

The Impact of COVID-19 on China's Tourism Industry

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Abstract—From 2019 to 2022, the COVID-19 pandemic has had a significant impact on all industries, and the travel industry is no exception. The purpose of this paper is to study the effects of COVID-19 on China's cultural tourism industry and the changes in the travel demand of Chinese travelers. Therefore, this paper takes the tourism industry as the research object to analyze. Through the analysis of the trend changes in China's tourism industry in recent years, it is found that the travel industry has changes in travel mode, travel place, and consumption mode from different perspectives of travel agencies, tourism-related industries, and travelers. Further, this paper believes that the reasons leading to the above changes can be divided into two dimensions: active and passive, that is, maintaining one's health and government epidemic prevention measures. Based on the above, this paper finally puts forward several suggestions. Firstly, the government should provide subsidies to tourism enterprises or introduce policies conducive to the development of these enterprises to encourage innovation and development of tourism enterprises to create more benefits for the tourism industry after the opening of epidemic control. Secondly, travel agencies conduct user research before launching tourism products, and then launch travel products that better meet the needs of travelers, meet the requirements of the times, and meet the background of the normalization of the epidemic. Finally, travelers can learn more about the novel coronavirus outbreak to reduce the fear caused by ignorance of the epidemic, which can encourage people to travel.

Keywords—China, COVID-19 pandemic, tourism, travel preference, trends

I. INTRODUCTION

The trend of China's tourism industry has been fluctuating during the COVID-19 pandemic. According to the latest data released by the Ministry of Culture and Tourism, China's domestic tourism sample survey shows that the number of domestic tourists in 2019 was 6.06 billion, an increase of 8.4% over the same period last year. The domestic tourism revenue was 5.73 trillion yuan, an increase of 11.7% over the same period the previous year. The total number of inbound and outbound tourists reached 300 million, an increase of 3.1% over the same period last year, of which 145 million were inbound tourists, an increase of 2.9% over the same period the previous year. Outbound Chinese tourists reached 155 million, an increase of 3.3 %. From these data, we can see the strong demand for tourism in China. The continuous epidemic prevention and control since 2019 has significantly impacted China's tourism industry. According to the results of the domestic tourism sample survey, affected by the novel coronavirus pneumonia pandemic, the number of domestic tourists in 2020 will be 2.879 billion, 3.022 billion fewer than last year, down 52.1%. This year, the total number of overseas visitors to the UK is about 11.1 million, nearly 73% less than in 2019. The global tourism number is in a downward trend.

Take Hainan, China, as an example. Hainan is a popular

destination for foreign tourists during the annual Spring Festival. However, according to the statistics of the Hainan Provincial Department of Tourism, Culture, Radio, Film and Sports, the number of inbound visitors during the Spring Festival in 2020 decreased by more than 50% compared with the previous year (Peng, 2020). After the comprehensive opening-up of COVID-19 policy control, China's tourism industry has a good recovery trend. According to the data center of the Ministry of Culture and Tourism, the total number of domestic tourism trips during the May Day holiday in 2023 was 274 million, an increase of 70.83%, which recovered to 119.09% of the same period in 2019 according to the comparable standard. The domestic tourism income was 148.056 billion yuan, an increase of 128.90%. Comparatively, it recovered to 100.66% for the same period in 2019.

However, due to some control measures and the change in people's consumption demand preference, people's demand for tourism has also changed to some extent, which is reflected in the consumer market. For the tourism industry to have long-term, healthy, and sustainable development, they must have a good study on the causes and consequences of this trend and the specific direction of change. So, this paper specifically to such a problem to carry on a literature review. With the deregulation and recovery of the tourism industry, how to maximize the sector, in other words, how to stimulate people's tourism demand and enthusiasm after COVID-19. And how to make the tourism industry develop healthily instead of "revenge consumption." This kind of consumption is emotional because the emotion will pass, but how to make it truly transform into a consumption pattern that caters to the needs of consumers and can be sustainable in the long term is worthy of in-depth study. Tourism can effectively promote pandemic development while maintaining the importance of tourism to the economy.

II. IMPACT OF THE COVID-19 ON THE TOURISM INDUSTRY AS A WHOLE

According to the sample survey results released by People's Daily Online in 2021, the number of Chinese tourists in 2020 will be 2.879 billion, 3.022 billion fewer than in the same period last year, down 52.1%. In this context, people's spending on travel also dropped sharply, with the average person spending 774.14 yuan per trip, down 18.8% from the previous year. Among them, urban residents spent 870.25 yuan per trip per capita, down 18.1%, while rural residents spent 530.47 yuan per trip per capita, down 16.4%. This means that China's tourism industry revenue decreased by only 2.23 trillion yuan, 3.50 trillion yuan less than the previous year, down 61.1%. According to statistics from the Chinese Bureau of Statistics, the added value of tourism and related industries in China in 2020 will be 4,062.8 billion

yuan, down 9.7% from the previous year, accounting for 4.01% of Gross Domestic Product (GDP), down 0.55 percentage points of the prior year. The value added of tourism was 3,642.9 billion yuan, down 10.6% over the previous year, accounting for 89.7% of the value added of tourism and related industries, down 0.9 percentage points from a year earlier. This proves that the income of the tourism industry has dropped significantly during the pandemic. Due to the impact of the novel coronavirus epidemic, people should consider not only the local epidemic prevention policy but also the health environment, congestion, and travel convenience of the destination when traveling. The number of tourists and the income of the related tourism industry showed a significant decline (Yin, 2023). This has led to losses in tourism enterprises. According to the annual revenue performance of Ctrip Group in 2020, this year's operating income was 18.316 billion yuan, down 48.65% year-on-year, and the net profit loss was 3.269 billion yuan, down 146.71% year-on-year. This proves that even leading companies like this must avoid the fate of losing money in the era of COVID-19. There are also many travel agencies closed because of losses. Referring to the total number of travel agencies published by the industrial network in 2021, there are 31,578 reviewed by the provincial cultural and tourism administrative department, which is 9104 fewer than in 2020, reducing the proportion of about 22.3%. Many companies like Ctrip Group have laid off many employees due to the pressure caused by the reduction of business volume and declining revenue. According to the statistics of New Travel Industry in 2021, the number of employees of Ctrip dropped from 44,000 in 2019 to 32,000 in 2022, with a total of 12,000 layoffs. In 2020, the number of employees of travel agencies in China decreased by 93,444 people compared with 2019, accounting for about 22.5% of the decrease. The reason for this is that the impact of the epidemic continues, the operating income and profit of travel agencies have dropped significantly, and personnel expenditure is difficult to maintain at the level before the epidemic. Some travel agency employees are on compulsory leave, the salary of employees has been dramatically reduced, and many are in a state of career (Dong & Li, 2020). To sum up, on the one hand, the decrease in the number of tourists during the COVID-19 epidemic affects the survival of travel agencies and the decline in revenue, and on the other hand, the employment problem of the tourism industry.

III. THE COVID-19 NEW TRENDS IN THE TOURISM INDUSTRY DURING THE COVID-19

Epidemic has halted tourism development, and many waist and long-tail enterprises have shut down and written off due to the inability to withstand losses and the impact of the epidemic. From January to April 2022, the sales volume of travel agencies and hotel-related enterprises surged year-on-year, of which 6,389 travel agencies canceled, an increase of 15.6%, and 38,000 hotel-related enterprises canceled, an increase of 24.0%. According to data from the China Hotel Association, in the first two months of 2020, the revenue loss of hotel and homestay enterprises reached more than 67 billion yuan, and 74.29% of hotels and homestays closed due to the pandemic. According to the conservative estimation of Ctrip data, the number of hotels to close in 2020

will reach 150,000, and the anti-risk ability of independent hotels is weak (Zhou, 2021). In the third quarter of 2022, the number of new hotels opened in China continues to increase, and among these new hotels, most are franchised hotels. For example, the first Travel Home hotel group opened 279 new stores in the third quarter, revenue increased by 389 million yuan compared with the second quarter, and the number of franchise stores reached 5,168, accounting for 88.08%. The proportion of franchises continued to rise. This shows that the chain rate of China's hotel industry has increased, and individual hotels are close to large hotel groups, relying on the brand and management capabilities of large hotel groups to operate.

Due to the impact of the COVID-19 pandemic, the situational needs of Chinese residents have been suppressed, and the travel preferences of travelers have been shifting from outbound and long-distance travel to domestic travel and self-drive travel (Shen, 2021). At the same time, in the period of COVID-19, there are too many uncertain factors, such as the government's policy of quarantine in high-risk areas ¹ and people's concern about self-infection of COVID-19, leading to the growing demand for local tourism, intra-provincial tourism, peripheral tourism, and outings, and other destinations around their homes (Chen, 2021).

The decrease in tourists during the COVID-19 pandemic has prompted many tourist attractions to make some changes, and they have begun to sell tickets for night performances, which means that traditional scenic spots combine the cultural and folk customs of the tourist places to produce theater, natural scene, and variety shows in the scenic spots. For example, in Zhangjiajie, China, although the epidemic has relatively limited these performances, it has not prevented the scenic area from innovating new performance programs to attract tourists to travel (Cui, 2022).

With the development of information technology such as 5G, some tourism companies have begun to try to promote "online + offline" integrated tourism. On the other hand, scenic spots also constantly use 5G technology to facilitate the high-quality development of digital marketing in tourism destinations. Some A-level and above scenic spots² use 5G technology to develop "cloud tourism" to fully integrate online offline and virtual reality by improving the image acquisition of scenic spots, creating an immersive tourism experience, and enhancing the attractiveness of scenic spots. In addition, major scenic spots promote the digital development of rural and homestay tourism by developing self-media and actively participating in network broadcasts (Shen, 2021). Although people's travel decreased during the epidemic, people's demand and desire for tourism continue to rise, so many tourism companies have adopted digital sales methods, such as live delivery, to sell local tourism specialties and other tourism products. This can not only meet people's demand and expectation for tourism but also maintain the income of tourism enterprises and increase the exposure of tourist places, which can attract more tourists

¹ high-risk areas: Generally, it means that the cumulative number of COVID-19 cases exceeds 50, and there is a cluster of outbreaks within 14 days.

² A-level and above scenic spots: It is a unique planning system for scenic spots in China, from AAAAAA to A. Scenic spots that are usually rated A or above have better operational capabilities and a good scenic environment.

after the end of the epidemic (Jin, 2023). In general, during the COVID-19 pandemic, many hotels and homestays have closed in large numbers, and people's travel needs have also significantly changed, from the need for long-distance travel to travel around their homes. The decline in the flow of people has led to a decrease in the income of tourist attractions, so many scenic spots combine science and technology to create consumer demand for people to maintain a business.

IV. IMPACT OF THE COVID-19 ON TOURISM-RELATED INDUSTRIES

Due to the need for national prevention and control, many tourism-related services have entered the "freezing period." To avoid the risk of infection caused by too many tourists, some scenic spots have adopted online reservation systems to control the flow of tourists. However, this has also reduced the revenue of tourist attractions, such as Hangzhou's West Lake Scenic Area, where the number of visitors on May 1, 2020, was only 22.5% of its maximum capacity. Some entertainment industries closely related to tourism, such as the cultural performance industry, have also undergone a series of changes due to policy changes, such as restrictions on attendance and seating. These changes have led to the failure of these industries to maximize profits (Tang *et al.*, 2022). In 2022, the China Performance Industry Association, through a comprehensive survey of ticketing platforms, theaters, and performance agencies, obtained data statistics from mid-February to mid-March, the cancellation or postponement of performances of more than 4,000, and in late March, there will be 80% of the performances will be suspended or postponed, and it is expected that there will be 9,000 performances delayed or canceled. The number of concerts in the first quarter was down 25% from the same period last year, and ticket sales were down 35%. As a result, tourist cities that used to attract tourists through these special performances have suffered a heavy blow to local tourism revenue due to the impact of the COVID-19 pandemic. In addition to the cultural performance industry, many service industries are affected, most of which revolve around food, hotels, and transportation (Zhao *et al.*, 2022).

The coronavirus pandemic's restrictions have hit the restaurant industry on tourism. This is because of the decline in the number of tourists, which has led to significant restrictions on the demand for tourists to eat. This has led to a decline in the profits of some scenic spots and Internet celebrity cities' catering industries, such as travel specialties. In 2021, a million restaurants will close. According to the data released by the National Bureau of Statistics, from January to April 2022, the national catering income was 1,326.2 billion yuan, down 5.1% year-on-year, of which the national catering income in April was 260.9 billion yuan, down 22.7% year-on-year. At the same time, there are many hotel homestays, due to the need for more tourists, to close at a loss. Because of the epidemic prevention and control policy, the number of travelers has decreased, resulting in a sharp decline in the number of passengers across the country. In 2019, before the outbreak of the epidemic, the national passenger traffic was 17.6 billion, but in 2020, it plummeted 45.1% to less than 10 billion. In 2021, it fell to 8.3 billion, and in 2022, from January to August, only 4 billion passengers.

Therefore, the COVID-19 pandemic is not only affecting travel agencies and hotels. Other tourism-related industries are also being affected due to the decrease in tourists and changes in travel.

V. STATUS QUO AFTER THE OPENING OF COVID-19 CONTROL

The sudden COVID-19 epidemic in 2020 has dealt a severe blow to all walks of life. The epidemic also led to a serious decline in the tourism industry. Before the epidemic, both the number of Chinese outbound tourists and the number of domestic tourists had become the first in the world and showed an upward trend for many years. According to the Xinhua News Agency

From the Ministry of Culture and Tourism, in 2019, the total number of domestic tourists was as high as 6.09 billion. However, in 2020, when the epidemic broke out, the total number of tourists directly dropped from 6.09 billion to 2.879 billion. This is because China adopted various measures to prevent the spread of the epidemic during the severe period, one of which was city closure and home isolation to protect people's health and safety, and people would maintain a certain social distance by themselves. Due to the outbreak of the epidemic, many tourist attractions have been closed, which makes tourists unable to visit these places, and makes the tourism revenue has dropped significantly. As a result, many travel agencies closed down and the people working in these travel it is involved lost their jobs.

The need for tourism has become more and more because of the prolonged lockdown and isolation. According to a survey conducted in 2021, among the 320 valid samples, 65% of the tourists have the intention to travel, 22.5% of the tourists are on the sidelines, unsure about the travel time, and 12.5% of the tourists say they have no plan to travel soon (Xu, 2021). This proves that many tourists' willingness to travel has been temporarily inhibited. On the National Day of 2023, the first long holiday after COVID-19 control was lifted in China, the number of travel product bookings in China increased nearly 6 times compared with last year. According to the data of the China Daily website, the social cross-regional passenger flow (including business passenger volume, highway, and ordinary national and provincial road passenger trips) reached 2.05 billion people during the National Day holiday, an increase of 11.5% over the same period in 2019 and 58.8% over the same period in 2022. At the same time, the commercial passenger volume of railways, waterways, and civil aviation also recovered comprehensively, increasing by 7.86 billion passengers per day over the same period in 2022.

The novel coronavirus epidemic has had a huge impact on the tourism industry. At the same time, with the end of the novel coronavirus epidemic, the once-suppressed demand of some consumers for tourism products and travel will also be released. In the future, the tourism industry will get a greater chance of recovery and face greater opportunities. However, with the transformation and gradual de-control of the epidemic situation, people's demand for tourism products was suppressed in the past, and they will also face the relief and release of their will to the past. There is also a new hope for the tourism industry. Through the analysis of the impact of the epidemic on the tourism industry, in this crisis,

governments at all levels need to carry out profound thinking and how the government should make a good health management plan and promote the sustainable development of tourism (Jing & Wang, 2021). At the same time, tourist attractions and travel agencies should better develop digital technologies to cope with such challenges when the epidemic is coming. We should also do a good job of daily public health management and emergency work, for tourism practitioners should further enhance their comprehensive capabilities. The use of 5G technology for “cloud tourism³” enables tourists to enjoy the beauty and culture brought by different scenic spots online while attracting traffic to create featured products, prompting potential tourists’ interest, generating travel and purchase impulses, and enhancing the consumption of tourists and netizens (Gao, 2023).

VI. TRANSFORMATION OF TOURISM DEMAND DURING THE COVID-19

People’s consumption demand has changed because of epidemic prevention and control. During the COVID-19 pandemic, people wore masks daily to go out, fearing the risk of infection and the panic caused by not knowing about the COVID-19 pandemic. Therefore, tourists will give up their plans for long-distance travel due to safety concerns (Ren, 2022). According to the China Tourism Academy, the number of Chinese outbound tourists in 2020 will be 20.23 million, a decrease of 86.9%. This indicates that long-distance travel in China has dropped significantly during the pandemic, as government control measures and people’s fear of COVID-19 have discouraged them from traveling long distances. Compared with going to places with a large flow of people and closed places, people’s willingness to travel now is more inclined to go to the countryside or other places such as open spaces. According to the data of 2021, among the 320 valid samples, 32.52% of respondents prefer to travel around the local area, including rural travel, for health considerations (Xu, 2021). Based on the survey results, the development of COVID-19 has promoted the development of tourism products such as rural travel to a certain extent, and the uncertainty of the epidemic has driven the development of rural tourism forms such as folk tourism, peasant-household tourism, characteristic villages, sightseeing agricultural parks, agricultural theme parks and country garden resorts. In recent years, among urban residents in weekend leisure and holiday travel, more than half of people choose the surrounding rural tourism. The number of people choosing rural tourism and the income scale of this industry are both increasing. The government’s investment in rural tourism keeps increasing, and the development of rural entertainment projects, such as agritainment, is also increasing (Jing & Wang, 2021). However, the vigorous development of rural travel is in sharp contrast to the relative decline of traditional travel. In 2020, many 5A scenic spots announced they would soon be closed. For example, the operator of Yesanpo Scenic Spot in China could not support its operation quickly and faced the crisis of bankruptcy reorganization. This is because the COVID-19

pandemic has made people less willing to go to crowded places, resulting in insufficient revenue for these scenic spots, reflecting a shift in people’s travel preferences.

At the same time, people’s demand for self-driving travel is stronger than before. Compared with high-speed trains and airplanes, which are closed and crowded with passengers, self-driving can reduce the risk of infection to a certain extent. In addition, the self-driving tour is freer. Compared with independent tours or group tours relying on public transportation such as planes and high-speed trains, tourists on self-driving tours can adjust their itinerary and travel mode according to their plans and on-the-spot experience. In this way, tourists can communicate more with fellow travelers and experience the local customs deeply and truly (Wang & He, 2022). According to the 2022 self-driving travel report released by the City Travel United Car Home, nearly 70% of users choose self-driving travel and prefer short trips within 300 kilometers and three days. Affected by the epidemic prevention policy, only 29 % of self-driving users chose medium and long-distance travel of 4 to 7 days, and 14% chose long-distance travel. This demand from consumers has led to the emergence of some new tourist cities (Yue, 2023).

At the same time, the epidemic’s impact has also led travelers to switch their consumption from the tourism industry to e-commerce. During this special period, China’s e-commerce has developed rapidly. With the rise of people’s demand for online shopping, many people want to use e-commerce to sell goods to get profits, which has led to the emergence of all products in China that can be sold through live streaming. This is because the new coronavirus epidemic is in a downturn for the economy of all walks of life in China, leading all kinds of enterprises to regard online live delivery as the last lifeline. During the epidemic, the government’s control policy prevented people from traveling during the holidays, so they would kill time by watching network live broadcasts, which gave e-commerce a chance to make profits (Zhang, 2022). In this way, consumers can realize their consumption needs without leaving their homes. In addition, during the COVID-19 epidemic, live commerce has shown an upward trend, and residents’ consumption of digital cultural and entertainment service products has significantly increased (Tan, 2020). For example, demand for online video has continued to rise during the pandemic. According to Quest Mobile’s report, during the Spring Festival in 2020, China’s Internet daily active user scale and average daily user duration reached a record high. Among them, the number of users in the online video industry increased by 17.4% compared with normal days, and the daily per capita use time was more than 1.5 hours. This makes the Internet industry’s revenue during the pandemic period continue to rise. For example, in 2022, the total revenue of iQiyi reached 29 billion, of which the number of members rose to 120 million, and the member income was 17.7 billion yuan, accounting for more than 60% of the total revenue. The above phenomenon proves that when people are unable to go out and play, some of their consumption needs will be converted into online consumption.

³ Cloud tourism: Visiting tourist attractions through live broadcasting at home is a new tourism mode, which people welcome in special circumstances and can allow people to enjoy more beautiful scenery without leaving home.

VII. EXPANSION OF LARGE COMPANIES DURING THE COVID-19 PANDEMIC

The hotel industry has expanded during the coronavirus pandemic due to business strategy and government support. The continued epidemic has had a massive blow to the hotel tourism industry. The number of tourist trips has decreased, the hotel occupancy rate has declined, and more than 80% of hotels face operating losses. This has led to the closure and transfer of many hotels, which has also accelerated the merger and expansion of giants. According to the statistics of the China Hotel Association, the number of rooms of Jinjiang Group will reach 873,000 in 2020, and the market share of Jinjiang Group will be 15.3%, ranking first among hotel chains in China. During the pandemic, Jinjiang Group acquired many cheap assets, and according to the latest ranking of the United States "HOTELS" hotel group in 2020, Jinjiang Hotel ranks second in the world by the number of rooms. At the same time, by the end of 2021, Jinjiang Hotel Group has opened 10,613 hotels worldwide, and the scale of contracted hotels has reached 15,373, covering 335 cities in China and 61 countries and regions overseas. It is not only Chinese hotel groups that are expanding. Foreign hotels are also multiplying during the pandemic. For example, Wyndham Hotels Group will have 1,618 hotels in the Asia-Pacific region by 2022, of which 1,456 are in China, of which 169 new contracts will be signed in 2022 (Fu, 2023). By 2023, Wyndham Hotels expects to open 50 hotels in China. This is because the government has introduced a rent reduction policy during the COVID-19 pandemic. In 2022, small companies and individual industrial and commercial households in county-level administrative areas classified as high-risk areas of the epidemic rent state-owned houses. And in 2022, the rent will be reduced for six months, and in other areas, the rent will be reduced for three months. Implementing this policy enables these large hotels to reduce costs and expand. When the epidemic control is relaxed, the number of people traveling will increase, thus increasing the revenue and profits of the hotels.

In the later stages of the COVID-19 pandemic, the travel industry has gradually recovered, and the number and scale of travel agencies have also expanded. Despite the global spread of the novel coronavirus in 2020, the Chinese government implemented relevant prevention and control policies to protect people's health and safety, increasing travel restrictions for residents and resulting in a slump in tourism. However, since 2022, China's tourism industry has been recovering. According to the Ministry of Culture and Tourism data, the number of travel agencies in China increased to 45,162 in 2022, an increase of 6.43%. At the end of 2022, China optimized the epidemic prevention and control policy, people's travel demand was rapidly released, China's tourism industry accelerated the recovery, and the expansion scale of travel agencies also accelerated. The number of travel agencies in China accelerated to 10.48% in the first quarter of 2023, and the number of travel agencies increased to 47,069. At the same time, hefty travel agencies also have plans to acquire during the epidemic period to expand their industry and market share and gain more turnover and profits after the epidemic control is lifted. In December 2022, the Tong Cheng Travel Company announced that it would acquire the Tong Cheng

International Travel Service Company. The main business of the Tong Cheng International Travel Service Company is booking transportation, hotel, and scenic spot tickets. It is a professional travel agency in China's tourism industry, inbound tourism business, and outbound tourism business. The Tong Cheng International Travel Service Company can play an essential role in the layout of the Tong Cheng Travel Company in the tourism and vacation supply chain, thus helping the Tong Cheng Travel Company to develop the previously untapped tourism market. Large travel agencies will carry out acquisitions because, in December 2022, the comprehensive group of the Joint Prevention and Control Mechanism of The State Council of China issued the "New Ten." The National Health Commission canceled the centralized isolation of entry and other control measures, which prepared for the rapid outbreak of the tourism industry. In addition, in the three years of the epidemic, people have a large backlog of tourism demand. When these demands are released after the control is relaxed, the tourism industry will usher in a long-term dividend period so that the travel society that was initially hit hard will generate greater profits in the future.

VIII. CONCLUSION

To sum up, the long-lasting COVID-19 epidemic has indeed caused some objective impact on the tourism industry. The influencing factors include the decrease in the total number of tourists in 2020 to 2.879 billion, resulting in a reduction of tourism income to 2.23 trillion yuan this year and a significant rise in the unemployment rate of tourism industry practitioners. In addition, people's travel preferences have changed from taking planes and other diversified means of transportation to driving, which leads to a decline in the revenue of the transportation industry. During the Spring Festival travel rush in 2020, China's passenger operation revenue declined by 40%–60% (Chen *et al.*, 2020). During this period, with the decrease in tourists' travel frequency, people's consumption of online shopping and video membership increased. The first reason for these changes is that the epidemic prevention policy issued by the government has prevented tourists from going out to travel, and some scenic spots or other tourism industries have also been limited by the approach to accept the number of tourists so that the cultural tourism industry cannot maximize its benefits. Secondly, people's psychological factors, such as the panic of the novel coronavirus epidemic and the fear of the risk of infection, make people reduce the idea of going out and then use the Internet such as online shopping and watching TV series to replace time of traveling, which increases the revenue of the Internet industry. Such a transformation has led to the possibility that the tourism industry will turn online in the future, using 5G technology to achieve the integration of online and offline so that the industry can maximize the benefits. In the future, these tourism industries need to make efforts to meet the needs and expectations of consumers at any time. At the same time, these tourism industries should conduct user research to understand the needs of tourists, cater to the development of corresponding products or methods, and create more benefits for the cultural tourism industry.

CONFLICT OF INTEREST

The author declares no conflict of interest

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