contextual conditions. Destination knowledge may have a positive or negative effect on inbound tourism decision-making in different scenarios, and in some studies, destination knowledge may also appear to have a non-significant effect.

Tourists' inbound tourism purposes are diversified, and the impact of diversified inbound tourism purposes on inbound tourism decision-making is also different. Existing literature studies have shown that based on different inbound tourism purposes groupings such as leisure, business, study and visiting relatives, the impact of inbound tourism purposes on inbound tourism decision-making is

significantly different among the groups.

In recent studies, scholars have found that there is also a correlation between religiosity and inbound tourism decision-making, and although current research suggests that this correlation only exists between specific tourist source countries and specific destination countries or regions, there is a need to take into account religiosity, which is a micro-level personal characteristic, when conducting research on inbound tourism decision-making in specific scenarios.

2.2. Research on destination image

In the field of tourism management research, scholars have gradually found that destination image is an influential factor that should not be ignored, and it has a significant causal relationship with tourism revenue, number of tourists, and willingness to travel, which are the subjects of research (Lee, Lee&Lee2014; Bigne et al. 2001; Gallarza,Saura,Garcia.2002; Huang,Gross.2010; Chen et al. 2016; Tasci,Gartner.2007; Tan,Wu.2016; Pike,Ryan. 2004; Pearce,1982; Rezende Parker et al. 2003; Carballo et al. 2015; Elliot et al. 2016)[3]. Destination image research has a long history and scholars' perspectives are richer. Scholars have obtained more consistent findings based on different samples. Scholars combined different scenarios to develop the role of destination image research, and found that destination image may have a positive or negative effect. When time is used as a dimension, the long-term impact of destination image differs from the short-term impact of destination image in terms of intensity, scope and path.

Further, scholars began to gradually focus on the influencing elements that affect the composition of destination image, and scholars have proved from different perspectives that the elements of sensation, perception, mental representation, cognitive maps, consciousness, and memory have an important influence on the formation of destination image, which has enriched and improved the theory of destination image (Arminda Almeida-Santana et al.2019; Echtner et al.1991; Oppermann.1997; Lau et al.2004; Baloglu et al.1997; Gartner.1993; San Martin et al.2008; Agapito et al.2013; Lee&Smith.2015; Byon et al.2010; Vengesayi et al.2009; Gunn.1988; Stylidis et al.2017; Papadimitriou et al.2015; Sidali.2014; Beerli et al.2004; Kladou et al.2015. Stabler.2013; Terzidou et al.2010; Draper.2016; Sun et al. 2013; Wang & Hsu.2010; Lee & Bai.2016; Wang,Chan & Pan.2015)[4][5].

Along with the depth of research, destination image studies are subdivided into macro-level studies (country image studies) and micro-level studies (destination city image studies) (Kotler&Gertner.2002; Suja Chaulagain et al.2019; Nadeau et al. 2008; Zhang,Wu & Buhalis. 2018; Chen, Chung, Gao&Lin. 2017; Hahm et al. 2018; Martine et al.2010; Mossberg et al.2005; Stepchenkova et al.2017; Palau Saumell et al.2016; Campo et al.2010; Pappu et al.2007; Konecnik. 2002; Martinez et al. 2010; Suh-hee Choi. 2016 Zhang, Xu, Leung&Cai. 2016; Chung& Chen.2018; Jingru Zhang et al.2016). At the beginning of the emergence of the destination image theory, scholars did not classify the tourism destination area into country, region or city, but united the country image (region image) and city image as destination image. Further research by scholars found that in some scenarios the macro-level destination image and the micro-level destination image will act on a tourism destination at the same time, and that there may be an interaction between the macro-level destination image and the micro-level destination image. For this reason, scholars believe that it is necessary to segment destination image into country image and city image, thus further clarifying the theoretical structure of destination image.

2.3. Study on the impact of episodic events on inbound tourism

Inbound tourism can be affected by a variety of factors. Bottero, M., Sacerdotti, S. L., & Mauro, S,Chalip, L., Green, B. C., & Hill, B,Davis, S,Gibson, H. J., Qi, C. X., & Zhang, J. J , Goossens, C., and other scholars have argued that episodic events should also be one of the important factors influencing inbound tourism.Hahm, J., Tasci, A. D., & Terry, D. B.,Holtzhausen, D., & Fullerton, J.,Jin, N., Lee, H., & Lee, S., Kaplanidou, K., and other scholars used theoretical deduction method and empirical research method to investigate the impact of different types of episodic events such as large sporting events, large exhibitions, terrorist attacks, etc. on inbound tourism, and the scholars' research shows that episodic events have a significant impact on inbound tourism, and that based on

the different types of episodic events, they may bring a significant positive impact or significant negative impact[6].

Scholars have carried out further in-depth studies based on the determination that episodic events have a significant impact on inbound tourism. Scholars have increasingly focused on the specific forms of impact of episodic events on inbound tourism.Kaplanidou, K., Karadakis, K., Gibson, H., Thapa, B., Walker, M., Geldenhuys, S., & Coetzee, W.,Kaplanidou, K., & Vogt, C. ,Kenyon, J. A., & Bodet, G.,Kim, H. J., Gursoy, D., & Lee, S. B.,Kim, J., & Fesenmaier, D. R. Scholars have shown that episodic events in different scenarios have different forms of influence on inbound tourism. Episodic events may affect different indicators such as the number of inbound tourists, the amount of inbound tourism spending, and the overnight stay of inbound tourists, which in turn are realised in synergy with other influencing factors. On the basis of the above research findings, scholars believe that although episodic events have a strong short-term impact on inbound tourism, episodic events may also have a long-term impact on inbound tourism based on certain intermediary factors, so the research on the impact of episodic events on inbound tourism should not be limited to the short-term perspective only, but should also be carried out from a long-term perspective.

The ultimate purpose of scholars' attention to the impact of episodic events on inbound tourism is to alleviate or stimulate the impact of episodic events on inbound tourism, and for this reason scholars have begun to seek relevant methods and countermeasures. In this sub-field of research, scholars firstly go to explore the role path of episodic events affecting inbound tourism. These studies can be categorised as studies on the path of information acquisition of episodic events and studies on the path of influence realisation of episodic events. Jones, I., Tasci, A. D. A., Hahm, J., & Terry, D. B. have found that access to information about episodic events includes official state channels, traditional media, and online social media. The impact of incidental events is mainly realised through different indicators such as the number of inbound tourists, the amount of inbound tourism consumption, and the overnight stay of inbound tourists. On the basis of the research on the path of action, scholars have proposed corresponding methods and countermeasures, mainly including various forms of publicity, the organisation of various thematic inbound tourism activities, various forms of inbound tourism preferential activities, and the provision of various inbound tourism convenience measures, in the hope that these methods and countermeasures will alleviate or stimulate the degree of action of episodic events affecting inbound tourism.

3. Review of relevant literature

In the field of inbound tourism decision-making and destination image research, scholars have achieved fruitful research results, but in the cross-cutting field of inbound tourism decision-making and destination image integration, there are still some problems that need to be solved. First of all, although scholars have paid attention to the significant influence of environmental pollution on tourists' inbound tourism decision-making and conducted research from multiple perspectives, most of the current studies have used environmental pollution measurement indicators as explanatory variables to explore the correlation between environmental pollution and tourists' inbound tourism decision-making, which has a certain scientific basis. However, the research results of psychology and behavioural science show that when people make decisions, for the purpose of simplicity and convenience, more often than not, they do not make decisions based on objective data and information, but rely on subjective perception, and the role of subjective perception is more important in decision-making behaviour. Therefore, in the field of environmental pollution affecting inbound tourism decision-making, under the premise of focusing on the impact of objective environmental pollution measurement indicators, we should introduce more perception factors as explanatory variables to carry out relevant research.

Second, in the existing literature, scholars' research on inbound tourism decision-making mostly assumes that tourists make inbound and outbound tourism decisions as a complete and inseparable process. However, a growing body of behavioural research suggests that in many contexts, decision-making is a multi-stage process. There are significant differences in the factors that people focus on at different stages of the decision-making process. It is based on the multi-stage progression that

people make the final decision. Through the observation of tourists' decision-making process of entry-exit tourism, it can be seen that tourists' decision-making process of entry-exit tourism is also a multi-stage process. In the existing literature, scholars mostly simplify this decision-making process into a complete stage, which is conducive to analysing the influence of various factors on inbound tourism decision-making as a whole, but this is not conducive to better grasping the role of different factors in different stages of inbound tourism decision-making.

Once again, scholars have been concerned with destination image for a long time, but for quite a long time, scholars in destination image research have assumed that destination image is fixed and unchanging. It is only in the recent literature that some scholars have put forward a different viewpoint, arguing that destination image is dynamically variable. By comparing pre-tourism destination image with post-tourism destination image, some scholars have found that there is a significant difference between the two. Therefore, we believe that the role of the dynamically changing destination image should also be dynamically changing. However, in the cross-cutting field of inbound tourism decision-making and the integration of destination image, fewer scholars are currently working on the impact of destination image on inbound tourism decision-making based on the assumption of dynamically changing destination image, which is unfavourable to revealing the role of destination image more objectively, and the corresponding conclusions drawn from the study are less instructive for practical activities.

Finally, in the field of destination image theory research, scholars initially paid more attention to the elaboration of the various effects of destination image. With the depth of research and the richness of research methods, scholars began to gradually pay attention to the correlation (or causality) between destination image and the number of tourists and tourism income, but most of the research is still about the "what" and "why" of the research, and less about the "how" of the problem. However, most of the studies are about the "what" and "why", but less about the "how". In the cross-cutting field of inbound tourism decision-making and destination image integration, scholars are also trapped in the "black box of management research", and fewer scholars have explored the role of destination image in influencing tourists' inbound tourism decision-making, which is also one of the important problems to be solved in this field. In addition, in the fields of inbound tourism decision-making, destination image theory, and the intersection of inbound tourism decision-making and destination image, scholars have adopted the correlation paradigm more often than not, which is not rigorous enough to prove the causal relationship.

4. Conclusion

People all over the world are becoming more and more concerned about the problem of air pollution, and this concern has even led to the gradual shrinkage of inbound tourism business. Scholars have researched this issue from multiple perspectives and scenarios, and have achieved fruitful results. This paper compiles and analyses these results in a more systematic way, hoping that the research in this paper can provide useful reference for solving the problem of haze weather affecting China's inbound tourism.

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