Analysis and Suggestions on China's Tourism Economy

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Abstract. In 2023, China's tourism market is gradually recovering, and multiple online tourism platforms have reported significant growth in various data during the Spring Festival holiday and May Day holiday compared to the same period last year. This article conducted a survey on the Spring Festival tourism market and the May Day tourism market, and found that some provinces have good data, while others are not satisfactory. There are also some problems with tourism destinations, such as incomplete tourism infrastructure, insufficient accommodation and transportation conditions, high carrying capacity of scenic spots, and insufficient tourism services. This has had a certain negative impact on the local tourism industry, This article will analyze it and provide some suggestions.

Keywords: Tourism; Spring Festival; May Day; Internet;Suggestion

1 Introduction

In the past two years, due to the impact of the epidemic, China's tourism industry has been negatively impacted to varying degrees. With the gradual control of the epidemic, the Chinese tourism market will gradually recover by early 2023.

2 Analysis of the 2023 Spring Festival Tourism Market

2.1 Overall Situation of the Country

At the end of January 2023, the Ministry of Culture and Tourism of China announced the cultural and tourism market situation during the 2023 Spring Festival holiday. According to the data center of the Ministry of Culture and Tourism, 308 million domestic tourism trips were made during the Spring Festival holiday this year, an increase of 23.1% year-on-year, and a recovery of 88.6% from the same period in 2019. Realized a domestic tourism revenue of 375.8 billion yuan, a year-on-year increase of 30%, and recovered to 73.1% of the same period in 2019. The national cultural and tourism market is generally safe, stable, and orderly. 10739 A-level tourist attraction are open normally, accounting for 73.5% of the total A-level tourist attraction in China. During the Spring Festival, 1281 A-level tourist attractions will be opened for free, accounting for 9% of the total number of A-level tourist attractions in China. Ap-

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B. Siuta-Tokarska et al. (eds.), *Proceedings of the 2025 3rd International Academic Conference on Management Innovation and Economic Development (MIED 2025)*, Advances in Economics, Business and Management Research 348,
https://doi.org/10.2991/978-94-6463-835-6_93

proximately 110000 mass cultural activities were held nationwide, with approximately 473 million participants. During the Spring Festival holiday, there were over 9400 national commercial performances, an increase of 40.91% compared to the same period in 2022 and 22.5% compared to 2019. The box office revenue was 378 million yuan, with approximately 3.238 million viewers. 10522 intangible cultural heritage inheritance practice activities were carried out in various regions. More than 200 national nighttime cultural and tourism consumption areas have a pedestrian flow of 52.122 million people, with an average of 30600 people per night in each gathering area.

2.2 Tourism Statistics by Province

2.2.1 Analysis of the total number of tourists received.

In terms of the total number of tourists received, the provinces with the highest number of tourists were Sichuan, Yunnan, Jiangsu, Henan, Hubei, Zhejiang, Fujian, Hunan, and Jilin. Sichuan, Yunnan, and Jiangsu ranked in the top three, with a total of 45.1461 million tourists received by Yunnan[Table 1], the highest year-on-year growth rate of 244.70%. Sichuan and Jiangsu have always been major tourism provinces, maintaining a good development trend. The tourism industry in northwestern provinces such as Gansu, Qinghai, Ningxia, and Xinjiang continues to grow slowly. As a traditional tourism city, Tianjin's travel transcript for this Spring Festival is very average, even ranking behind Gansu.

2.2.2 Analysis of Total Tourism Income.

The regions with higher total tourism income are Yunnan, Zhejiang, Jiangsu, Sichuan, Hubei, Henan, Shanghai, Hunan, and Fujian. Yunnan and Zhejiang are in the top two, with total tourism revenue exceeding 30 billion yuan, while Gansu, Tianjin, and Xinjiang are relatively small, all below 6 billion yuan. Sichuan Province has the highest number of tourists, but it is not the province with the highest tourism revenue, with tourism revenue of less than 30 billion yuan.

Table 1. Tourism Statistics of Some Provinces during the 2023 Spring Festival

Province	Number of tourists received (ten thousand)	Year-on-year growth in tourist reception	Tourism revenue (100 million yuan)	Year-on-year growth in tourism revenue
Sichuan	5387.59	24.73%	242.16	10.43%
Yunnan	4514.61	244.70%	384.35	249.40%
Jiangsu	4135.01	21.80%	282.29	20.60%
Henan	3375.28	21.90%	175.21	34%
Hubei	3345.2	28.86%	177.331	45%
Zhejiang	2531.05	43%	329.5	36.10%
Fujian	2087.79	25.40%	136.55	78%
Hunan	1567.58	71.33%	159.88	66.45%
Jilin	1154.67	23.61%	111.78	33.31%

Heilongjiang	1104.9	45.10%	117.7	105.70%
Liaoning	1022.6	8.14%	61.35	7.64%
Gansu	1012	35%	55	31%
Shanghai	1002.29	---	166.4	---
Beijing	712.8	6.2%	74.6	57.60%
Tianjin	709.2	222.20%	38.3	315.50%
Hainan	639.36	18.20%	92.98	23.50%
Xinjiang	478.19	32.79%	35.51	35.11%

Data sources: Department of Culture and Tourism of various provinces and cities

2.2.3 Analysis of Per Capita Consumption.

The provinces with higher per capita tourism consumption are Shanghai, Hainan, Qinghai, Zhejiang, Heilongjiang, Beijing, Hunan, Jilin, Yunnan, and Xinjiang, all with a per capita consumption of over 700 yuan [Figure 1]. Sichuan and Jiangsu, the top three in terms of total tourist reception, have lower per capita tourism consumption, with Sichuan having a per capita consumption of less than 500 yuan and Jiangsu having a per capita consumption of over 600 yuan.

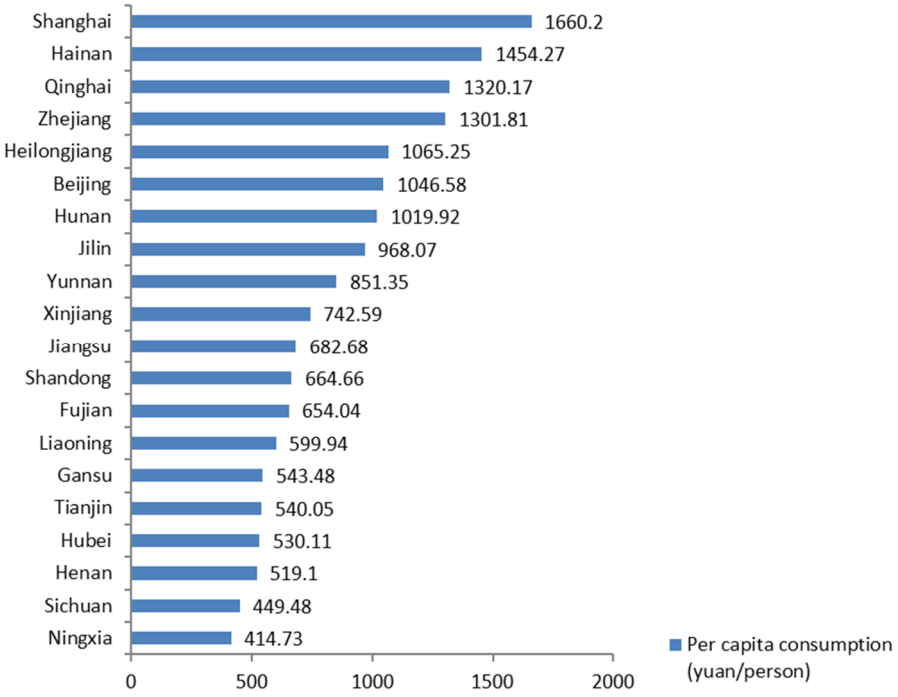

Fig. 1. Per capita consumption in some provinces during the 2023 Spring Festival

2.3 Situation of Tourism Enterprises

The uncertainty in tourism management has decreased, and business expectations have significantly improved. Especially with the gradual recovery of markets such as mid to long term business awards, family and friend visits, leisure vacations, and sightseeing, tourism enterprises have opened up their commercial space and steadily increased their sales revenue [1]. According to a survey of over 7000 tourism enterprises, 18.2% of them recovered their revenue during the Spring Festival to over 80% of the same period in 2019, 49.1% of them recovered to 60-80%, and 28.3% of them had a revenue recovery rate between 40-60%. Travel agencies in Yunnan, Hainan, and other regions have contacted lost employees to return to work, and the saturation of tourism employment has increased from a decrease.

2.4 Analysis of Spring Festival Travelers

According to Feizhu data, during the 2023 Spring Festival, the 1995s and 2000s are still the main travelers, while the proportion of 1980s and 1990s among the Spring Festival travelers has increased by 20% compared to the New Year's Day holiday. More and more people of different age groups have joined the team for Spring Festival tourism [2]. As people's suppressed tourism demand is released, there has been a significant improvement in quality indicators such as the proportion of tourists from other places, the length of stay at the destination, and the per capita expenses of tourists. Research has found that during the Spring Festival, tourists from outside the province accounted for 29.3% of the total number of tourists received throughout the country, an increase of 10 percentage points year-on-year and 20 percentage points higher than the National Day period in 2022. In terms of stay time, 44.9% of tourists traveling for more than 3 days during the Spring Festival this year, while the proportion of Spring Festival and National Day holiday in 2022 was only 13.3% and 19.8% respectively.

2.5 Analysis of Tourism Products

This year, the order volume of domestic long-distance travel during the Spring Festival increased by over 500% year-on-year, the order volume of domestic air tickets increased by over 40% year-on-year, and the order volume of train tickets increased by nearly 80% year-on-year. The order volume of "mountaineering" related products on the Feizhu platform has increased by over 2.5 times year-on-year. In addition, the order volume of goods related to the "ancient town" has increased by more than four times year-on-year. Wearing Chinese Ancient Costume to admire lanterns and visit temple fairs in the ancient town has become a unique "sense of ceremony" for many young people. The order volume of rural homestays during the Spring Festival increased by over 2.6 times year-on-year, and the booking volume of "ice and snow tours" related products increased by over 1.3 times year-on-year; The order volume of "diving" related products increased by over 2.3 times year-on-year, and the order volume of "surfing" related products increased by over 1.2 times year-on-year. The order volume of commodities related to Feizhu "Desert" has increased by over 9 times year-on-year.

Some people go to the Tengger Desert to see the stars, experience sand flushing in the Dubai Desert, and some ride camels to stroll in the Sahara [3]. Lantern shopping events, folk customs and intangible cultural heritage performances, theme parks, ice and snow sports experiences, visiting famous mountains and rivers, and clocking in cultural and museum exhibitions are popular themes for the Spring Festival tourism.

3 Problems in the Spring Festival Tourism Market

3.1 Capacity Misalignment, Supply Still Lags Behind

Some tourism companies are cautious and have not expanded their supply in a timely manner. Even during peak tourist seasons such as the Spring Festival holiday, 67.9% of tourism companies have not fully resumed work and production, with 23% of tourism companies only carrying out a small amount of business. A special survey shows that 20% of tourists believe that cultural experience activities during the Spring Festival are single and cannot meet their needs; 33% of surveyed tourism companies believe that their products are not attractive enough and are no longer favored by tourists. In recent years, the demand for tourists to travel has quietly changed, and most tourism companies have not kept up with product updates, resulting in a certain degree of supply and demand mismatch

3.2 The Service Level Has Decreased

During the epidemic, a large number of tourism professionals switched careers, and newly hired employees from enterprises lacked practical training and service capabilities. Congestion and poor resolution caused by factors such as insufficient preparation and manpower are also occurring frequently in many places. In 2022, the comprehensive satisfaction index of tourists nationwide was 80.52, a year-on-year decrease of 2.37 percentage points. The satisfaction index of various sectors such as transportation, catering, accommodation, shopping, and entertainment all showed a negative increase year-on-year. 29% of the surveyed tourists believe that various services in the scenic area or venue cannot keep up, while 10.3% of the tourists clearly stated that the tourism experience has decreased year-on-year. During this year's Spring Festival, the satisfaction of tourists nationwide dropped to 76.1, setting a new low since holiday satisfaction statistics and monitoring. 4.5% of tourism companies stated that professional teams and frontline staff services cannot keep up and need to increase personnel introduction and training efforts.

3.3 Some Scenic Spots Have Too Many People and the Prices of Tourism Related Products Have Skyrocketed

Some tourist destinations and scenic spots have the problem of excessive pedestrian flow and inconvenient transportation. In Mount Huangshan Scenic area, many tourists report that they are stranded for more than 5 hours in an environment of minus 15

degrees Celsius due to the large pedestrian flow when going downhill, and some people are even trapped on the mountain for more than 7 hours; Tourists from Zhangjiajie National Forest Park in Hunan have also reported that the scenic area has not controlled the flow of people, resulting in thousands of tourists being trapped on the mountains at night. The Xi'an Datang Eternal City is filled with people. In the context of a large influx of tourists, some things are in short supply, leading to price increases. Some prices are also unreasonable, such as selling 6 skinned shrimp for over 700 yuan, seafood processing fees of over 400 yuan for 500 yuan, and hotel prices skyrocketing by 15 times.

4 Analysis of the May Day Tourism Market in 2023

According to the data center of the Ministry of Culture and Tourism, the total number of domestic tourism trips in China during the May Day holiday this year is about 270 million, an increase of about 70% year-on-year, it has recovered to 119.09% in the same period of 2019; The domestic tourism revenue reached 148.56 billion yuan, a year-on-year increase of 128.90%, and it has recovered to 100.66% in the same period of 2019. The overall situation is good, but some provinces have good data, while others have unsatisfactory data.

4.1 Henan Province and Zhejiang Province Performed Well

During the May Day holiday in 2023, Henan Province received over 55 million tourists, while most other provinces received over 30 million people. The total tourism revenue of Henan Province has also exceeded 30 billion yuan, reaching 31.01 billion yuan. Zhejiang Province has received a total of 31.25 million tourists, with a total tourism revenue of 36.97 billion yuan [4].

4.2 Insufficient Performance in Shanxi and Hunan Provinces

The total number of tourists during the May Day holiday in Shanxi is about 20 million, which is a significant difference from the 39.8403 million tourists during the 2019 May Day holiday. During the May Day holiday, many net friends shared unpleasant experiences such as being overcrowded, inconvenient transportation, and poorly managed scenic spots while traveling in Shanxi. Some tourists went to Changzhi in Shanxi Province for tourism, but the transportation is very poor. They cannot enter the city in 10 hours, the hotel is priced at a minimum, the environment is dirty and messy, and the scenic area is unmanned. The extremely poor experience makes tourists feel miserable.The number of tourists in Hunan this year is only 17.871 million, a decrease of 5.3521 million or 23% compared to 23.2231 million in 2019.

4.3 Tourist Population Situation

During the May Day holiday this year, tourists are generally younger in age. According to Ctrip reservation data, during this year's small and long holidays, orders from tourists born in the 2000s accounted for 35%, orders from those born in the 1990s accounted for 30%, and orders from those born in the 1980s accounted for 26%. For the first time, those born in the 2000s surpassed those born in the 1990s as the main force of holiday travel [5]. The per capita tourism consumption expenditure during the May Day holiday in 2023 is approximately 539 yuan, which is about 63 yuan less than the 603 yuan in 2019, and this number is even lower than the values in 2017 and 2018. It is particularly noteworthy that the May Day holiday in 2023 has 5 days, compared to 4 days in 2019 and only 3 days in 2017 and 2018, indicating that the actual daily travel expenses per person during the May Day holiday in 2023 are lower. Because of the epidemic situation, the assets of Chinese residents have been negatively impacted, coupled with psychological reasons, resulting in relatively conservative consumption.

5 Countermeasures and Suggestions

The tourism industry has a significant impact on comprehensive consumption and economic development. For tourism destinations, it is necessary to have a holistic development mindset and the concept of a community with a shared future for the industry. Due to certain problems in the order of the tourism market in some places, the tourism demand of many people during the 2023 Spring Festival and May Day holidays has not been fully released [6], and there is still room for growth in the domestic tourism market in the future.

5.1 Cultural and Tourism Departments and Relevant Government Departments Jointly Contribute to the Formulation of Policies

Provinces with good tourism performance continue to maintain, while provinces with poor performance strive to catch up. Firstly, relevant government departments shall timely extend the time limit of tourism related preferential policies. Second, Increase the anti cyclical regulation of the tourism industry, promote the construction of tourism related public service facilities in small and medium-sized towns and rural areas, and guide tourists to flow to these areas by optimizing tourism supply in underdeveloped areas. Thirdly, there are many tourists during holidays, and traffic management departments should promptly provide traffic guidance on the front line; If hotels and restaurants double their prices, market supervision departments should promptly supervise them; The environment is dirty, disorderly, and poor. Urban management and sanitation should be cleaned up in a timely manner, and tourists should also take good care of environmental hygiene. The health management department should strengthen supervision of restaurants to ensure food safety and hygiene. Improve the income level of residents and enhance their purchasing power for consumption.

5.2 Developing Richer Tourism Products

The young group has gradually become the main force in the tourism market. Cultural and museum exhibitions, cultural performances, and national fashion have become new trends in tourism. Travel agencies can more carefully investigate the needs of consumers and their different characteristics, and develop more abundant tourism products to meet the needs of tourists. For example, products such as "travel + entertainment", "travel + exhibition", and "travel + museum browsing" can also be launched, including exhibition style tourism, Chinese ancient clothing, cooking tea in a fireplace, and music festivals. Third and fourth tier cities and even niche destinations can seize the opportunity to develop local characteristic tourism products to attract tourists, drawing on the experience of niche destinations such as Changxing and Xianju and the actual consumption capacity of tourists to develop high-quality and affordable tourism products. The northwest provinces and regions have superior tourism resources, each with its own characteristics in terms of natural landscape, ethnic culture and featured cuisine, and can develop featured tourism products in combination with local conditions. In terms of product performance, it should shift from emphasizing sensory stimulation to emphasizing spiritual acquisition. After experiencing the epidemic, people generally place greater emphasis on their physical and mental health and their families, with an increasing preference for spiritual enjoyment and cultural tourism. Tourism enterprises should pay timely attention to this change and carry out product development.

5.3 Standardize the Order of the Tourism Market

Relevant departments should manage the order of the tourism market well. In the process of accelerating the recovery of the tourism market, a few enterprises and practitioners are experiencing phenomena such as hunger and thirst for marketing, shoddy goods, sudden price increases, customer bullying, and service shortages. In this regard, efforts should be made to improve market order, make the level of tourism services an important measure of the high-quality development of the tourism industry, and severely punish market chaos. In response to the situation where hotels are fully booked and prices start from the ground, market regulatory departments should monitor hotel prices in real time. Hotel price increases during holidays should be controlled within a reasonable range, and the number of hotel reservations should be announced on official channels to facilitate timely selection by tourists [7]. In response to the unreasonable increase in food prices, market regulatory authorities should punish them and conduct irregular inspections of restaurants to regulate food prices.

5.4 Improving Tourism Services and Improving Tourist Satisfaction

To ensure the experience of tourists, service appointments can be made on the mobile internet to anticipate service needs and take corresponding measures in advance. It is possible to establish on-site reception points for tourism complaints in tourist concentration areas and establish a mechanism for returning tourism shopping without reason. During the entire process of serving tourists, tour guides should have a good service

attitude and professional leadership skills. The scenic area shall reasonably control the total number of people, and carry out interception and diversion control at the gathering points of passenger flow; Guide tourists to use different methods to go up and down the mountain or enter and exit the scenic area; Transfer more personnel to participate in frontline services and borrow corresponding materials, comprehensively utilize online and offline channels to timely report the passenger flow situation of the scenic area to tourists, prepare manpower and material resources to cope with rainy and snowy weather, adjust performance time, etc. Tourism destinations, scenic areas [8], and tourism enterprises should do their best to do a good job in service work, protect the personal safety of tourists, seize the holiday tourism market and non holiday tourism market, and actively respond to the new needs of the masses for travel, Improve tourist satisfaction.

5.5 Combining the Internet to Promote the Development of Tourism Industry

Introduce a smart ticketing system for scenic spots, continuously optimize online and offline ticketing services, and accelerate the construction of smart scenic spots, including smart parking, personnel diversion, and smart tour guides. Integrating smart elements into scenic area services, scenic area management, marketing and publicity, relying on Big data and AI artificial intelligence technology, we will gradually carry out data interaction and AI empowerment of refined maps, AI intelligent guides, AR scenes, VR panorama, smart sightseeing cars, smart parking lots, security management, personnel scheduling, and provide tourists with real AI global smart tourism. Smart scenic spots, smart hotels, digital construction, and online tour guides will all become the focus of future tourism industry development.

6 Conclusion

The epidemic has been effectively controlled, and the Chinese tourism market will show a recovery trend in 2023. In the future, the Chinese tourism market will gradually grow. Relevant departments and enterprises should formulate effective policies and measures for the problems that arise, in order to promote the good development of the Chinese tourism market.

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