

Research of Development Dilemma and Countermeasures of Heyuan's Cultural Tourism Industry Under the Normalization of the New Crown Epidemic Prevention and Control

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ABSTRACT

The sudden outbreak of the new crown epidemic has caused the cultural and tourism industry in Heyuan to face various difficulties, including large economic losses of cultural and tourism enterprises, great pressure on enterprises to survive, and a long recovery period for the development of the industry. At the same time, it also brings some opportunities to the development of Heyuan. In view of the difficulties and development trends faced by the tourism industry in the normalization of epidemic prevention and control, this paper puts forward some countermeasures and suggestions for the government and cultural tourism enterprises, such as formulating a revitalization plan to revive the development of the cultural tourism industry, focusing on creating a number of characteristic cultural tourism projects, and innovating tourism promotion; improving the digital cultural tourism management level in Heyuan and other measures, in order to provide reference for the revival and development of the cultural tourism industry.

Keywords: Normalization of epidemic prevention and control; cultural tourism industry; development dilemma; countermeasures; Heyuan

1. INTRODUCTION

The global spread of the new crown pneumonia epidemic in 2020 has caused serious consequences for human society, and the cultural tourism industry in the optional sequence is particularly affected^[1]. According to statistics, the total tourism revenue of Heyuan City in 2020 is only 5.335 billion yuan, a year-on-year decrease of 85.08%; the number of tourist receptions is 6.3541 million, a year-on-year decrease of 74.95%; the city's tourism foreign exchange income is 1.7233 million US dollars, a year-on-year decrease of 95.8%^[2]. In the short term, the impact of the epidemic on the city's cultural tourism industry is mainly reflected in the sharp drop in business volume, the sharp drop in revenue, and the great survival challenges faced by tourism companies. Hotels, catering, transportation and other related industries are seriously affected by the epidemic. In the long run, the epidemic has seriously affected tourists' travel confidence, and the recovery of the cultural tourism industry is more sluggish than that of the

industry^[3]. At present, although the epidemic prevention and control in Heyuan City has entered a stage of normalization, in the next stage, how to develop the cultural tourism industry, how to innovate and revitalize, has become a topic of concern to the current society. Therefore, under the background of the current industrial integration of promoting tourism through culture and promoting culture through tourism, change the current predicament of the cultural tourism industry, think about and explore a new model for the development of the cultural tourism industry in Heyuan City, and realize the stability of the cultural tourism industry in the stage of normalization of the epidemic. Development is imminent.

2. THE BASIC SITUATION AND DEVELOPMENT DILEMMA OF HEYUAN UNDER THE NORMALIZATION OF EPIDEMIC

2.1. Basic overview of cultural tourism industry in Heyuan

Heyuan, also known as Chacheng, is located in the northeastern part of Guangdong Province. It is a prefecture-level city in Guangdong Province. Heyuan has a rich historical and cultural heritage, rich cultural tourism products, Hakka culture, dinosaur culture, historical relics and buildings, and intangible cultural heritage. In recent years, the scale of Heyuan's cultural tourism industry has continued to expand, and the product system has been increasingly improved. By the end of 2021, there are 61 travel agencies of various types in the city; 18 star-rated hotels have been assessed, including 1 five-star hotel and 2 four-star hotels. At present, there are 50 tourist attractions have been opened, including 21 A-level scenic spots, 9 of which are 4A-level scenic spots, and about 300 homestays, including 10 high-end tourist resorts such as Bavarian Manor, Ketianxia Hot Spring, and Chunmuyuan Town.

2.2. The development dilemma of the cultural tourism industry under the normalization of epidemic prevention and control in Heyuan

In order to fully understand the impact of the new crown epidemic on the tourism and cultural tourism industry in Heyuan, and to understand the development situation and dilemma of cultural tourism enterprises in the normalization stage of the epidemic, the author conducted research on Guangdong Wanlu Lake Scenic Area in Heyuan City, Hongxia Guest Study in Chunmuyuan Town, Dozens of cultural and tourism enterprises such as Heyuan Xiangfeng International Hotel and DoubleTree by Hilton Hotel in Heyuan conducted on-the-spot visits, and conducted a questionnaire survey on cultural and tourism enterprises to analyze and summarize the development dilemma and development trend of Heyuan's cultural and tourism industry, which is normalized in epidemic prevention and control. The details are as follows.

2.2.1 Cultural and tourism enterprises are seriously damaged, and there is a crisis of capital chain rupture

The tourism industry has the characteristics of pre-sales in different places. When tourists buy tourism products, they usually make advance reservations through travel companies such as travel agencies. In normal years, the reservation fee is basically enough to support the pre-sales promotion and operation of

tourism companies. However, the sudden outbreak of the new crown epidemic in 2020, The city's major travel agencies and tourism companies responded positively to the call of the nation, suspending operations one after another, and refunding passengers' pre-booking fees in full, causing many tourism companies to encounter difficulties in capital turnover and insufficient short-term cash flow. Coupled with the impact of the epidemic, during the Spring Festival of 2020, Heyuan's cultural and tourism enterprises suspend business and "closed doors to thank guests", which has caused the financial situation of many small and medium-sized tourism enterprises to deteriorate sharply, and even the possibility of capital chain breakage. Besides, indirect economic losses such as loss of inherent customer sources and damage to brand image are even more incalculable, casting a huge shadow on the development of tourist attractions and enterprises.

2.2.2 The operating pressure of cultural and tourism enterprises increases and it is difficult to operate

The new crown epidemic has brought unprecedented huge impact on cultural and tourism enterprises such as Heyuan hotels, catering, travel agencies, and tourist attractions. Through field research on dozens of hotels and resort enterprises in Heyuan, it can be seen that in the first half of 2020, most of the hotels and restaurants in Heyuan were closed or semi-closed, and their revenue dropped significantly, but they still needed to pay staff wages, rent, Various fixed costs such as operating expenses have caused cultural and tourism enterprises to face greater operating pressure. In particular, small, medium and micro tourism enterprises with weak strength are facing the risk of capital chain breakage and bankruptcy. In addition, at present, the hotel and catering industry in our city is still facing the problem of a large number of key employees and difficulties in employment, and even some travel agencies have a staff turnover rate of more than 70%. Most tourist attractions and hotels also face high maintenance costs, employee wages, management costs and other rigid expenses, resulting in huge pressure on the survival and development of Heyuan Cultural Tourism Scenic Area.

2.2.3 The digitalization level of tourism is low and it is difficult to meet consumer demand

Facts have shown that the new crown epidemic will not only reduce the consumer confidence index, but also change people's consumption concepts and consumption habits. The long duration and wide spread of the new crown epidemic has caused tourists' consumption to gradually shift from offline behavior to online behavior. People's long-repressed travel demand has begun to be released with the help of virtual technologies such as AR and VR. It has opened up a new development idea

of "offline resources and online experience" of tourist attractions. However, at present, the development of Heyuan tourism service level is relatively weak, the information service is not perfect, and the realization rate of intelligent tourism intelligence is low. The smart tourism construction of most scenic spots has problems such as insufficient sharing of information resources, insignificant innovation in service models, in-depth tourist personality experience, unsatisfactory professional talent pool, and urgent need to reorganize and optimize the tourism reception service process based on traditional information technology. Under the background of normalization of epidemic prevention and control, it is difficult to meet the diversified needs of tourists.

2.3 The development trend of cultural tourism industry in Heyuan under the normalization of epidemic prevention and control

With the gradual thawing of the cultural tourism market, the city's cultural tourism industry has shown a new development trend. Behind these challenges and difficulties, we should also see new opportunities and new trends faced by the cultural tourism industry, so as to seize the opportunity to drive tourism. the rapid development of the industry and the overall economy.

2.3.1 Recreational tourism becomes popular

The most important impact of the epidemic on the public's psychology is the general improvement of health awareness, and the health tourism model with health as the core will show a blowout growth, which will surely stimulate tourists' interest in health tourism, health tourism, sports tourism, outdoor leisure tourism, and rural tourism. Large demand for rural tourism. The wellness tourism market segment represented by hot springs, forests, sports, and traditional Chinese medicine will become the development direction. Heyuan is rich in hot spring resources and forest resources, and has the natural advantage of developing health tourism. Whether it is a medicinal hot spring or a holiday hot spring, it may usher in a new spring after the epidemic.

2.3.2 Promote the innovation and development of cultural tourism products

The epidemic has changed the life concept of tourists. Medical, wellness, and ecological tourism products have become the new favorites of tourists. Iterative innovation of products such as sports tourism, recreational tourism, food tourism, and medical tourism has become an important trend in market development. For example, in recent years, tourists pay more and more attention to in-depth experience, and high-end and personalized customized tourism products are more popular, such as self-guided tours, research tours, tour

guides, online IP conversion offline experience tours, etc. Attractiveness is getting smaller and smaller. In the future, tourism products that can effectively attract the public must be innovative, and focusing on tourist experience is the foundation of innovation^[4].

2.3.3 Short-distance travel goes mainstream

Normalized epidemic prevention and control has increased tourists' demand for high-quality surrounding tourism. In the normalization stage of epidemic prevention and control, leisure tourism and vacation tourism products around Heyuan City are sought after. For example, during the seven-day National Day holiday in 2021, Heyuan City will receive a total of 1.287 million tourists, including 931,800 one-day tourists and 355,200 overnight tourists. Most of the tourists are local tours, surrounding tours, and self-driving tours. In addition, in accordance with the relevant requirements of epidemic prevention and control, long-term travel is generally cold due to too many uncertain factors in special periods; on the contrary, short-term travel such as local travel, intra-provincial travel, surrounding travel, weekend travel and other travel demand has increased, and these tourism Products generally have the characteristics of less travel time, short preparation period, high flexibility, and can travel at any time^[5]. This trend is a major benefit for stimulating tourism consumption in the province, and it is also an opportunity for the development of Heyuan's cultural tourism industry.

2.3.4 Huge demand for low-density rural tourism and homestay tourism

Under the normalization of epidemic prevention and control, most tourists are reluctant to choose densely populated places. "Low density + high quality" has become the new normal of tourism, which has also become a new opportunity to accelerate the development of rural tourism. The suburban countryside tour with short distance and time will become the first place to warm up. During the May 1st period in 2021, according to the statistics of 29 homestays, most of the homestays in our city had 100% room reservations three days before the "May Day" holiday, and it was difficult to find a room. It is the peak of tourists returning, and some homestay bookings have reached more than 50%. This also shows that the homestay industry has become an important part of rural tourism consumption, and has also become a new important business card and development point of Heyuan tourism.

3. STRATEGIES AND SUGGESTIONS

3.1 Deeply dig the local cultural connotation, and create a brand of characteristic healthy tourism and rural tourism

With the normalization of epidemic prevention and control in my country, the future development of rural tourism will definitely consider the situation of epidemic prevention and control. Therefore, to grasp the current people's pursuit of a healthy lifestyle, take advantage of the situation, and make use of Heyuan's existing industrial foundation, cultural heritage and resource advantages, to create a nationally renowned brand of health tourism and rural tourism, and to improve domestic competitiveness, is to enhance Heyuan. An important way for the competitiveness of the cultural tourism industry. Organically combine gourmet health preservation, Hakka culture, dinosaur culture and rural tourism, and develop new tourism models such as "health care + tourism", "specialty meals + tourism", "health care tourism" and "farm home parent-child tourism". Create shared farms, rural tourism boutiques such as rural folk customs, rural leisure, parent-child farms, rural villages, and offline experience of agricultural product processing. The rural tourism is deeply integrated with characteristic agriculture, landscape agriculture, creative agriculture, festival agriculture, and smart agriculture^[6]. Table 1 Operation of some homestays during the May 1st period in 2021.

3.2 Focus on creating special cultural tourism projects such as research, homestays, and red tourism

The first is to further build the Heyuan research and study tour brand, adhere to education first, formulate and improve institutional norms and guidance, and make use of Heyuan dinosaur culture, Hakka culture, Wanlu Lake, Nongfu Spring, intangible cultural heritage, red tourism and other cultural tourism resources to develop rich Research and study tour products, and jointly build a research and study tourism element platform with the education department to increase new kinetic energy for industrial development. The second is to dig deep into the red tourism resources along the ancient post road in Nanyue, and create a batch of red tourism boutique routes. Explore and try to open red theaters, launch red-themed immersive dramas, and promote red research trips. The third is to accelerate the transformation and development of Hakka culture and red cultural resources, enrich the system of cultural and creative products in Heyuan City, and stimulate the consumption potential of the cultural and creative market. The fourth is to establish the concept of "big tourism" in Heyuan City, promote the integrated development of tourism, and create new consumption

hotspots^[7]. Encourage tourism enterprises to develop new travel modes such as theme tours, customized tours, rental car tours, camp tours, local tour guides, and research and study tours.

3.3 Innovate, transform and upgrade, formulate a revitalization plan to promote the recovery of the cultural tourism industry

In response to the normalization of the epidemic, relevant departments have actively formulated and implemented tourism revitalization plans to help tourists restore tourism confidence and promote the development of the tourism economy in Heyuan City. Actively create a "business, tourism, culture and sports" integrated consumer business district with characteristics to promote the rapid development of the nighttime economy. Encourage major business districts such as Heyuan Jianji, Bandung City, Zhongjun, and Wanda to increase service hours for catering, culture, tourism, leisure, entertainment, etc., and create a diversified nighttime consumption scene with the integrated development of "business, tourism, culture and sports". Market entities are encouraged to carry out discounts and promotions for nighttime consumption, and small shops in characteristic neighborhoods are not closed 24 hours a day. Innovate and enrich the nighttime economic business, and plan to build a nighttime economic gathering area and special commodities rich in "Hakka culture" characteristics. Actively develop diversified urban night tour projects such as Dongjiang Night Tour, Food Festival, Art Exhibition, Dinosaur Theme Exhibition, etc. according to seasonal characteristics, develop night tour projects such as water show, themed light and shadow show, sound and light large-scale performances, enrich culture, sports, competition, Products such as performances and health care enrich the connotation of nighttime tourism and form a nighttime economic cluster.

3.4 Digital empowerment to improve the digital management and service level of Heyuan Cultural Tourism

In order to improve the tourist experience of tourists and enhance the level of intelligent tourism service in Heyuan City, in the next few years, relevant departments should actively and deeply explore the integration and development of "culture + tourism + technology", and promote the integration of 5G technology and smart cultural tourism^[2]. First, introduce relevant measures to actively introduce tourism big data professionals; secondly, actively promote the "technology + culture" IP, and use 5G, AR, VR, AI and other big data, Internet of Things and other technologies to innovate cultural tourism consumption scenarios and apply innovative tourism Products and tourism service forms to create a unique tourism immersive experience

for tourists^[8]. Finally, explore the "contactless" travel mode, and launch "safe travel" and "health protection" travel products in due course.

4. CONCLUSION

In short, although the cultural tourism industry in Heyuan has been greatly impacted of the new crown epidemic, but it also forced many cultural tourism enterprises to carry out self-reform, improve the financial management system, reduce operating costs, and effectively improve operating efficiency. In addition, under the guidance of national and local government policy support policies, the cultural tourism industry should also actively carry out self-help in the industry and overcome the crisis through various means^[9]. Therefore, cultural and tourism enterprises must strengthen their beliefs, improve themselves, and strive to innovate, in order to meet a broader tomorrow in the normalization stage of the epidemic!

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