

Survival and Development of Cultural Tourism Service Industry Under the Normalization of Epidemic Prevention and Control

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ABSTRACT

Cultural tourism service industry is the most dynamic business in social development, which contributes a lot to China's economy. In view of the problems of low economic benefits, reduced income of supporting industries and decreased tourist demand faced by the cultural tourism service industry under the impact of the COVID-19 epidemic in 2020, this paper expounds the new characteristics of the cultural tourism service industry, pays attention to the new phenomenon of "cloud tourism" and its emerging trend, and analyzes the high attention of tourists to the safety and health in the process of travel. On the basis of the analysis, the paper puts forward some countermeasures and suggestions, such as strengthening the support of cultural tourism enterprises, increasing the product innovation mode of cultural tourism enterprises, and the transformation of business model, deepening the immersive experience of "cloud tourism".

Keywords: Cultural tourism service industry, Epidemic prevention and control, Tourism enterprise.

1. INTRODUCTION

By the late ten days of January 2020, the number of patients who were confirmed COVID-19 is increasing. Immediately, Wuhan was closed, and then fight against epidemic in all provinces of the country started [1]. All cities and provinces in China have launched the first level response to public emergencies. At the end of that month, WHO declared the epidemic as a "public health emergency of international concern". In the first quarter of 2020, the GDP was 20650.4 billion *yuan*, a year-on-year decrease of 6.8%. Cultural tourism service enterprises have closed down one after another, and the whole industry is in serious recession [2]. Scientific prevention and control of the epidemic situation and coping strategies have become the focus of cultural tourism industry in China and even the world.

2. THE CONTRIBUTION OF CULTURAL TOURISM SERVICE INDUSTRY TO CHINA'S ECONOMY

Cultural tourism industry is a dynamic industry in social development, which has great economic and social benefits [3]. According to the statistics of the National Bureau of statistics, from 2010 to 2019, the total income of the cultural tourism industry and the number of domestic tourists, inbound tourists and outbound tourists have maintained a growth trend. From 2015 to 2019, the contribution rate of cultural tourism service industry to China's economy is 10.39%, 10.2%, 11% and 11.04%. Thus, the role of tourism industry in promoting national economy cannot be underestimated. Table 1 is an analysis of the main development indicators of China's tourism industry in the ten years from 2010 to 2019. The contribution of cultural tourism service industry to China's economy can be shown in the form of data.

Table 1. Main development indicators of tourism industry from 2010 to 2019

Year	Domestic tourists (Billion person times)	Domestic tourism revenue (Trillion RMB)	inbound tourists (Million person times)	Inbound tourism revenue (Million USD)	Outbound tourists (Million person times)	Total tourism revenue (Trillion RMB)
2010	2.103	1.2580	133.76	45.814	57.39	1.57
2011	2.641	1.9305	135.42	48.464	70.25	2.25
2012	2.957	2.2706	132.41	50.028	83.18	2.59
2013	3.262	2.6276	129.08	51.664	98.19	2.95
2014	3.611	3.0312	128.50	105.380	107.28	3.73
2015	3.990	3.4195	133.82	113.650	116.89	4.13
2016	4.435	3.9390	138.44	120.000	122.03	4.69
2017	5.001	4.5661	139.48	123.417	130.51	5.4
2018	5.539	5.1287	141.20	127.103	149.72	5.97
2019	6.01	5.7251	145.31	1313	169.21	6.63

3. THE IMPACT OF EPIDEMIC SITUATION ON CULTURAL TOURISM SERVICE INDUSTRY

As a new business form, cultural tourism service industry has the characteristics of high crowd density and frequent social interaction, which leads to the impact of domestic and foreign emergencies [4,5]. The new epidemic has a comprehensive impact on the whole industry chain of cultural tourism service industry, leading to a serious decline of the whole industry during the epidemic period, many well-known traditional tourism enterprises have declared bankruptcy [6].

3.1. Decrease in tourism service income

On January 24, 2020, the Ministry of culture and tourism issued an emergency notice, requiring travel agencies and online tourism enterprises across the country to suspend the operation of team tourism and "air ticket + Hotel" tourism products. The tourism industry suddenly fell into a sudden stop situation and its business was completely halted [7]. Many places have cancelled gathering assembly, such as garden fairs, temple fairs, amusement parks, scenic spots, resorts, museums and so on. Many countries have taken measures to stop issuing visa and close ports. Tourists are restricted from entering the country. Tourism service industry is directly related to the duration of the epidemic [8]. According to the world tourism organization, the number of tourism in 2020 will decrease by 20% - 30% compared with that in 2019, and the international tourism revenue will decrease by 300 billion to 450 billion US dollars [9].

3.2. Tourism supporting industry is obviously affected by the epidemic situation

Cultural tourism service industry is composed of tourism service industry, hotel service industry, catering service industry, transportation industry, entertainment

industry, culture industry and other industries, forming an industrial cluster. In the face of the grim reality, under the condition of normalization of epidemic prevention and control, it is an urgent task to vigorously and orderly promote the resumption of work and production and speed up the expansion of coverage [10,11].

The catering service industry has been suspended due to the epidemic situation, but businesses still need to bear fixed costs such as labor and rent [12]. With the help of the national government, all businesses are exploring countermeasures. Some businesses switch to take out, build online platforms to sell, and explore strategies to reduce costs.

Isolation and restriction, traffic control and other closure measures have led to the decline of traffic flow. From January to April 2020, China's 36 central cities had carried out 9.6 billion public transport passengers, which had a year-on-year decrease of 54.9%. In terms of travel mode, the passenger traffic volume of bus and trolley bus, rail transit, cruise taxi and ferry decreased by 57.1%, 52.1%, 53.8% and 60.8% respectively. From January 10 to February 11, 2020, China's railways, roads, waterways and civil aviation have sent 1.390 billion passengers, down 44.4% year on year. In April, 570 million commercial passenger traffic was completed, which recovered to 39.8% of the same period last year. The recovery degree was 12.8% higher than that in March. Among them, the road passenger traffic volume decreased by 58.8% and the waterway passenger traffic volume decreased by 61.8%.

During the Spring Festival in 2020, the hotel service industry basically stops promptly. With the promotion of returning to work and production, in March, the national catering revenue was 183.2 billion yuan, down 46.8% year on year. In April, the catering revenue reached 230.7 billion yuan, similarly decrease of 31.1%, and the decline rate was 15.7 percentage points lower than that of the previous month. The business activity index of

the catering industry rose to more than 60.0%, up more than 10% from the previous month, showing a significant recovery

3.3. Decrease of tourist demand

Due to the severe situation of the epidemic, tourists are afraid of the COVID-19 and distrust of the killing environment in the scenic spots, so the tourism demand is reduced. In China, many tourists have cancelled their travel plans during and after the Spring Festival and avoided the tourist places with high crowd density.

In the following period of time, although some scenic spots, amusement parks and museums were initially ready for gradual opening up, the number of tourists received was not large, because the epidemic situation had not completely disappeared in the world, and tourists' fear of the epidemic situation would continue in a certain period of time [13]. Although some scenic spots have been opened one after another, the people who enter the spots are basically residents nearby, and there are very few foreign and inbound tourists. The public still try to avoid the transportation modes with high crowd density, such as trains, planes, buses, etc., in order to avoid disease infection. Domestic tourism market recovery is slow, unable to usher in the situation of large passenger flow, most scenic spots implement appointment system, and the number of tourists is limited [14].

4. NEW CHARACTERISTICS OF CULTURAL TOURISM SERVICE INDUSTRY UNDER THE EPIDEMIC SITUATION

4.1. "Cloud tourism" becomes a new trend

Due to the impact of the epidemic, public travel is limited by lots of factors, but the public demand for tourism always exists, and the concept of "cloud tourism" emerges as the times require. As a new form of tourism, "cloud tourism" relies on network communication, AR, VR and other technical means, from voice interpretation and guidance to VR virtual reality to online live broadcast [15]. It has various forms and layers of promotion, bringing immersive cloud tourism experience to the public and providing people with a kind of online travel experience without leaving home. It has "low cost" and "strong interactivity", "high security" as well as other features, and these prominent advantages also make it become a choice in the special times.

Cloud tourism has obvious driving effect on scenic spots, which brings high value to users and scenic spots, and realizes the sustainable development of tourism economy. On the one hand, users can experience tourism services in real-time and super interactive way.

On the other hand, scenic spots can realize online commercial realization by means of live broadcast. By introducing products and services such as scenic spots and surrounding areas, the stickiness of online and offline can be integrated to accumulate strength for tourism economic recovery. For example, in April 5, 2020, Imperial Palace launched the first live broadcast of the history through cooperation with Xinhuanet.com, tik-tok, and other net media. After that, the popularity has been rising, and 34.92 million netizens have flocked to the live broadcasting room of Xinhuanet client and nearly 60,000 live message interactions have been brought.

Not only tourist attractions and supporting facilities, but also other tourism related industries, such as high star hotels, also regard live broadcasting as the main battlefield of marketing. Recently, Atlantis San Ya has sold nearly 47 million yuan through online platforms such as Fliggy and Youku, through combining with the live broadcast of anchor with goods.

"Fliggy" which was later renamed "Fliggy Travel" (a comprehensive travel online transaction service platform providing airline tickets, hotels, travel routes and other commodities for members), provided data which also showed that the coincidence rate of cloud tourism hot cities broadcast by the platform and Qingming Festival travel cities was as high as 90%. According to the report on the trend of spring tourism recovery in 2020 released by mafengwo.com tourism network (a travel website widely sought after by the younger generation in China, providing a travel and entertainment platform for tourism decision-making, booking and experience), the popularity of many tourist destinations and scenic spots in China has risen significantly since March 18, 2020, and the tourism popularity of hot surrounding scenic spots in many cities has increased on average 67%.

4.2. Safety and health are the most concerned issues of tourists

When COVID-19 epidemic is under normal control, tourists tend to choose short trips, such as province tour, peripheral tour and village tour. Short distance tourism has become the mainstream way of tourism. According to the first survey report on users of self driving tour around China released by ctrip.com, more than 60% choose to travel by themselves with their families. Among the self-employed group tourists of Ctrip, 70% now select "comfort Tour" products.

When choosing the product type, "scenic spot ticket + visit ticket + hotel food and accommodation package" becomes the most purchased category. In terms of travel habits, self driving of the same family for 1-2 days in the suburbs is the first choice for tourists to travel around, and 62% of them choose self driving tour,

followed by trains and cars. From the perspective of the preference of the surrounding tourism types, nearly half of the guests choose "natural scenic spot tour". Due to the open space of natural scenic spots, a limited number of people are allowed to enter the scenic spots by appointment, so the degree of personnel density is relatively low, which is more in line with the public demand for safety and health.

4.3. Quality tourism, high-end tourism favored

According to the statistics of the tourism situation during the May 1st Labor Day and the Dragon Boat Festival, due to the psychological impact of the epidemic situation and the limitation of overseas travel, users tend to choose high-quality projects when choosing tourism products. The main force of tourism consumption is relatively concentrated in the "post-80s" and "post-90s" young groups. The demand for high-quality travel is also directly reflected in the user's choice of scenic spots. Big data from Ctrip show that Shanghai Disneyland Resort, Zhuhai Chimelong ocean Kingdom, Chinese Dinosaur Park, Shanghai Haichang Ocean Park, Chaka Salt Lake and other high-quality scenic spots are the most popular scenic spots for tourists. In addition, the proportion of booking four-star and five-star hotels in various tourism network platforms is close to 60%. Users are more and more interested in high star hotels and high-quality products.

With the requirements of normalization of epidemic prevention and control, tourism products are constantly innovating, mainly including self driving tour, theme tour, private tour, etc., attracting the attention of many young tourists. The number of users who choose up-market travel or select small groups has increased significantly.

5. DEVELOPMENT STRATEGY OF CULTURAL TOURISM SERVICE INDUSTRY UNDER THE CONDITION OF NORMALIZATION OF EPIDEMIC PREVENTION AND CONTROL

In view of the background of the normalization of epidemic prevention and management, this paper puts forward the development strategy of cultural tourism service industry.

5.1. The government helps the development of cultural tourism service industry

The government should provide assistance in tax, fees, costs and financial support to ease the operating difficulties of cultural tourism service industry, and encourage banks and other financial institutions to delay the debt of small and medium-sized enterprises. At present, some stable employment policies issued by

local governments may increase the labor cost of enterprises and bring business pressure. The government should promulgate corresponding supporting policies as soon as possible to help businesses, including small and medium-sized enterprises, and strengthen their accurate assistance to help them tide over difficulties better. As for the situation that enterprises do not have loans from financial institutions in a short period of time, it is available to increase the bank liquidity by reducing the reserve ratio and other measures.

In each stage of epidemic prevention and control, the state should formulate various systems and policies. Sporadic cases occur from time to time, there is a great pressure on the prevention and control of overseas import, and the epidemic prevention and control work is characterized by concealment, complexity and uncertainty. The national cultural and tourism industry should pay close attention to the changes of the epidemic situation at home and abroad, understand the prevention and control measures, strengthen the management and control, and change the operation and marketing mode. On the basis of ensuring the prevention and control, it is necessary to do a good job in marketing strategies, disinfection and sterilization of scenic spots, restrict the flow of passengers, and carefully design tourism products that meet the psychological and practical requirements of consumers.

5.2. Strengthen the epidemic prevention and control of cultural tourism industry carefully and accurately

Strictly implement the overall prevention and control strategy of "external prevention input, internal anti rebound". Through the deployment and practice of the normalization of epidemic prevention and control, the domestic epidemic situation has been basically preventable and controllable, but in the global scope, the epidemic situation is spreading and aggravating, the imported cases are increasing, and the pressure of preventing import is getting raised. The epidemic prevention and control of cultural tourism service industry must be vigilant at any time, and not allowed to be lax. Under the premise of ensuring epidemic prevention and control, cultural tourism industry should accelerate the resumption of work and production. During the May Day holiday, some scenic spots are getting warmer and even crowded. In the face of such congestion, it is vital to be vigilant. The resumption of cultural and tourism industry needs to be carried out in an orderly manner to ensure the safety of tourists.

It is important to strengthen control carefully and accurately. Before the epidemic is completely eliminated, the cultural and tourism industry must take effective prevention measures and relevant supporting measures. For the tourism resources that have been opened to the outside world, such as offline amusement

parks, museums, ecological scenic spots, resorts, cultural towns, etc., precise prevention and control measures must be fully implemented, such as real name booking for each tourist, checking the health green code information before entering the scenic spot, non-contact access, dividing and limiting the flow of tourists when visiting the spot, and releasing warning information in real time.

The density of personnel should be strictly controlled, and the one meter distance separation sign should be made at the place where queuing is inevitable; in the scenic area, alcohol disinfection and other supplies is necessary to be prepared to reduce the fear of epidemic situation of tourists and effectively improve the cultural tourism experience. At the same time, it is obliged to continue to strengthen the construction of the emergency mechanism in the scenic area, so as to ensure that the emergency plan can be started immediately in case of an outbreak. In the supervision of scenic spots, departments at all levels should implement their responsibilities, strengthen prevention and control, and take the initiative.

5.3. Innovate tourism products and carry out customized services

Due to the severe situation of the epidemic troubles, tourists' willingness to travel decreased sharply. After the government issued the epidemic prevention warning notice, many consumers took the initiative to cancel the travel plans during and after the Spring Festival, so as to avoid crowd gathering and going out activities to the greatest extent. In terms of tourism destination and project selection, natural tourism and eco-tourism are carried out in outdoor open space, and tourism projects with less contact between tourists will be more popular. Rural tourism, suburb tourism, city tour do not need to take a long time by plane, train and other public transport. Holiday, leisure and entertainment tourism around the city with low population density, and the tourism projects carried out in the open outdoor and open space will minimize the tourists' fear of the epidemic situation and get more favor from tourists.

By firmly grasping the needs of customers and creating innovative tourism products, tourism enterprises can innovate more "light tourism" modes, such as "weekend local tour", "holiday resort leisure tour", "rehabilitation tour", "youth camp study tour", "rural scenery vacation tour", "parent-child paradise tour", etc. The refined tourism route helps passengers design a series of precise services such as transportation, hotels, scenic spots and restaurants, so as to improve the profits of enterprises, optimize the cost of industrial chain, provide more optimized prices and attract users. It can also promote theme tourism such as exhibition, study tour education and business conference tour for business persons, thereby to meet the broader needs of

the touring market and attract more tourists.

5.4. Innovating Tourism Marketing Mode

Cultural tourism service enterprises should increase investment in science and technology, research and development, and do a good job in the information construction of tourism service platform. The construction of tourism service information platform should combine information service with marketing service, after-sales service and other functions. For example, it should become a reciprocal partnership with Tencent and other platforms to obtain stable platform traffic from Wechat applet. Tiktok and Kwai, and other short video marketing cooperation, try "tourism + live" marketing publicity, to ensure steady progress of business. The online operation of cultural tourism enterprises can realize the flow, increase customer activity and accelerate the recovery of cultural tourism enterprises.

In terms of user development, It is essential to vigorously expand the business passenger users. With the gradual control of the domestic epidemic situation, the travel of business tourists has been gradually restored. Vigorously expanding the users of business tourists can increase the ability of cultural tourism enterprises to resist risks. At the same time, to actively expand the regional market, the industry should not only pay attention to the number of registered users of tourism platforms in the first and second tier cities, but also actively strive for the number of registered users of tourism platforms in third tier and lower tier cities.

5.5. Create "cloud tourism" immersive experience and realize online and offline collaborative development

"Cloud tourism" is the use of VR, AI, 5G and other digital technologies to give people a new visual experience, let them cross the reality, immersive experience of virtual tourism scene constructed by digital technology, enhance people's sense of reality and arouse people's emotional resonance. For example, after Wuhan University's "cloud appreciation cherry" went online, it attracted wide attention and praise from netizens. Through an AI unmanned live car, "cloud watching cherry blossom" carries out mobile live broadcast on Cherry Blossom Avenue. With the help of digital technology and high-speed real-time transmission, the audience can walk under the cherry trees and feel the "interactive" experience of cherry rain. The audience can break the limitation of time and space through 5G + VR live camera by turning their mobile phones.

"Cloud appreciating cherry" program is broadcast tens of millions of times a day on the client side of Xinhua news agency. Many teachers and students in

Wuhan University incarnate as commentators, who introduce the situation and history of Wuhan University and tell the story of fighting the epidemic of Wuhan University in the live program of "appreciating the cherry" on various media platforms. Let the audience experience the professionalism and patriotism of the Chinese people in the fight against the epidemic through the "cloud watching cherry" and arouse the audience's strong emotional resonance.

"Cloud tourism" needs to create in-depth content theme, deeply excavate the cultural connotation and emotional feeling behind the scenic spot, show the humanistic charm and local customs of the scenic spot, so as to increase the depth of tourism, make the audience get emotional resonance and cultural nourishment in cloud tourism, stimulate the audience's actual and potential demand for scenic products and services, and realize online and offline coordinated development, to achieve the commercial liquidity of traffic, accelerate the comprehensive recovery of cultural tourism.

6. CONCLUSION

Cultural tourism service industry has become the "sunrise" industry supported by China, with the characteristics of large economic benefits, high market share and wide coverage. Under the condition of normalization of epidemic prevention and control, cultural tourism service industry is facing new challenges. Responding the actual requirements of the normalization of epidemic prevention and control, it can be seen that under the premise of ensuring health and safety, starting from the needs of the public, it is vital to constantly develop and promote quality tourism, self driving tourism and modern tourism, so as to make "cloud tourism" a new business form, providing tourists with the health and safety requirements that meet their preferences. Tourism products and services can promote the progress of China's cultural tourism service industry and make it play a greater role in the development of national economy.

In this sense, it is quite necessary to carry out theoretical research on the cultural tourism service industry, in-depth investigation of the current situation, conditions and existing problems of the tourism industry, fully understand the needs of the public, develop cultural tourism service projects suitable for special periods, and timely summarize experience and promote them, so as to revitalize the tourism service industry as soon as possible and constantly get vigorous development.

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