



TECHNIUM
SOCIAL SCIENCES JOURNAL



Technium.

40/2023

2023

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The sustainable development of tourism industry in Fujian Province under the impact of the Covid-19

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Abstract. Under the normalization of the prevention of the new crown epidemic, the cultural tourism industry has been severely impacted, causing the entire tourism industry to press the pause button and unable to develop normally. The vision is to better adjust the existing problems, collect and summarize information from various places through the second-hand data collection method, make comparisons, and then combine the local characteristics of Fujian Province with the situation to help the sustainable development of the local tourism industry in Fujian Province.

Keywords. COVID-19 epidemic, Fujian Province, sustainable development of tourism

1. Introduction

Tourism is a comprehensive industry. As one of the main components of the tertiary industry in Fujian Province, relying on Fujian's rich and unique tourism resources and using tourism facilities to provide food, housing, transportation, travel, entertainment and shopping cultural tourism activities, To meet the needs of tourists for travel and sightseeing consumption, thereby providing a large number of jobs and economic income, and at the same time driving the characteristic cultural-related industries of Fujian Province. Under the repeated influence of the COVID-19 epidemic, the policy has restricted population flow, resulting in the inability of many scenic spots to open to traffic, which has caused great losses to the related tourism industry in Fujian Province, and the tourism industry has become a field that has suffered a lot. As one of the pillar industries in Fujian Province, the tourism industry should focus on research on how to continue to develop sustainably under the impact of the epidemic.

2. Document overview

The impact of the new crown epidemic

Sudden outbreak of the epidemic and polarization of tourism sensitivity Tourism activities are spatially remote and temporally short-term, and the operation of tourism and tourism activities is highly related to the industry. In addition, the tourism industry also has seasonal fluctuations and With the characteristics of high dependence on foreign countries, any factors that can affect the tourist source, destination and mid-way tourism traffic will have an immediate impact on the normal operation of the tourism industry, and the tourism industry is highly sensitive to public emergencies. Due to the sudden outbreak and wide spread of the

epidemic, tourism element enterprises have been restricted by it—all scenic spots and scenic spots across the country have been ordered to close down, travel agencies or OTA companies have closed down, tourist hotels and country houses, etc. It is vacant, leading to the paralysis of the whole industry. (The Impact of the New Coronary Pneumonia Epidemic on the Tourism Industry and Countermeasures Ming Qingzhong, Zhao Jianping)

Direct impact

Tourism is an important part of the tertiary industry. In 2019, both the number of domestic tourists and the number of inbound tourists are on the rise. According to the data, the number of tourists traveling in my country reached 6.006 billion in 2019, an increase of 8.4% compared with the previous year; in 2019, my country received a total of 145.31 million foreigners visiting China, an increase of 2.9% over the same period of the previous year. In 2019, the number of people traveling abroad in my country was 154.63 million. The number of tourists in this period increased by 3.3% compared with the previous year, making my country's tourism revenue in 2019 6.63 trillion yuan. Compared with the increase, a total increase of 11.1%. Official statistics show that in the first quarter of 2020, the number of foreign tourists received was 496,000, a decrease of 86.52% compared with the same period; the number of domestic tourists received in the first quarter was 5,660,900, a decrease of 81.65%; the number of outbound tourists was 3,311,000, a decrease of 77.74% %, the epidemic has blocked the development of the tourism industry and interrupted the growth of the tourism industry. The epidemic has hindered the development of the tourism industry. According to the comprehensive characteristics of the tourism industry, it will inevitably affect the development of tourism-related industries and intensify the downward pressure on the economy. Poverty alleviation is a key point of our country's work. The main target is the rural poor. In the process of rural poverty alleviation, the development of tourism based on rural tourism resources is an important breakthrough in poverty. However, the sudden outbreak of the epidemic interrupted the development of rural tourism. Development will restrict the growth of tourism revenue in some poverty-stricken areas. The tourism industry is an industry that attracts strong employment. Employment is the foundation of people's livelihood. It has made its own contribution to the overall situation of stabilizing employment and promoting development in my country. However, the impact of the epidemic on the tourism industry will bring fluctuations to employment and social stability. (Research on Tourism Recovery and Sustainable Development in Heilongjiang Province after the COVID-19 Epidemic Li Bei Gu Chenglin Zhang Wenwen)

Indirect effects

Affected by the epidemic, many companies are struggling to operate. Salary cuts and layoffs have become a common practice for companies to save themselves, so as to reduce their operating costs. There is a relative shortage of middle and high-end talents in tourism enterprises. This practice is not conducive to the construction of the industry team and the development of tourism enterprises, and is not conducive to the long-term, healthy and stable development of enterprises. The epidemic has changed people's consumption psychology and attitudes. The new crown epidemic has swept across the country, making people more aware of the pricelessness of life, and cherish and enjoy life more. When the difficulty of the epidemic is overcome, the tourism market will pick up faster and demand will increase. The tourism industry is one of the industries that has been hit hard by the epidemic. During the epidemic, some small and medium-sized tourism companies in my country could not bear the heavy losses

and declared bankruptcy. Enterprises with a certain scale and strength will persevere by virtue of their own capabilities. After the epidemic, some companies will face acquisitions and mergers, but more companies will become stronger and stronger. The mode of home isolation during the epidemic has given birth to new economic growth points. People implement cloud tourism with the help of platforms such as "Douyin and Kuaishou", which integrates the tourism industry into the tide of Internet technology and changes the traditional offline downstream mode. (Research on Tourism Recovery and Sustainable Development in Heilongjiang Province after the COVID-19 Epidemic Li Bei Gu Chenglin Zhang Wenwen)

Epidemic tourism

Tourism is characterized by people's activities in different places, and tourism flow can better show the impact of crisis events such as the new crown pneumonia on the tourism industry. Tourism flow is the most obvious basic feature of tourism activities, although the quantity and spatial distribution of tourism resources are difficult to produce large changes due to crisis events. However, crisis events will have a significant impact on tourist perception, tourism motivation, and the image of tourism destinations, which will change the accessibility, utilization rate, and attention of tourism resources. These changes will directly affect the tourism flow. Time and space changes. Relevant studies have attracted the attention of the academic circles, and many achievements have gradually emerged. In terms of spatial scale, existing studies have achieved full coverage of different research spatial scales from point to area, including ecotourism destinations, cities, and the whole country. However, the research methods have always been qualitative research. Quantitative methods such as bottom trend lines have been continuously used. However, these studies rarely analyze the spatial changes of regional tourism flows under the influence of crisis events, especially the empirical studies on the differences in the influence of different scenic spots within the region and the changes in the strength of relationships. COVID-19 has opened a "window of opportunity" for ecotourism. Due to the epidemic situation, policies more advocate the implementation of safe social distance, such as off-peak travel, avoiding or reducing long-distance travel, reducing social contact, avoiding crowded places, etc., which makes tourists prefer hiking and outdoor activities And natural tourism activities, natural tourism is the most preferred type of tourism for tourists after the epidemic. Tourists pay more attention to ecological and healthy tourism in the post-epidemic era. "Nature + health" has become the mainstream tourism experience, and the demand for ecotourism is soaring. At present, the global new crown pneumonia epidemic is still raging, and domestic tourism has begun to gradually resume. The situation of epidemic control in different regions is different. The impact of new crown pneumonia on ecotourism flow is uneven in space and time. (Research on the Impact of the New Coronary Pneumonia Epidemic on Ecotourism Flow in Hunan Province • Zhu Anni)

Response to the epidemic

After the outbreak, the state issued a number of policies to help various types of enterprises, especially for small and micro enterprises and individual industrial and commercial households, such as reducing taxes and taxes, reducing the burden on enterprises, and providing financial support such as loans. In addition to policy assistance, the government's guiding and guiding functions in the development of mountain tourism should also be strengthened to help enterprises out of the predicament.

Open up a "cloud tourism" model through social platforms, and conduct online promotion of local attractions, tourism projects, products, etc.; conduct live broadcasts through Weibo, Douyin and other platforms, or release short videos through Tencent, Youku and other video platforms for promotion, and Tourists interact in all directions to increase user stickiness. Improve the brand exposure and popularity of the project and attract more tourists from home and abroad. (Research on the Sustainable Development of Tourism in Enshi, Hubei under the Background of the New Coronary Pneumonia Epidemic——Based on the SCP Paradigm Shao Ziheng. Shen Yingchun)

Sustainable tourism development

In the context of the era of ecological civilization construction, taking the road of green and low-carbon development is the only choice for my country to carry out the construction of ecological civilization. Ecotourism emphasizes on the premise of not causing damage to ecological resources, using the concept of sustainable development to guide actions, realizing the effective and long-term use of ecological resources, and at the same time strengthening the long-term protection of ecological resources. The sustainable development of ecotourism aims to obtain the organic unity of environmental benefits, social benefits, economic benefits and tourism benefits. (Research on Sustainable Development of Ecotourism in Huai'an City under the "Two Mountains Theory" Shen Jiajia)

Sustainable development opportunities under the epidemic

Although the outbreak of the new crown epidemic has brought a heavy blow to the tourism industry, it has also further awakened people's awareness of life and health. This awareness has changed people's traditional consumption habits to a certain extent and promoted the growth of new consumer demand. The concept of healthy consumption has been further strengthened. Tourists have a more tolerant attitude and understanding of the inconvenience caused by "travel during the epidemic". More and more tourists are turning their attention to rural tourism that is close to nature, healthy and environmentally friendly Research on the Sustainable Development of Tourism in Enshi, Hubei under the Background of the New Coronary Pneumonia Epidemic——Based on the SCP Paradigm (Shao Ziheng. Shen Yingchun)

3. Research methods

Secondary data collection

Taking important information as the key point, through the second-hand data collection method, multiple known individual data are reprocessed and sorted in more depth, and finally form usable data. This article uses the second-hand data collection method to collect and sort through CNKI and Wanfang Data.

4. Research results

Tourism Status of Fujian Province

Fujian Province is located in south-eastern China, across the sea from Taiwan. With a good ecological environment, the Ninth National Forest Resources Inventory shows that the forest coverage rate in Fujian Province will reach 66.8% in 2022, an increase of 3.7 percentage points over 2012. Fujian's forest coverage rate, vegetation ecological quality index, and ecological civilization index all rank among the top in the country. (1)

It provides a good foundation for sustainable development of eco-tourism, and at the same time connects the Yangtze River Delta and the Pearl River Delta. The geographical location is an important seaport between China and the world. The infrastructure construction is superior, the traffic is smooth, and there are more diverse arts. Performances and cultural monuments.

The arrival of the new crown epidemic has had a great impact on the tourism industry in Fujian Province, which has brought a halt to the developing cultural and tourism industry, and caused difficulties for large and small tourism companies, as well as other related pillar industries of tourism. different losses.

Response to the normalization of epidemic prevention in Fujian Province

Due to the normalization of epidemic prevention, people need to be quarantined when traveling, coupled with community blockades from time to time, resulting in unstable travel, and more time at home, resulting in reduced people's ability to go out to obtain information. On the contrary, it relies more on social media and the Internet. In addition, the restricted scope of activities has enhanced people's inner rebellious psychology and increased their desire to go out. Therefore, when the epidemic prevention is normalized, tourism should be combined with social platforms, and Fujian The province's tourist attractions and cultural tourism industry and other information and videos are vigorously promoted on short video platforms such as Douyin and Kuaishou to increase interaction with customers and increase user stickiness.

Improve your own reputation and the brand reputation of the scenic spot, and prepare for the return of customers after the epidemic. At the same time, the government should follow up relevant policies and measures, and provide policy support for pillar industries related to tourism, so as to avoid causing a huge recession to the industry.

Response to tourism after the control of the new crown epidemic in Fujian Province

After the epidemic control is over, the tourism industry will face a large number of people liberated from the long-term control, and will also face consumption downgrades caused by the long-term control of the epidemic. The downgrading of fees will lead to a reduction in the size of the audience with the willingness to travel. It is necessary to strengthen the reputation of the brand of tourist attractions in Fujian Province and the reputation of cultural tourism, thereby increasing the number of tourists who come to travel.

The outbreak of the epidemic will arouse people's desire for nature and health. Therefore, it is necessary to strengthen the ecological construction of the tourism industry and rely on the long-term ecological civilization development of Fujian Province to enhance the attractiveness of the tourism industry and reduce the tourism caused by the resurgence of tourists. Garbage pollutes tourist attractions, thereby strengthening the sustainable development of tourist attractions

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