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# **Research on sustainable development of tourist attractions in Chongqing under the background of epidemic normalization. A case study of Wulong 5A Karst travelling site**

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**Abstract.** Since the outbreak of COVID-19 in early 2020, the epidemic has gradually become normalized. This has affected all sectors in China, especially tourism, which has been hit hard. Many travelling sites have to close, making it difficult to make a living. This paper studies Wulong Karst scenic spot by case study method and SWOT analysis method, and puts forward suggestions and countermeasures to the existing problems of this scenic spot, so that Wulong Karst scenic spot, as a world natural heritage, can better maintain sustainable development under the background of the epidemic.

**Keywords.** COVID-19 normalization, Wulong Karst scenic spot, World Natural Heritage, sustainable development

## **Introduction**

Wulong District of Chongqing boasts unique karst natural landscape and ethnic customs such as Tujia and Miao. For a long time, the combination of cultural and tourism services has attracted people from all over the world to "punch in". The year 2020 began with a global outbreak of the coronavirus and lockdown in China, a country with a huge population. But it has a serious impact on various industries, especially tourism. Amid the impact of the coronavirus pandemic, people's enthusiasm for travel has been muted. It was a devastating blow to Wulong, which relies on tourism for its livelihood. In previous years, Wulong Karst Scenic Area in Chongqing was full of tourists during holidays, but it has almost hit the pause button since the outbreak of the epidemic. How to promote the income of local residents, increase employment opportunities and implement sustainable tourism development through the research on the development of tourism destinations normalized by the epidemic will be the focus of this paper.

## **Literature review**

### **1. The COVID-19 epidemic has become normal**

What is the impact of the COVID-19 epidemic on the tourism industry in the context of the normalized COVID-19 epidemic? Yan Wei and Yan Siping (2020) proposed that tourism was one of the industries most affected by the COVID-19 epidemic. The loss of tourism was

not only reflected in the reduction of industry income, but also affected the macro-economic and social level through its industrial and social association. Li Jinglong (2020) proposed that under the background of the normalization of the epidemic, the recovery and development of China's tourism industry must be adjusted and transformed from the aspects of tourism market, tourism mode, tourism venues, tourism appeals, tourism catering, tourism marketing, etc. Fang Wei (2020) pointed out that the development of cultural tourism after the epidemic needs to be adjusted from three aspects: cultural tourism management mechanism, cultural tourism marketing model, scenic spot profit model, and four aspects: tourism travel mode, cultural tourism consumption concept, mainstream tourism products, and cultural tourism service concept. The concept of health tourism, cross-border integration of culture and tourism, immersive experience, Internet influence, and demand for a better life will be further deepened. Xia Jie long, FengXiaoXu (2020) points out that compared with the 2003 SARS outbreak, in 2020 the new crown pneumonia outbreak's influence on the tourism industry in China is more serious, for tourism related businesses, as well as actively bear, contributing to the epidemic prevention and control force, and actively carry out management itself, after the outbreak of tourism market demand changes for analysis and forecasting, be prepared to seize opportunities in the industry recovery.

## **2. Wulong Karst Tourist Attraction**

Wulong belongs to Chongqing Municipality and is located in the southeast of Chongqing. Karst tourism area is located in Wulong District of Chongqing, with rare karst natural landscape, including karst caves, sinkholes, cracks, canyons, peaks, alpine grasslands, etc., comprehensive form; Both rich and unforgettable holiday, leisure, entertainment, sports, and ethnic minority Tujia, Miao, Gelao and other unique folk customs. In 2007, along with Shilin in Yunnan Province and Libo in Guizhou Province, it was selected as one of China's World Natural Heritage Sites. In 2011, Wulong Karst tourist area was rated as a national AAAAA level tourist area.

## **3. World Natural Heritage Sites**

What is a world heritage site, according to the protection of the world cultural and natural heritage convention, the world heritage refers to all mankind recognized outstanding significance and universal value and the UNESCO's world heritage committee considers human rare, currently no substitute, non-renewable cultural relics and natural landscape, Including cultural heritage, natural heritage, cultural and natural heritage, cultural landscape heritage four categories. World Natural Heritage sites are natural heritage sites that have been included in the World Heritage List in accordance with the Operational Guidelines for the Implementation of the World Heritage Convention and meet one or more of the following criteria: outstanding examples that reflect important periods in the evolution of the Earth; a prominent example reflecting the evolutionary history of organisms and the development of aquatic, marine, coastal, terrestrial, animal, plant and other ecosystems; a rare, wonderful, or unique natural phenomenon, landform, or zone of ecological beauty rare in the world; habitats where endangered or rare animal and plant species remain.

## **4. Sustainable development**

### **4.1 Sustainable Development**

In 1987, the World Commission on Environment and Development (WCED), Mrs. Brundland published a report "Our Common Future", which "can meet the needs of the present

without endangering the ability of future generations to meet their own needs". On this basis, many foreign scholars have further expanded the concept of sustainable development, and Kates et al. have opened up a new research field, "sustainable development science", which mainly emphasizes the organic integration and strengthening under the development interaction between nature and society, aiming to establish the basis of global North-South cooperation. To promote the progress of sustainable development methods and institutional reform through the intersection of social and natural sciences.

#### **4.2 Sustainable development of tourism**

The sustainable development of this theory in the international community was accepted at the same time, this theory in the field of tourism and have different interpretation, tourism sustainable development theory is the earliest by the world tourism organization (WTO) in 1993, is considered to be "both need to be able to meet the needs of the current tourist destination and tourists and to meet the needs of future tourist destination and tourists". According to the United Nations (UN), sustainable tourism development is tourism that is developed and maintained in a region in such a way and on a scale that it remains viable over the long term and does not degrade or change the environment in a manner that may prevent the successful development of other activities and processes. In my opinion, the key point of sustainable tourism development is to promote the economic growth of tourism destinations on the basis of a virtuous cycle of natural resources, so as to achieve real sustainable development.

#### **Research methods**

##### **1. Literature research method**

Through journal of Chinese hownet, other academic websites for data collection, looked into the outbreak of the new champions league normalized, wulong karst travelling sites, the world natural heritage, the sustainable development of the relevant literature, through a large number of literature reading, have the specific knowledge of the above content, paper summarizes on the basis of this. To master the existing research on the sustainable development of travelling sites under the situation of epidemic normalization. Summarize the relevant theoretical basis of this article.

##### **2. Case analysis**

Taking Wulong Karst tourist scenic area as an example, this paper studies the sustainable development of Chongqing tourist scenic area under the background of epidemic normalization, and analyzes the current situation and existing problems of Wulong Karst tourist area, and how to improve the development in the future. The data and conclusions can be used as a reference to other travelling sites in Chongqing.

##### **3. The method of SWOT**

SWOT is a contraction of Strengths, Weaknesses, Opportunities, and Threats. Through the use of SWOT analysis, a systematic and comprehensive analysis of Wulong Karst scenic area, a clear understanding of the current situation of the scenic area, as far as possible to avoid the disadvantages and threats, vigorously develop the advantages of the scenic area, focusing on the opportunities of the scenic area, for the future better development of the scenic area to provide a theoretical basis.

## **Conclusion**

Through literature research and case analysis, it is known that karst is a geological process in which water acts on soluble rocks (carbonate rocks, gypsum, rock salt, etc.) mainly by chemical dissolution, supplemented by mechanical actions such as erosion, latent erosion and collapse of flowing water, as well as the general term of phenomena generated by these actions. The landform caused by karst action is called karst landform (karst landform). Wulong plans to develop the places with karst landforms as local characteristics into travelling sites, which are not only for the recreation of tourists but also the basis for the development of surrounding industries for local residents.

### **Analyzed by swot analysis**

#### **1. Advantages of Wulong Karst Scenic Spot**

##### **1.1 Convenient transportation**

Wulong District is located in Yuxiang (G65) high-speed section, and has railway transportation, Wujiang River flows through here and has water transportation. In December 2022, the airport will be built in Xiannvshan National Forest Park scenic spot, which is the first civil aviation airport in China to be built in a national 5A-level tourist scenic spot. In summary, the ways for tourists to reach Wulong scenic sites are diversified and not monotonous.

##### **1.2 Abundant tourism resources**

Wulong has Furongong Cave, Furong River, fairy mountain National Forest Park, natural three Bridges, Longshui Gorge and other natural travelling sites. The scenic area integrates karst caves, alpine grasslands, sinkholes, cracks and canyons, and is rich in tourism resources. In the past two years, Laiba International Zen Art Resort has been developed, which is a comprehensive tourist attraction combining art and local natural scenery.

##### **1.3 Complete service facilities**

Wulong Karst scenic area in so many years of development, has begun to gradually improve their own tourism system. There are star hotels and famous hotels of different styles, and farmhouse around the scenic spot, which can be used for the leisure and entertainment of travelers of different ages.

#### **2. Disadvantages of Wulong Karst scenic Spot**

##### **2.1 Natural disasters often occur in the local area**

Because of the Karst landform, the problem of soil erosion is serious, and there are often landslides and mud-rock flows, and heavy rainfall causes many natural disasters such as mountain floods. Tourists choose to drive in extreme weather will have greater safety risks.

##### **2.2 There are few souvenirs and local products**

There is no mascot that can represent the scenic spot, and the local specialties are not well known, so we should increase the publicity efforts while improving the product quality.

##### **2.3 Insufficient protection of tourism resources**

Lack of professional scenic area maintenance awareness measures and personnel, such as Furong Cave scenic area, oxidation, weathering is more serious. Holiday traffic, the generation of more garbage waste, not timely treatment, leading to the destruction of the environment.

#### **2.4 Tourism industry chain is not complete**

Food, accommodation, travel, travel, shopping, entertainment are the six elements of tourism, Wulong Karst scenic area in some aspects are involved but not comprehensive and did not form a complete system. In recent years, the scenic area has begun to diversify, but there is still a certain gap in facilities. There are many delicious foods in Wulong, and the hotel homestay environment is good, so there are not too many places to complain about eating and living. Through investigation and research, the income of Wulong Karst scenic spot is mainly based on the ticket operation of each scenic spot, while the development of entertainment items and shopping is extremely slow.

### **3. Wulong Karst scenic Spot opportunities**

#### **3.1 Rapid development of new media platforms**

In today's information age, the implementation of "Internet +" to combine new media and tourism provides an updated platform for the publicity and development of tourism products, which is also a great opportunity for the development of Wulong Karst tourist attractions.

#### **3.2 Wulong Tourism "three entrepreneurship" set sail**

Since 1994, with Furong Cave opening to the outside world as a symbol, "Wulong tourism" has been realized from scratch. In 2008, Wulong started a "second venture" with the main task of "increasing the total number of tourists and strengthening the tourism economy", which promoted Wulong tourism from small to large, weak to strong, and attracted film and television crews such as Curse of the Golden Flower and Transformers 4 to shoot scenes, which has become a beautiful name card of Chongqing tourism. He Qing said, wulong will strive to seize the time has come for a good air, high iron age the upcoming opportunity, around the "to do deep industry chain, enhance contribution" the main line, strongly promote international leading the wulong tourism "entrepreneurship" three times, to speed up the construction to become the world's famous tourist destination, for the sustainable development of the world natural heritage to make greater contributions.

#### **3.3 New opportunities for the development of travelling sites in the "double carbon" era**

Wulong will meet the construction standards of world-class tourist attractions and resorts, and plan and reserve 165 cultural and tourism projects with a total investment of 140.6 billion yuan, such as Xiannu Mountain small train scenic line, Xiannu Mountain carbon-neutral scenic spot and supporting PPP projects, which is the landmark project of "Cloud Love Bridge".

#### **3.4 Driving the strong recovery of the tourism market in Hebei and Chongqing, Wulong tourism promotion conference was presented in Shijiazhuang, Hebei Province**

In 2022, Chongqing Culture and Tourism Commission will focus on the overall brand image of "a city of mountains and Rivers and a place of beauty" to enhance the brand influence of metropolis, Great Three Gorges and Great Wuling, and accelerate the construction of an internationally renowned cultural tourism destination. The "World Natural Heritage · Beautiful Wulong" astonishingly appeared in Hebei, pressing the "fast forward" button for the strong recovery of the tourism market in Hebei and Chongqing.

#### 4. Threats to Wulong Karst tourist Attractions

##### 4.1 Many travelling sites of the same karst type

Such travelling sites as Chongqing Jinfan Karst, Guizhou Libo Karst, Yunnan Shilin, Du and Wulong Karst travelling sites belong to the same type of travelling sites, and the development is relatively perfect, there are competitive.

##### 4.2 Impact of COVID-19 on travelling sites

Since the outbreak of COVID-19, many places have taken lockdown measures, and people's willingness to travel is low. As a result, the number of tourists in Wulong Karst scenic area has plummeted, which is extremely unfavorable to the scenic area.

##### 4.3 Rapid development of Chongqing's surrounding travelling sites

There are many travelling sites in Chongqing, such as Dazu Grottoes scenic spot, Nanshan goldbuddha mountain Scenic spot are 5A scenic travelling sites. These travelling sites have their own unique advantages and scenic area operation and development mode, at the same time is the threat of diversion of tourists, there is a great competition.

<p><b>S</b> S1. Convenient transportation  S2. Diversity of travelling resources  S3. Developed service infrastructure</p>	<p><b>W</b> W1. There are many natural disasters W2. Few souvenirs and local specialties in the scenic spot W3. Insufficient protection of tourism resources W4. The tourism industry chain is not complete enough</p>
<p><b>O</b> O1. The soaring development of media O2. Wulong Tourism "three entrepreneurship" set sail O3. The "double carbon" era ushered in new development opportunities for travelling sites O4. To promote the strong recovery of the tourism market in Hebei and Chongqing, Wulong Tourism Promotion Conference was held in Shijiazhuang, Hebei Province</p>	<p><b>T</b> T1. With karst type travelling sites  T2. The impact of COVID-19 on travelling sites  T3. The travelling sites around Chongqing are developing rapidly</p>

#### 5. Development ideas of Wulong Karst scenic Spot based on SWOT analysis

The epidemic will not disappear in a short time. In order to prevent large-scale infection and achieve sustainable development of tourism, travelling sites should also do a good job of corresponding standardization.

##### 5.1 Strengths + Opportunities

###### 5.1.1 New Media Drainage (S2+O1)

Nowadays, with the rapid development of new media, a lot of publicity can be carried out on the travelling sites through social platforms such as Tiktok to achieve the purpose of attracting the travelling sites.

### **5.1.2 Establishment of marketing interactive platform between Hebei and Chongqing (S1+O4)**

The number of trains and planes will be increased, the level of tourism services will be improved, and a cooperation platform of passenger sharing, resource complementation, product interconnection and marketing interaction will be built.

## **5.2 Weaknesses + Opportunities**

### **5.2.1 Create special punch points and cultural and creative products (W2+O2)**

In each scenic area to add special punch - in spots, convenient for tourists to take photos to commemorate. In cultural and creative aspects, the introduction of mascots and peripheral products belonging to the scenic area such as local products.

### **5.2.2 Improving Basic Facilities and Emergency Handling (W1+O3)**

Improve the basic supporting facilities, increase the placement of emergency markers in extreme weather conditions, and establish emergency rooms in the scenic area so that tourists can timely deal with emergencies.

## **5.3 Strengths + Threats**

### **5.3.1 Build "Karst" tourism brand (S1+T1)**

Increase the frequency of trains and planes, link with karst travelling sites in south China, and form an integrated karst tourism model.

### **5.3.2 Create a full-line tourism model (S2+T3)**

In conjunction with the surrounding travelling sites of Chongqing, the full-line tourism mode will be launched to realize resource interconnection and promote the recovery of the tourism market.

## **5.4 Weaknesses + Threats**

### **5.4.1 Design Characteristic masks in Travelling sites (W2+T2)**

In order to prevent the large-scale epidemic infection, travelling sites should also do a good job of corresponding standardization. The temperature and health code of the tourists will be checked, and they will be required to wear masks in the scenic area. Wulong Karst Tourist Area can make special masks of different travelling sites and hand them out free of charge to visitors at the entrance. It not only ensures the safety of epidemic prevention, but also increases the favorable degree of tourists to the scenic spot.

### **5.4.2 Protecting Scenic Resources and Ecological Environment (W3+T2)**

Timely maintenance of scenic ecological resources, such as non-renewable resources, should be done a certain time of ecological closure, to ensure the sustainable development of the scenic area.

## **Summary and Prospect**

In the context of the normalization of the epidemic, the development of all industries has been restricted. As a tourist city, Wulong is popular among tourists, attracting film and television crews such as *Curse of the Golden Flower*, *Dad*, *Where are We Going?* And *Transformers 4*. It has become a symbol of Chongqing. However, during the epidemic, many

places across the country implemented lockdown management and the policy of not going out of the city or province, which depressed the tourism industry. Since then, tourists to Wulong Karst travelling sites have decreased sharply. This paper analyzes the advantages and disadvantages of Wulong Karst scenic spot through the research. I hope that Wulong, a tourist city with characteristics, will have more space for development through the small solutions proposed above. And hope that Wulong Karst tourist attraction in the future in the continuous improvement and innovation can have a more benign sustainable development.

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