

Research on the Innovation of the Management Model of China's Tourism Service Trade under the Normalization of the Epidemic

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Abstract

Tourism service trade is an important part of China's service trade. The outbreak of COVID-19 at the end of 2019 has brought a huge impact on China's tourism service trade. Tourism service trade is facing many challenges such as the decrease in the number of inbound tourists and the difficulties in the operation of tourism enterprises. The service trade urgently needs to innovate the operation and management mode. Through the implementation of the tourism mode combining "cloud tourism" and "on-site tourism", the operation mode of tourism enterprises and the management mode of the industry will be changed, the level of digital services will be improved, the development of characteristic products of cloud tourism will be strengthened, the promotion of new media will be strengthened, and tourism will be established. The local security system and the emergency management mechanism for tourism emergencies are fully implemented, and the epidemic prevention and control measures are fully implemented to inject new vitality into China's tourism service trade.

Keywords

Normalization of the Epidemic; Tourism Service Trade; Model Innovation.

1. Introduction

With the deepening of China's opening to the outside world and the continuous improvement of residents' income level, tourism service trade has gradually developed into an important part of China's service trade. The tourism service industry involves many industries such as food, lodging and transportation, and has strong economic spillovers. In 2019, the number of inbound tourists in China reached 145 million, and the international tourism revenue was US\$131.3 billion. The tourism service industry has become one of the industries with the most potential for China's economic growth. At the end of 2019, a sudden new crown pneumonia epidemic swept the world, and companies were forced to suspend production and production. Many industries, including tourism, were affected to varying degrees. After the Spring Festival in 2020, China's tourism service trade was almost at a complete standstill. In June 2020, the epidemic in China was basically brought under control, and the impact of the domestic epidemic was relatively slow. certain influence. At present, the epidemic is continuing, and the prevention and control of the epidemic has become more normalized. Inbound and outbound tourists have put forward higher requirements for the safety and convenience of travel, and the operation and management model of tourism service trade needs to be innovated.

2. Challenges Faced by China's Tourism Service Trade under the Normalization of the Epidemic

After the outbreak of the new crown pneumonia in late 2019, the number of tourism practitioners decreased, many scenic spots began to be restricted or opened intermittently, and people also reduced the scope of travel time and space. The supply and demand for tourism shrunk in both directions, making China's tourism service trade into a recession.

2.1. Decrease in the Number of Inbound Tourists

From 2000 to 2019, the number of inbound tourists in China basically showed an upward trend, but according to a report released by the China Tourism Academy in November 2021, China received a total of 27.47 million inbound tourists in 2020, a year-on-year decrease of 81%. Due to the rapid spread of new coronary pneumonia and a long incubation period, many tourists have cancelled their travel plans for their own safety. Under the influence of the epidemic, the number of international flights has been decreasing, and it has become more difficult for tourists to travel abroad. The combined effect of the above-mentioned factors has led to a sharp drop in the number of inbound tourists. Since 2009, China's tourism service trade has experienced a deficit, and the deficit has expanded year by year, reaching the bottom in 2018. At the beginning of 2020, the global outbreak of the new crown epidemic caused a cliff-like decline in the number of inbound and outbound tourists in China, which to some extent narrowed the deficit in the tourism service trade since 2009.

2.2. The Number of Tourism Practitioners Continues to Decrease

The new crown pneumonia epidemic has caused many cross-border tourism companies to close their business, and their turnover has dropped significantly. During the epidemic, their income is basically zero, and companies must pay high costs, such as rent and employee wages. The shortage of corporate cash flow has affected the normal operation of the company. According to the statistics of the Ministry of Culture and Tourism of China, in 2020, there will be 322,497 employees of tourism agencies nationwide, a year-on-year decrease of 22.47%. When the epidemic broke out, due to the particularity of the tourism industry, most tourism practitioners were unable to work from home, lost their source of income, and were forced to change jobs; newly graduated college students were also reluctant to work in the tourism industry; affected by the epidemic, many Small and medium-sized tourism companies went bankrupt because they could not bear losses, and a large number of employees were forced to lose their jobs.

2.3. The Tourism Management Mechanism is not Perfect

First, there is a lack of a sound tourism destination safety guarantee system and an emergency management mechanism for tourism emergencies. Due to the highly contagious nature of COVID-19, under the normalization of the epidemic, it is necessary to ensure the safety of tourist destinations and emergency management of tourist emergencies. Tourist destinations must not only ensure the personal safety of tourists, but also do a good job in the event of an outbreak. emergency management to prevent the spread of the epidemic. Second, the tourism business model is backward. Due to the impact of the epidemic, many people who are willing to travel have given up their travel plans. Enterprises should develop new tourism business models in a targeted manner, combining "cloud tourism" and "on-site tourism" to better adapt to the normalization of epidemic prevention and control. control requirements.

3. Tourism Business Model Innovation under the Normalization of the Epidemic

Under the impact of the epidemic, inbound tourism companies have suffered huge losses, their income has declined, and many employees have been forced to leave their jobs to find other jobs. The development prospects of the companies are not clear. If inbound tourism companies want to restore the scale of tourism operations before the epidemic, they must innovate their business models and implement the tourism model of "cloud tourism" + "on-site tourism". Cloud tourism is a new type of tourism that utilizes cloud computing, Internet of Things, VR and other high-tech information technologies, through webcasting, short videos, browsing pages, etc. The implementation of the new tourism model of "cloud tourism" + "on-site tourism" can,

on the one hand, provide a rich digital scene for tourists who have difficulty traveling, and partially achieve the purpose of tourism; The new model also provides tourists with a foresight of the scenic spot, allowing tourists to experience the beautiful scenery of the scenic spot first, thereby generating the desire for offline on-the-spot tourism experience. Under the tourism mode of "cloud tourism" + "on-site tourism", tourists can first understand the local culture and customs through cloud tourism, and they can place orders directly through the Internet for cultural and creative products and characteristic tourism products they like. If tourists want to experience the scenery and culture of the scenic spot in person, they can go to the local area for tourism activities when their own time and epidemic situation permit. Enterprises can implement the new tourism model of "cloud tourism" + "on-site tourism" by taking the following five measures.

3.1. Improve the Level of Digital Services and Build an Online and Offline Integrated Tourism Platform

With the normalization of epidemic prevention and control, the rapid development of high and new technologies such as cloud computing and the Internet of Things has created a good opportunity for "cloud tourism". Tourism enterprises should start from various aspects to accelerate the improvement of the digital service level of enterprises. First, enterprises should attach importance to personnel training and bring better tourism experience to foreign tourists. The application of high-tech cloud tourism is a new way of tourism. Enterprises should organize relevant staff to learn the application of "cloud tourism" information technology and improve their foreign language skills, especially the training of tour guides and anchors, and improve the service level of employees, so that "cloud tourism" can be improved. Tourism is more specialized. At the same time, we must also pay attention to the introduction of talents and fully and rationally develop local tourism resources. Second, enterprises should upgrade the supporting facilities for digital services. "Cloud tourism" is mostly carried out through live broadcasts, web browsing AR, etc., which have higher requirements for picture clarity and device configuration. Finally, enterprises can build an online and offline integrated platform to provide tourists with a series of services such as "cloud" tours of scenic spots, answering questions, and booking tickets. Online ticket purchases and smart tours can also reduce the contact between people, while bringing a better travel experience to tourists, it can also contribute to epidemic prevention and control by reducing contact.

3.2. Do a Good Job in the Connection and Planning of Cloud Tourism and On-Site Tourism, and Promote the Deep Integration of Online Upstream and Downstream

Cloud tourism can allow tourists to break through the barriers of time and space, and experience the fascinating scenery and the joy of tourism on the Internet, but cloud tourism cannot completely replace offline tourism, entertainment all-round experience, allowing tourists to relax wholeheartedly. Therefore, cloud tourism can be used as the expansion and supplement of offline tourism, providing tourists with pre-tour preparation. When designing cloud tourism products, relevant staff can design suspense for tourists to further attract tourists to travel to scenic spots. In terms of tourism reception, we must also do a good job in the connection between cloud tourism and offline tourism, and bring more tourists to the scenic spot through online cloud tourism; use the offline field tour experience to better promote the scenic spot, so that the two complement each other.

3.3. Strengthen the Development of Cloud Tourism Products and Create Exclusive Tourism Brands

Enterprises can live broadcast through cloud tourism, on the one hand, show the local beauty and special customs; on the other hand, sell cultural tourism products and special agricultural

products online. For example, Chongqing's large-scale cultural tourism promotion event in 2020 attracted a large number of netizens to watch, and a large number of cultural and creative products were sold on live broadcast. Tourism enterprises can learn from the experience of Chongqing City, combine "cloud tourism" with their own local cultural characteristics, and design cultural and creative products and tourism products with the characteristics of tourist attractions to attract foreign tourists. Create your own travel brand.

3.4. Increase New Media Publicity Efforts

The rapid development of the Internet in the world has provided a convenient and efficient means of publicity for the tourism industry. One of the advantages of cloud tourism is that it can precisely target users with the help of big data, and push interesting soft advertisements in a targeted manner. Under the influence of the epidemic, people are reluctant to travel, and the revenue of offline physical stores has dropped significantly. Cloud tourism can convert online traffic to offline tourists, bringing more revenue to scenic spots.

3.5. Fully Implement Epidemic Prevention and Control Measures

In view of the special circumstances of the normalization of the epidemic, tourism companies must make every effort to ensure the personal safety of tourists, strengthen their own management and staff training, and improve hygiene standards. Tourist hotels, folk customs, scenic spots, etc. should be disinfected on time, do a good job in cleaning and sanitation, and let tourists supervise by posting a disinfection schedule. Scenic spots should implement epidemic control during peak tourist seasons to prevent crowds from being crowded and open in an orderly manner. In addition, tourist attractions can also use technical means to effectively divert crowds and reduce the risk of epidemic transmission.

4. Innovation in the Management Model of the Tourism Industry under the Normalization of the Epidemic

The spread of the new crown pneumonia epidemic around the world has caused some tourists to fear traveling abroad, and the number of inbound tourists from China has dropped significantly. In order to stimulate the development of tourism service trade, the Chinese government and tourism industry associations should innovate the management model and promote the development of the new model of "cloud tourism".

4.1. Establish a Safety Guarantee System for Tourist Destinations

Whether the tourist destination is safe or not greatly affects the willingness of tourists to travel and the willingness of tourism practitioners to work. Fears of a sudden outbreak have caused many tourists to give up the idea of traveling abroad, cancel travel arrangements, and cause many tourism practitioners to find other jobs. In order to stabilize the development of tourism service trade, tourism supervision departments should, on the one hand, formulate a safety guarantee system for tourism destinations, pay close attention to the dynamic development of the epidemic situation, strengthen the dynamic analysis of tourist information, and notify tourism enterprises in a timely manner and give instructions when an epidemic situation occurs. , security, epidemic prevention and control and other aspects to ensure the safety of tourists and tourism practitioners, so that tourists dare to come to travel, and tourism practitioners dare to come to work. On the other hand, under the normalization of epidemic prevention and control, tourism enterprises are required to strictly check every tourist to prevent the emergence of sudden cases, and strictly implement the safety guarantee system of tourist destinations to provide guarantee for the safety of tourists and tourism practitioners.

4.2. Establish and Improve the Emergency Management Mechanism for Tourism Emergencies

The sudden outbreak of the new crown pneumonia epidemic has caused a major impact on the tourism industry, and it also reflects the inadequacy of the tourism industry in emergency management in the face of emergencies. Emergencies include not only public health events like the COVID-19 outbreak, but also natural disasters, accident disasters, and more. Emergency management of tourism emergencies can be divided into three stages: before the event, during the event and after the event. Under the normalization of epidemic prevention and control, the pre-event stage is mainly to monitor and prevent the epidemic, eliminate potential hidden dangers, and prevent the outbreak; the mid-event stage is emergency response and rescue, and try to curb the further deterioration after the outbreak; the post-event stage is Recovery and evaluation summary to help the recovery and development of the local tourism economy. At the same time, the government should also train special emergency management personnel to ensure that emergency rescue and management work in an orderly manner in the event of an outbreak, minimize the adverse impact of the epidemic, and facilitate subsequent recovery and reconstruction work.

4.3. Standardize Epidemic Prevention Measures in Tourist Destinations

In the context of the continuous development and change of the global epidemic, the government must keep pace with the times and adjust the epidemic prevention measures in tourist destinations, requiring tourists to bring a 72-hour nucleic acid test report when entering the country, strictly abide by local epidemic prevention regulations after entry, and conduct isolation and observation according to local requirements. Nucleic acid testing, and free movement after the quarantine observation is over. Tourists and tourism practitioners should register, measure temperature, scan codes before entering scenic spots and hotels, and wear masks throughout the process of tourism activities. Scenic spots and hotels should arrange relevant personnel to disinfect and ventilate the scenic spots regularly. Arrange time-sharing during holidays to avoid crowds. At the same time, the government should also conduct inspections on the implementation of epidemic prevention measures in scenic spots from time to time, combining clear investigations with unannounced visits, and giving both rewards and punishments.

5. Conclusion

Compared with other industries, tourism is more susceptible to the influence of external environment, such as changes in international political situation, natural disasters, changes in financial markets, etc. The new crown pneumonia epidemic has brought a huge impact on the tourism industry, and tourism enterprises have also suffered a serious blow, but the arrival of the epidemic is also a double-edged sword, and it is an opportunity to promote the transformation and development of the tourism industry under the background of new technologies. The tourism model combining "cloud tourism" and "on-site tourism" can promote supply innovation in the tourism industry and better meet the needs of people traveling abroad under the epidemic. "Danger" and "opportunity" coexist, and the tourism model combining "cloud tourism" and "on-site tourism" will inject new vitality into the tourism industry and help the tourism service trade to survive this cold winter.

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