

Research on the Innovation and Upgrading of Peri-urban Tourism Products under the Background of Epidemic Normalization

-- Take Wuxi Sightseeing as an Example

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Abstract

Due to the impact of the epidemic, people are gradually changing their travel mode from long-distance travel to self-drive travel. In order to stimulate tourists' desire to travel, various tourist cities have launched innovative peripheral tourism products to meet people's travel needs in the post-epidemic era. This project is to epidemic prevention and control after the normal surrounding of the fastest growing in wuxi city as the research object, through on-the-spot investigation and data analysis, combined with the theoretical model of wuxi city surrounding tourism development path, the peripheral tourism products through analyzing the building and innovation, upgrade, aiming to explore how to epidemic prevention and control under the background of normalized development surrounding the new tourism products, For the development of tourism.

Keywords

Peri-urban Tourism; Tourism Products; Innovation to Upgrade.

1. Introduction

In recent years, China's Peri-urban tourism market has officially entered a stage of rapid development: from 2013 to 2018, the transaction scale of Peri-urban tourism rapidly expanded from 4.51 billion yuan to 26.97 billion yuan, with an annual growth rate of about 30% and the highest value reaching 67.5%. However, due to the sudden outbreak of COVID-19, the prosperity index of domestic tourism market in the first half of 2020 plummeted by 146 index points compared with the same period last year. Under the influence of the epidemic, the peripheral tourism has gradually arisen and the epidemic has also updated the peripheral tourism products. Due to the impact of the epidemic, people are gradually changing their travel mode from long-distance travel to self-drive travel. In order to stimulate tourists' desire to travel, various tourist cities have launched innovative peripheral tourism products to meet people's travel needs in the post-epidemic era. In this background, this paper focused on the cities surrounding tourism product innovation to upgrade research, to the epidemic prevention and control of the fastest growing in wuxi city tour around after normalization for the questionnaire survey, through the field survey, data analysis, combined with the theoretical model of wuxi city surrounding tourism development path, the peripheral tourism products through analyzing the building and innovation, upgrade, aims to explore in epidemic prevention and control under the background of normalized tourist cities should be how to foster strengths and circumvent weaknesses, through proper policy arrangement and recovery tourism industry marketing strategy, so as to radiation other tourist city development.

2. Literature Review

Surrounding tourism is characterized by a short journey, prominent urban characteristics and obvious regional driving effect. Since 2013, the surrounding tourism market has been rapidly rising, and scholars at home and abroad have gradually focused their research on the area of surrounding tourism. Domestic and foreign scholars' researches on Peri-urban tourism mainly focus on the design of marketing platform (Li Shan et al., 2019; Yang Haijian, 2017); Home stay space transformation and other aspects (Wang Fan, 2017; Sun Jianyi, 2018); Rich achievements and brand marketing strategy design (Guo Qi, 2015; Zhang Kun, 2019). Guo Qi (2015) points out that, compared with long-haul and outbound tourism, peripheral tourism has obvious advantages in terms of play time, tourism consumption and travel flexibility. It is characterized by "short frequency and fast" and can drive the booming development of upstream and downstream industry chains such as scenic spot tickets, hotel accommodation, transportation and catering. Based on the existing environmental conditions of tourism around cities in China, Wang Fenglin et al. (2018) speculated the development trend of tourism around cities in the future. Wang fenglin et al. (2018) proposed that, referring to the experience of the United States, to become a tourism power, it should have three basic elements: high income level, integration of weekends and holidays and improvement of transportation system. (Leisure services: surrounding travel into a new domestic trend) China now has the above basic elements, the tourism industry to maintain rapid development is full of hope. To sum up, combined with China's current tourism industry development status; As an emerging short-distance tourism mode, peripheral tourism will play a strong role in promoting the development of China's tourism industry and even the overall economy in the future. Most of the above studies are conducted on the basis of stable social environment and steady economic development, ignoring such important factors as the decline of the overall economic level, severe damage to the tourism industry and changes in consumers' consumption psychology in the post-epidemic era. Therefore, this paper focuses on the background of the normalization of epidemic prevention and control and the change of tourists' consumption demand and travel mode, conducts a survey on the successful example of Wuxi and summarizes its universal experience, so as to promote the innovation and upgrading of tourism products around the city.

3. The Development Status and Typical Examples of Tourism Products around the City

3.1. Development Status of Tourism Products around Cities

The development of Peri-urban tourism in China can be divided into four stages: the exploration period (2004-2007), the market initiation period (2008-2011), the rapid development period (2013-2017) and the market maturity period (2018-present). (Present situation and future analysis of urban peripheral tourism) In recent years, the Peri-urban tourism market has completed the development and informatization of Peri-urban tourism products by tourism enterprises, online promotion and sale of tourism products, and social capital has also made substantial investment in Peri-urban tourism products, and the tourism industry chain has been continuously expanding. Mainly reflected in:

1. Peripheral tourism products continue to innovate

During the Spring Festival, tourism around the city and local tourism developed rapidly, and the number of tourists increased greatly. Tourism products such as high-quality rural tourism, water park tourism, outing to enjoy flowers and other tourism products created by various places were popular.

2. The tourism market continues to expand

Peripheral tourism products mainly for leisure and vacation are also developed and open to experience in a large range in the second and third-tier cities. For tourist attractions with extremely rich natural resources and small numbers of tourists, unique local tourism products are fully explored, and the experience function of tourist attractions is mainly developed to enhance the sense of experience of tourists.

3. Culture and folk customs become hot spots

In the process of the development of peripheral tourism, the trend of integration with traditional culture and folk customs is more and more prominent. City governments and local tourism enterprises, through the depth of the unique local folk culture, focusing on "tourism + culture", "tourism + folk" peripheral tourism products, in the formation of a huge tourist source market to bring revenue growth, but also make a group of marginalized folk culture revitalized.

3.2. Summary of Typical Examples of Tourism Products around Cities

Table 1. Overview of Tourism Products

THE SCENIC SPOT	OVERVIEW OF TOURISM PRODUCTS	PRODUCT LEVEL	THE ORGANIZERS
TOUR AROUND GUANGZHOU: PRD BACK GARDEN	It will be a combination of qi Shan Lishui, health hot spring, urban scenery and Yao Zu and zhuang folk customs	National 4A level scenic spot	Tourism Bureau of Guangzhou Municipal Government
CHENGDU SANSHENG FLOWER TOWN: "FIVE GOLDEN FLOWERS"	Divided into five areas, named after five flowers, is the integration of rural leisure tourism vacation and urban and rural construction	National 4A level scenic spot	Chengdu Municipal Government
CHANGSHA, HUNAN: BELLA TOWN	The parent-child ecological town, which focuses on the development of quality education for teenagers, has a variety of non-powered recreational facilities	National youth growth and education base	Hunan Bella town tourism Management Co., LTD
XINGTAI, HEBEI: NAN AND AGRICULTURAL CARNIVAL	Fully excavate the value of agriculture in tourism, ecological health, reflect the concept of livable and suitable for agriculture	National 3A level scenic spot	Nanhe County government in cooperation with China Agricultural University
TAIWAN: PARENT-CHILD LEISURE PASTURE	Refined rural parent-child tour, ecological pasture and theme amusement park, to enhance parent-child education as the main line		Local businesses work with the government
GUANGZHOU: ECO NIGHT MUSIC FESTIVAL	It reflects the ecological design town's insistence on green development, and also reflects the achievements of conghua rural revitalization construction.		Guangdong Province Performing Industry Association

4. Factors for the Development of Peri-urban Tourism

In this study, 824 valid questionnaires were collected through the "Questionnaire Star" platform and processed after data collection. Data analysis was carried out through SPSS platform, and it was found that the factors affecting Peri-urban tourism and Peri-urban tourism products were as follows:

In the collected sample data, we can find that the group with a monthly income of 3,000-8,000 prefer to travel around the city. In addition, private cars are also an important influencing factor. Tourists with private cars are more likely to travel. (2) Self-driving is safer during the epidemic prevention and control period; (3) Close to the surrounding tour, more economical. Through correlation analysis, the willingness to travel around the city can be correlated with post-epidemic income, owning a private car and post-epidemic consumption psychology under the background of epidemic normalization, and it is found that there is a significant positive correlation between them. This means that under the background of epidemic prevention and control, people would first consider their income, secondly to reduce the number of narrow space close contact, often have the group of private cars is more willing to travel, after finally for compensation of mental people tend to epidemic out of their homes, but fear, people are more willing to choose swimming surrounding the cities.

From the recovered data, it can be found that the main reasons for tourists to travel are personal interest, leisure vacation, close to nature, health care, and humanistic experience.

At the same time, the road traffic situation, the distance of the tourist source market, and the tourism products provided are the main factors affecting the choice of tourists around some; Consumers generally believe that the development of leisure and entertainment facilities in the surrounding scenic spots is monotonous, the basic supporting facilities in the scenic spots are not perfect, the surrounding catering is not standardized, the dining environment and taste need to be improved, and the hotel's accommodation conditions are poor. These several aspects inhibit the development of the surrounding cities and need to be improved.

5. Case Study of Wuxi Surrounding Tourism

5.1. Wuxi City Surrounding Tourism Products Characteristics

Swim around in wuxi city tourism product development in line with the creative, market-oriented, efficiency idea, sustainable development, the product image, for the five principles of tourism product development, implement the strategy of rejuvenating the country and "travel + rural integration" development strategy, adhere to the "innovation mechanism, activate resources, reveal characteristic, the rich peasants xing", has experienced a process from scratch, and under the impetus of the economic development in wuxi, to the point and surface, of the file to upgrade road, gradually formed a set of perfect system:

1. Rich product range

Wuxi tourism industry according to the market change trend, the peripheral tourism products to experience respectively, characteristic model, the extension direction of vacationing industry development, emerging "yixing yellow flat foot 2 swim", "the depth of the wine making experience" meditation "yixing pot 2 and a half days' weekend cities experience tourism products, such as building" one-day tour of jiangyin mountain is the most beautiful love of country ", "jiangyin Juan earth grape picking a day trip: new formats such as rural leisure tourism.

2. Improve the service system

In the process of rural tourism development, the public service system of rural tourism is constantly improved. In recent years, Wuxi has added 12 tourist centers, 1310 parking Spaces, 28.35 kilometers of hiking trails, 119 guiding signs, and 100% WiFi coverage in third-level rural tourism areas. In the rural tourism service quality supervision network, establish a quality supervision team covering provincial rural tourism areas, undertake civilized tourism work, accept tourism consultation, help, complaints, and establish a good image of Wuxi tourism service quality. (Study on the transformation and upgrading of Rural tourism products in Wuxi under the background of culture and tourism Integration).

5.2. Promotion Factors of Wuxi Surrounding Tourism Development

1. Superior geographical environment

Wuxi is a modern city with rich natural resources and unique charm, forming a "Taihu Tourist Area" together with other economically developed cities such as Suzhou and Changzhou. Cultural environment and natural landscape complement each other and form the basis of the development of Tourism and leisure in Wuxi. The integration of cultural resources, natural landscape and city style in Wuxi has formed a diversified, rich and high-quality tourism and leisure system, which has exerted a positive influence on the development of tourism in Wuxi.

2. Developed transportation system

Wuxi is in the Yangtze River Delta, with the Yangtze River in the north and Taihu Lake in the south. It is connected with Suzhou and Changzhou, and is an important transportation hub. The city is connected with the Grand Canal and seven waterways connecting the city. Railway, highway, water and air constitute its three-dimensional traffic network; Basic transportation in the city is also very convenient: all towns can be on the expressway within half an hour, and the taihu Road has been built, which has brought a lot of development to the tourism development around Wuxi.

3. High quality tourist attractions

Table 2. The development of quality education for young people

attractions	An overview of the Attraction description
Turtle head isle	Located on the northwest bank of Taihu Lake, it is one of the main scenic spots of Taihu Lake. It is named after a large stone protruding from the lake, shaped like a floating spoon.
meiyuan	Located in the western suburb of Wuxi, it is famous for its various kinds of plum blossoms which often bloom in four seasons, attracting a large number of tourists every year.
Li garden	Jiangsu province is an important cultural relic protection units. The scenic area, modeled after Fan Leijie and Xishi, one of the four beauties, is a famous human resources.
XiHui garden spot	Located in the west of Wuxi city, between The xishan and Huishan mountains, the building combines the quiet elegance of the garden at the foot of the mountain with the comfort and nature of the resort, which is known as the Wuxi Open-air Museum.

5.3. Wuxi City Surrounding Tourism Products Innovation Practices

1. We will create historical and cultural tourism products

As the birthplace of "Wu culture", Wuxi has a long history. When creating tourism products around the city, it takes full account of its own rich regional culture and historical precipitation. It is not only necessary to fully tap the historical and cultural resources around the city, but more importantly, to integrate creativity organically, not to be born and forced. Compared with the existing peripheral tourism products of other provinces and cities, the peripheral tourism products of Wuxi city take historical stories as the core, integrate the unique characteristics of Wuxi city, and improve the quality and core competitiveness of the peripheral tourism products of Wuxi city.

2. We will pay attention to the integration of various cultural resources

In addition to having a long history of nearly 3,000 years, Wuxi is also rich in other tourism resources such as natural resources. Compared with other provinces and cities of the existing surrounding tourism products, through the existing multiple tourism resources integration, through the combination of the local landscape scenery and cultural history, the material heritage, and the organic integration of intangible heritage, will "tao culture" "tea culture" swim "bamboo culture" into the surrounding products, from a different appeal to visitors.

3. Adjust measures to local conditions, highlight the brand

One of the important reasons why wuxi's tourism products can stand out in the fierce competition among many surrounding tourism products in China is that they actively explore their own cultural characteristics and integrate existing resources. In order to exert their own advantages as far as possible. Focusing on major local events, Wuxi has prepared a series of tourism activities to realize that tourism boosts cultural communication and cultural communication feeds the new situation of tourism development.

4. Build facilities and improve services

Wuxi surrounding tourism products can not be successful without perfect infrastructure and service system. As the peripheral tour is not only sightseeing in the scenic area, the experience in the countryside is also an important part. In this regard, in order to improve customer experience, Wuxi city has strengthened the infrastructure construction in rural areas, improved transportation and people's livelihood, and improved the experience, which has won unanimous praise.

5. Adhere to innovation, maintain characteristics

In addition to creating its own characteristic brand, the success of wuxi surrounding tourism products also lies in continuous innovation, always adhere to the use of innovative tourism products to improve the rate of tourists. Innovation is to bring forth the new from the old. The sea is open to all rivers without distortion of my process. Only by constantly combining its own characteristics with other tourism cultures can it maintain its long-term vitality and attraction.

6. The Universality of the Successful Development of Tourism Products around Wuxi

1. Multi-channel, all-round sales of tourism products

(1) On-site sales of tourism products. Often rely on its own unique characteristics of the site to attract tourists.

(2) Integrate online sales platform. With the help of computers and the Internet, offline services can be combined with online display to achieve convenient online preview of scenic spots. At the same time, open the reservation channel. Online marketing can not only reduce costs, and customer communication will be more efficient; It can also better meet the individual needs of customers.

(3) Sell products through proprietary outlets. The establishment of distribution outlets, which can be seen everywhere in airports and high-speed railway stations, and the establishment of sales department in the block to maximize the load of product sales.

2. Carry out theme planning and create unique brand

The external advantages of tourist destinations such as location conditions, transportation advantages, market scope of tourist sources and large market capacity are seized. Consider the internal advantages of government support and tourism resources, including the abundance of human resources and nature. Through the theme planning, wuxi has created its own unique tourism brand. For example, Wuxi has planned the series of tourism products of ancient Wu cultural relics and handicraft production relics of wuxi cultural ecological tourism around the ancient kiln resources, which is worthy of reference for the development of tourism around all cities.

3. Take root in local cultural resources, network boost product innovation and development

Consumers' needs are constantly changing, and they want to increase their personal culture while pursuing in-depth travel and experiencing travel. However, the traditional tourism industry has been unable to meet the needs of consumers, and the contradiction between supply and demand of required products is increasingly prominent. By introducing information technology and network technology and applying VR/AR technology, the space and time

restrictions are broken, and the product marketing carrier, tourist experience and tourism destination marketing strategy are optimized.

7. Innovation and Upgrading of Peri-urban Tourism Products under the Background of the Normalization of the Epidemic

1. The functions of the government

In the process of recovery of tourism enterprises, the government plays a decisive role, first of all, should be in the public health event before the crisis forecast, and specify emergency plans; Later to promote the recovery of tourism enterprises, we should increase the support of local policies, capital, technology and human resources. It may be considered to cooperate with the local tourism industry association and organize scholars majoring in tourism management in local universities to jointly formulate a recovery plan. In the later supervision process, the quality of tourism products, the service quality of tourism personnel and the overall local tourism image should be continuously improved.

2. Incentive policy

(1) Policies for businesses

On the one hand, government departments should increase the support and assistance to tourism enterprises, actively introduce targeted policies to attract foreign investment, strengthen the construction of supporting facilities around "food, accommodation, travel, tourism, purchase and entertainment", and improve the rate of tourists' revisiting.

(2) Policies for residents

In the period of low tourism peak, we will further stimulate tourists to travel and spend by actively issuing tourism vouchers to provincial residents, actively implement the system of paid holidays and "2.5 days of small holidays", and open the local tourism and cultural festival to local residents free of charge.

3. Investment in enterprise innovation

(1) Tourism product innovation

The development of cultural and creative tourism products needs to take local characteristics as the core. The peripheral tourism products can introduce information technology and network technology, and use VR/AR technology and big data management to detect the number of tourists and vehicle traffic conditions, timely supplement service personnel and provide high-quality services. Explore the cultural connotation, create high-quality tourism products, and then give birth to many surrounding tourism products new form.

(2) Stimulate consumer desire

1) Innovative ticket design of tourist attractions

It is suggested that the general tickets should be designed into creative tickets with collection value by adding cultural elements and color collocation. According to the cultural theme characteristics of the scenic spot, the ticket form can be innovated. In terms of cultural communication, the ticket content can be innovated by enlarging the characteristic culture of the scenic spot, so as to make the tickets with great collection value and widely attract the surrounding tourist groups.

2) Innovate public service facilities for tourism

The intelligent tourism information service and public transport facilities and tools highly combined, integrated into the experience entertainment elements, combined with the visitor center, travel service, tourist enquiry point, into the functions of tourist service and consulting, cultural exhibition experience, public catering leisure function, realize sharing of multifunctional integration between subject and object, strengthen the citizen's recreational sex and entertaining, in order to satisfy the demands of tourists and citizens of multivariate.

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