



# Opportunities and Suggestions for Tourism Economic Development in Provinces and Regions Under the Normal Epidemic Prevention and Control

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**Abstract.** Based on the analysis of China's tourism data in recent years, this paper uses Python to make visual analysis of the total number of Chinese tourists, tourism income and tourism consumption from 2015 to 2021, compares the tourism data before and after the epidemic, analyzes the opportunities of tourism development, and puts forward suggestions on provincial and regional tourism economic development from multiple aspects. It is hoped that this study will provide new enlightenment for the provinces to restore and develop tourism.

**Keywords:** Provinces · The Tourism Industry · Tourism Economy · Tourism Development

## 1 Introduction

In 2020, due to the impact of COVID-19, the tourism economy of all provinces and regions in China suffered a heavy blow [6]. Tourism as a pillar industry of national economic development, in 2019, the total revenue of national tourism was 6.63 trillion yuan, domestic tourism revenue increased by 11.7%, the number of inbound tourists increased by 4.4%, and international tourism revenue reached 131.3 billion US dollars. Inbound foreign tourists to Asia accounted for 75.9%, and tourists for sightseeing and leisure accounted for 35.0%. The combined contribution of tourism revenue to GDP accounted for 11.05% [1]. The national tourism loss due to COVID-19 is estimated to be close to 3 trillion YUAN [7], and the tourism loss is very serious. According to the Online release of blue Book on China's Tourism Economy (No. 12), under the situation of normal epidemic prevention and control, promoting the recovery and development of tourism will become an urgent issue for provincial and regional governments. According to the online release of blue Book of China's Tourism Economy (No. 12) series results, the comprehensive evaluation index of national tourism service quality in 2019 has steadily jumped to 80.28, with a year-on-year growth of 3.04%, reaching the best level in the past decade. The quality of tourism services in domestic, outbound and inbound markets increased by 5.52%, 4.91% and 4.20% year-on-year respectively. China's economic

fundamentals, which support tourism, will not change as the epidemic is under regular control. According to netizens and experts' experience, tourists still maintain their willingness to travel despite the epidemic prevention and control, and the general trend of upgrading tourism consumption will not change with the epidemic [2].

Under the normal situation of the epidemic, how to develop the tourism economy and seize the new opportunities has become an important content of concern of the government and scholars. Based on the tourism data from 2015 to 2020, this paper analyzes the new opportunities of tourism development and puts forward suggestions for the development of provincial tourism economy.

## 2 Data Sources and Research Methods

The data mainly come from information released by the Ministry of Culture and Tourism of the People's Republic of China, and are selected from 2015, 2016, 2017, 2017, 2018, 2019, 2020 and 2021. The research method adopts Python to do visual processing and show data through charts.

## 3 Data Analysis

With the continuous improvement of Chinese residents' living standards, residents' willingness to travel and their ability to pay are rising, and the demand for tourism has reached a new height. According to the data of the Ministry of Culture and Tourism, China's tourism revenue increased from 2015 to 2019, especially in 2019, China's domestic tourism revenue reached 5,725.1 billion yuan. However, in 2020, due to the impact of COVID-19, China's domestic tourism and tourism revenue declined significantly, and China's domestic tourism revenue reached 2,228.6 billion yuan in 2020. The latest figures show that the total tourism revenue in the first three quarters of 2021 was 237 million yuan (see Fig. 1). The market has recovered somewhat, but still lags behind pre-EPIDEMIC levels. From 2015 to 2019, the growth rate of the total number of Chinese tourists showed a steady upward trend. In 2020, due to the impact of the epidemic, it decreased by 61.1%. After 2021, the figure was 0.14 trillion yuan more than that of the previous year (see Fig. 2), with a small growth rate. From 2015 to 2019, China's per capita tourism consumption and per capita disposable income both showed an upward trend, with the per capita tourism consumption falling to 367 yuan in 2020 and rising to 879 yuan in 2021, showing good data (Fig. 3).

According to the data of total tourism revenue, total number of tourists and per capita tourism consumption from 2015 to 2019, as well as the rebound of the post-epidemic market, tourists are willing to spend time and money to travel under the normal social development and the stability of the epidemic, and all provinces have great opportunities to rely on tourism for economic development. Under the normal situation of the epidemic,

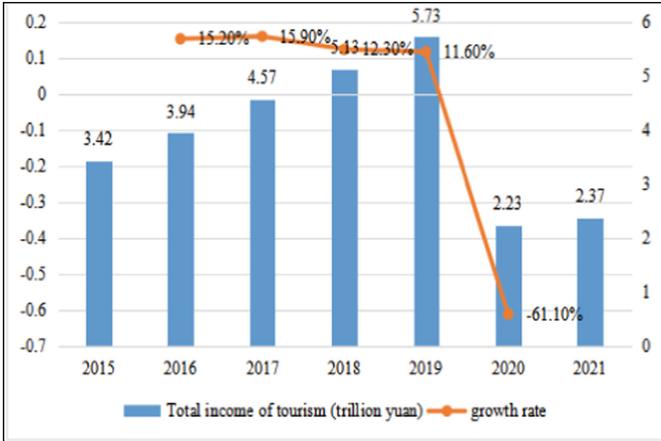


Fig. 1. Total revenue and growth rate of China’s tourism industry from 2015 to 2021.

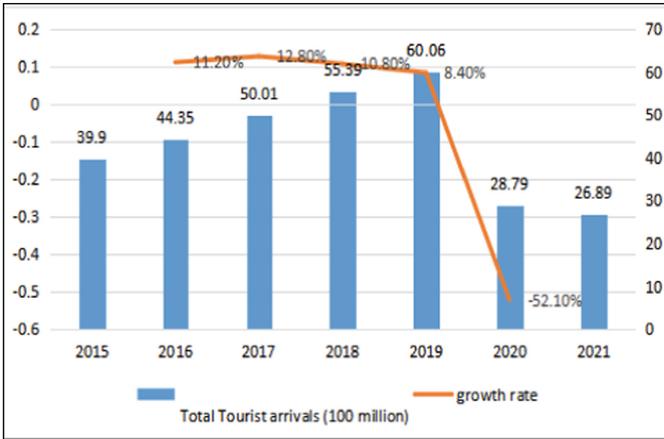


Fig. 2. Total number of Chinese tourists and growth rate from 2015 to 2021.

what kinds of tourism methods and products should be introduced by provinces and regions to seize new opportunities for the development of local tourism economy, make the region more popular in the market, and make the recovery and revitalization of tourism economy is a problem that needs to be considered at present.

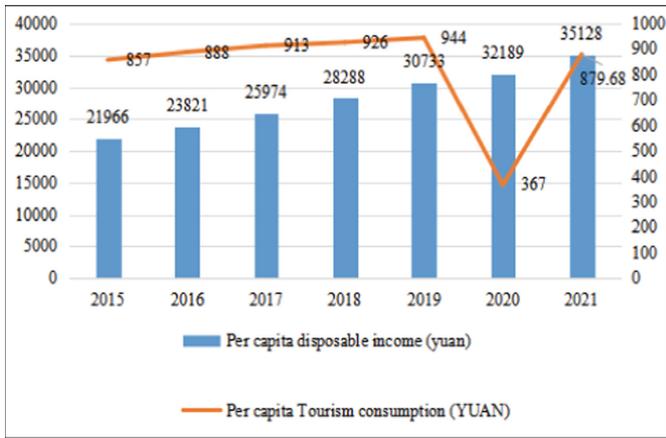


Fig. 3. China’s per capita tourism consumption and per capita disposable income from 2015 to 2021.

## 4 Analysis of Tourism Economic Development Opportunities in Various Provinces

### 4.1 When the Epidemic is Under Control, the Government Gives Strong Support to Tourism, and the Development of Tourism Economy is Environmentally Friendly

Tourism is an important part of the national economy. At the national level, various provinces and autonomous regions have successively issued many documents and laws and regulations related to tourism. In order to revitalize tourism, provincial governments have made all-out efforts to introduce unprecedented and powerful policies to boost the development of tourism. For example, a number of provinces and regions have introduced consumption vouchers, introduced local tourism local preferential policies, free ticket policies to encourage people to go out or encourage local tourism enterprises to use high-tech RESEARCH and development of VR tourism, online scenic spots, through the joint development of the government and local enterprises, to bring the light of hope to the tourism industry in various provinces and regions.

### 4.2 The National Tourism Desire is High, the Tourism Market Demand is Strong, and the Development Potential is Great

After the epidemic was brought under control, people wanted to relieve the psychological pressure brought by the epidemic, and the demand for traveling abroad became more and more urgent. Therefore, both the government’s policy support for tourism and the public’s personal expectation for tourism travel contain a huge tourism market with great potential for development, which will usher in new development opportunities for the tourism economy of provinces and regions.

### **4.3 The Impact of the Outbreak of COVID-19, People Are More Pursuing Tourism and Other Healthy Leisure Activities**

After the epidemic, on the one hand, the epidemic has been staying at home for a long time, making people more and more eager to travel. On the other hand, modern people are under a lot of pressure, so traveling can release people's repressed soul for a short time. People can make their own physical and mental pleasure through their favorite way of traveling, after all, tourism is fundamentally an aesthetic and self-entertaining process mainly aimed at obtaining psychological pleasure. In the post-epidemic period, health and convalescent tourism has attracted more attention from the people. Therefore, China's health and convalescent tourism will also usher in new development opportunities.

To sum up, in the context of the normal PREVENTION and control of COVID-19, various provinces and regions have given various and all-round support to tourism policies, tourists' willingness to travel is high, and people's travel patterns are more in pursuit of healthy leisure activities such as tourism, China's provincial tourism will surely usher in more rapid and high-quality development.

## **5 Suggestions on the Development of Provincial Tourism Economy Under the Normal Epidemic Prevention and Control**

### **5.1 Government Policy Innovation Promotes the Economic Development of Tourism**

Government departments should play a central role, adapt measures to local conditions, be bold and innovative, set up long-term vision, formulate policies to adapt to the development of local tourism economy, and take corresponding measures to reduce the impact of the epidemic on local tourism during and after the epidemic, so as to provide strong support for the recovery of tourism economy.

### **5.2 Tell the Story of the Tourist Destination Well, Strengthen the Publicity of Regional Tourism Brand, and Establish a Good Image of Tourism Brand**

The government or tourism enterprises can establish a cooperative relationship with we-media to spread real-time and real travel experience to people from the perspective of we-media bloggers, so as to increase the sense of story and tell good stories of the destination through the lens to attract more tourists to visit.

### **5.3 Tourism Enterprises Intensify the Development of Tourism Products and Optimize the Structure of Tourism Products**

As the government improves the paid vacation system, extends the vacation or implements the policy of 2.5 weekends, so that people can visit the surrounding areas during the small holidays. Enterprises can promote the combination of tourism, leisure and health care for different groups to increase the attraction of tourists. One is to focus

on the development of health and fitness tourism products for people in need of health care. Second, tour groups in the province are favored by tourists, and the number of tour groups is increasing day by day. Different tour routes and tourism products can be developed according to tourists inside and outside the region.

#### **5.4 Strengthen the Construction of Tourism Personnel and Comprehensively Improve the Quality of Tourism Personnel**

Under the normal epidemic prevention and control, the tourism market is relatively prosperous, and high-quality tourism talents are particularly important for the development of the tourism industry. It has become a higher requirement for the tourism industry to promote the circulation of China's tourism economy and cultivate high-quality new tourism talents. The government and schools can speed up the training of high-quality comprehensive tourism talents suitable for the development of local tourism, guide tourism workers to adapt to the current market environment, and improve the competitiveness of tourism practitioners.

#### **5.5 Use Big Data Information Platforms to Monitor Real-Time Tourism Conditions and Promote Smart Tourism at Provincial and Regional Levels**

In the 5G era, the industry chain of the tourism industry continues to extend, the combination of traditional tourism and high-tech industry is strengthened, and the regional smart tourism management is improved through the big data platform. According to the real-time market demand, carry out the tourism industry upgrade, optimize the city construction and management decisions. With the help of smart city construction, the layout of regional tourism industry should be optimized under the guidance of government departments, and an online management platform should be built to provide diversified information services for tourists, tourism service enterprises and scenic spot operators.

## **6 Conclusion**

From the perspective of provincial tourism economic development, this study proposes new opportunities and suggestions under the normal epidemic prevention and control in each region, providing some inspiration for similar public events in the future and promoting the economic development of provincial tourism. However, the social and economic situation is complex and changeable, The Times is developing rapidly, the negative impact of the epidemic, whether there are opportunities, and whether the suggestions are applicable to the current and future actual situations need to be further studied by scholars.

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