

## The impact of the epidemic on the change of China's tourism industry

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**Abstract:** Since the beginning of 2020, the outbreak of COVID-19 shows that the epidemic prevention and control cannot be achieved in a single battle, and the overall prevention and control has changed from acute to normal prevention and control. How to improve its resilience and high-quality development has become a major problem for Chinese and foreign tourism enterprises. Tourism big data shows that since March 2020, the number of domestic tourists has even dropped by 52.07%, and domestic tourism revenue has decreased by 61.07%, and international tourism revenue has also fallen by 87.1%. Tourism has struggled due to the impact of the epidemic. In order to promote the recovery and revitalization of tourism, governments at all levels have issued relevant incentive and support policies since the year of normal epidemic management. These policies are aimed at COVID-19 and tourism development trends, mainly aimed at tourism companies. However, the effectiveness of these policies is not adequately demonstrated due to the lack of research on consumer willingness and behavior to travel.

### 1. Research background

As the emergence of the epidemic has had a significant impact on China's economic development, China's tourism industry is in a transition period. An important component of cultural tourism is the prevention and treatment of infectious diseases. Governments, tourism organizations and professional associations should assist the tourism industry in adopting a range of risk management measures. Our tourism industry has grown rapidly in recent years. As shown as our total revenue data, tourism in 2018, China's gross domestic product (GDP) of six trillion yuan, the whole year tourism dedication to GDP for 10 trillion yuan in dollars of tourism accounted for 11% of the domestic tourism employment is divided into direct employment and indirect employment: employment it helps to human consumption and economic development, but the rapid growth of the new crown outbreak has had a huge impact on the world economy. Tourism is the slowest in most other industries in China.

By the first half of 2021, as the outbreak gradually under control, tourism will show warming trend, especially domestic tour, has almost returned to the outbreak, someone predicted that domestic tourism may be in the future will achieve "strong recovery", and international tourism, because the outbreak in the global scope, has not been under control, so the market volatility will always exist. This can also reflect the strength of our country.

#### 1.1 Impact of the epidemic on cultural tourism

##### 1.1.1 Domestic tourism market

Seriously affected by the new infectious diseases of the latest data show that the tourism industry in its daily activities lost about \$3 million, an average loss of 18 billion yuan a day, the national travel industry was exhausted by the virus, the national tourism administration and online tourism company suspended all tourism related activities, during the Spring Festival of Chinese visitors data, is expected to tourism industry in 2019 will lose 1.7 trillion yuan due to the outbreak. The recovery and prevention outlook for tourism depends on medium-term conditions, and many companies will face huge challenges, with domestic travel trips and tourism revenue growth falling by 56% and

69%, respectively. The 2020 Spring Festival Golden Week will become the worst golden week in China's modern tourism industry in 40 years. China's tourism industry will be sluggish in the first half of 2020, and most tourists believe that the recovery will be achieved in the second half at the earliest.

### **1.1.2 Foreign cross-border travel market**

NASA reminds other passengers, the uncertainty of China's tourism market has greatly increased, it has a significant impact on the international tourism market development, launched a series of warning to Chinese tourism, and terminate airlines passenger transport, according to the results of the Chinese tourism research institute of entering China's tourism number decreased 50.3 million people than last year, the international tourism revenue also reduced \$53.4 billion. The proportions were-35% and-40% in 2019, respectively. At the same time, due to the impact of the epidemic, the number of Chinese people going abroad has also decreased significantly. The World Health Organization on January 23,2020, declared the COVID-19 outbreak a "public health emergency of international concern", and the United States responded quickly to China and maximized the possible risks. Countries other than the United States have begun to follow the United States, including China and the world, because of their own security impact.

### **1.2 The global scope is affected by the epidemic**

The sudden public health incident has dealt a fatal blow to tourism companies across the country, especially to small and medium-sized enterprises with insufficient funds, which are at risk of insufficient funding in the first quarter of the year. This incident will not only hit the cultural tourism industry, but also affect the whole cultural tourism industry chain. Therefore, hotels, transportation, agriculture and forestry insurance and other a series of tourism industry will face a cyclical crisis and bankruptcy, the annual Spring Festival golden week orders are basically zero. The cash flow of tourism companies is in a crisis, and the delayed resumption of work has also affected the export of industrial products.

### **1.3 The impact of the epidemic on tourism development for a long time**

The tourism industry has been affected by the new type of SARS, which was discovered at the end of last year, lasting longer and becoming more powerful than the SARS epidemic. And the incubation period of novel coronavirus is longer and even appeared asymptomatic infection, these are the main reasons for the outbreak is not over. In the face of the sudden new coronavirus crisis, we must pay attention to developing economic cooperation. Regional cooperation between tourism organizations and the World Trade Organization (WTO) will help combat the epidemic and help the recovery of tourism in developing countries as soon as possible.

## **2. Research on the countermeasures to the epidemic crisis of China's tourism industry**

### **2.1 National psychological analysis under the epidemic situation**

This epidemic has not only caused a great impact on the economy, but also cast a shadow over the national psychology. National living standards and the growth of economic strength, disposable income is higher and higher, also make people habitual advanced consumption, and because the outbreak lasts a long time, residents of isolation time or isolation cycle is long led to the low class 0 income and a large number of debt, plus prices soared during the outbreak, the national burden is increasing, but also reflects the national resistance to sudden time is low.

According to incomplete statistics, when the epidemic is over, 58% of the people will choose not to travel, and 28% will choose to go out to play, and I do not know whether the depression is too long or what reason, 9% will choose to stay at home, and 5% will choose not to know. Based on the above data, most people will still choose to wait and see cautiously. This sudden but short-term epidemic has had a great psychological impact on the psychology of the people, so that it may be somewhat distorted, reflected in that when the epidemic ends, many people will appear "retaliatory" money and "retaliatory" consumption. In terms of tourism, most people do not travel long distances,

and the possibility of surrounding travel will be very large and very much.

## **2.2 The Government side**

### **2.2.1 Introduce policies to save enterprises and support support to guide industries to help each other and help themselves**

Tourism is the industry most severely affected by the epidemic. It not only affects tourism-related industries, but also hits local economies hard. In particular, for local governments with tourism, GDP growth in 2020 may be negative without taking effective measures. But it is gratifying that the tourism industry is also the fastest recovering and most resilient industry. The tourism industry is only an industry that people cannot meet their inner thoughts under the pressure of the environment. When the epidemic recovers, there will be a retaliatory rebound in consumption. To sum up, the government can introduce relevant laws and regulations, such as tax reduction and exemption policies and promoting reasonable population employment policies, and can also allocate certain social welfare funds to help enterprises tide over difficulties. The government should also lead the various enterprises in the tourism industry to help each other and face the sudden challenges together.

### **2.2.2 Establish and improve laws and plans for facing public health emergencies**

The global tourism industry has been hit by public health events more than once. SARS, MERS, Seca and Ebola have all caused a serious impact on the global tourism industry. Therefore, the Chinese government should accumulate experience, introduce standby plans in case of crisis, and improve its response capacity. The resilience and high-quality development of tourism enterprises under the epidemic need the government

Create the following preconditions and pay attention to the following influencing factors with the relevant management departments and other relevant industries.

First of all, the government and relevant administrative departments need to implement the plan to actively resume the development of tourism: (1) the administrative units to reduce the inter-provincial travel circuit breaker policy. According to the Ministry of Civil Affairs statistics, the plan by the end of 2022, China has 2844 including municipal district county administrative units, 38 741 including streets, town township administrative divisions, culture and tourism has swim across the province circuit breaker policy unit from the previous provincial administrative units to the county administrative units to the township administrative units.(2) Targeted epidemic prevention and control measures should be taken to restore tourism development. For example, tourists are required to show a negative nucleic acid test certificate within 72 hours; tourist places use site code or digital sentinel test methods, tourists can actively scan the "site code" or "digital sentinel" through wechat, Alipay, automatically and quickly register ID information and test health code, which can prevent positive personnel from entering, and can provide tracking clues; the above services can be provided on site.

## **3. During the normal management of the epidemic, the tourism industry has struggled to survive, but there is still hope**

In response to the impact of the epidemic on tourism, the China Tourism Academy showed that the total tourism revenue grew negative by 19.5 percent to 29.5 percent in 2020. This epidemic, equivalent to tourism in recent years, is equivalent to a sudden brake. Many enterprises re-examine themselves in this crisis, because from this epidemic, most people realize the vulnerability of tourism, so we should think about the change of business mode and product structure.

The recovery of tourism is also gradual. On the one hand, there are still a considerable number of people willing to travel after the epidemic; on the other hand, enterprises have put the market in China. Although the market competition will become more and more fierce, there will be many opportunities and employment opportunities will increase, so as to promote the recovery of tourism.

According to the survey, ctrip in the first quarter of 2020 operating loss of 1.2 billion yuan, but a

year after the first quarter of 2021, ctrip net income of 4.1 billion yuan, up nearly 80%, this is just ctrip, other such as Cheng Yilong, according to them, the development of the tourism market and epidemic prevention and control in parallel, to reach "parallel", due to the outbreak, the market change speed up, this is more need to travel enterprise flexible, to cope with the changing market. In recent days, the market has been more optimistic about the recovery of tourism and value recovery, as well as a possible "retaliatory" rebound.

Therefore, the recovery of tourism has become inevitable, and the first main area to recover is the previous cost of domestic tourism, which has been irreparable. When the epidemic ends, these compensation will work overtime. For example, the delay of school opening, which is bound to reduce the summer vacation time to compensate for the so-called time cost. And the traffic leading to the scenic area will also appear the flow restriction policy, so the long-distance travel will not have what the outbreak of growth, and the surrounding possibility of "retaliatory" consumption and tourism is still very large.

#### **4. New thinking and new strategies for the development of Chinese tourism enterprises under the normal epidemic situation**

In the short term, referring to the experience of home and abroad, tourism enterprises should find various opportunities to make full use of their idle facilities, places and human resources from the three dimensions of macro environment, industrial policies and micro efforts.(1) In terms of macro environment, it is suggested that government departments actively implement the two-wheel drive policy of epidemic prevention and control and the recovery of tourism development. For example, strengthen vaccination, issue travel consumption vouchers nationwide, encourage enterprises and social organizations to entrust travel agencies to carry out party building, official business, trade unions and exhibitions, and travel agencies can issue invoices as reimbursement vouchers according to regulations.(2) In terms of industrial policies, implement tax reduction, low tax reduction, low interest and interest exemption, temporary refund of tourism quality deposit, deferred payment of social insurance premiums for pension, medical care, unemployment and industrial injury, deferred payment of housing accumulation fund, and provide epidemic prevention and disinfection, job stability, training and increasing employment subsidies.(3) Micro efforts, tourism enterprises should take the initiative to find various business opportunities. For example, open the development mode of online and offline business integration; develop food delivery; provide hotel services for stranded travelers; provide hotel escort services for primary and middle school students and college students; provide local micro-tourism and health care services; provide idle employees to industries that need more service personnel; conduct staff training; and prepare for tourism recovery.

#### **5. Summary**

The outbreak of the epidemic has caused a certain impact on China's economic development and consumer psychology, even if the epidemic is over, there will be a certain recovery period, the first thing to recover is to avoid human psychology, people are social animals, mutual cooperation can go further. In the government dimension, improve the tourism policy support system, build the emergency tourism management system, formulate tourism crisis emergency plan, financial measures to the cultural tourism industry, improve residents' income level; in the tourism enterprise dimension, to accurately study and grasp the change of citizen tourism willingness and demand, improve tourism products and services, develop new forms of tourism business, and strengthen the scientific understanding of COVID-19 at the personal and social level, eliminate the psychological depression and anxiety of tourism consumers.

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