

# *Discussion on the Development of Rural Tourism in the Post-Epidemic Era*

Liu Yunfei

*Shenzhen Campus, Jinan University, Shenzhen, Guangdong Province, China*

**Keywords:** Post epidemic era, Rural tourism, Cultural tourism

**Abstract:** With the increasing public demand for spiritual culture and China's economic growth, tourism has leapt into an emerging industry and occupies a very important position in the market economy. However, the 2020 covid-19 epidemic has caused a fatal blow to the development of the tourism industry. Rural cultural tourism is also an important industry of its culture, and its development is stagnant. In the post epidemic era, under the premise of normalization of epidemic prevention and control, the development of cultural tourism industry and rural tourism has been restored and developed to a certain extent. Combined with the tourism demand and the current situation of rural tourism in the post epidemic era, this paper deeply analyzes the development trend of rural tourism, and puts forward the sustainable development strategy of rural tourism in the post epidemic era.

## 1. Introduction

As the first of China's "five happiness industries", the tourism industry is a comprehensive multi-functional industry integrating economic, political and social functions. Since the reform and opening up, China's tourism industry has developed for more than 40 years. Its rise and fall are not only related to the prosperity of China's economic development, but also related to people's quality of life and social well-being. It is also related to the coordinated development of the central and western regions and the exchanges and integration between ethnic groups. With China's Rural Revitalization Strategy since the 19th National Congress of the Communist Party of China, the rural cultural tourism industry has also developed rapidly. However, in early 2020, COVID-19 was hitherto unknown and swept across the whole country, which made China's cultural tourism industry fall into a freeze period. After the hard struggle and unremitting efforts of all the people in China, COVID-19 has been effectively controlled in China, and has entered the state of normalization and persistence. However, due to the control of travel policy or people's safety psychology, tourism is in an extremely dangerous and embarrassing dilemma.

## 2. Development Status of Rural Tourism in China

The Ministry of agriculture and rural areas issued the national rural industry development plan (2020-2025). The plan clearly points out that rural leisure tourism is a new industry that expands agricultural functions, explores rural values and innovates business types. It spans the primary, secondary and tertiary industries, is compatible with production and living ecology, integrates

industry, agriculture and urban and rural areas, and has broad development prospects<sup>[1]</sup>.

Rural cultural tourism is a type of tourism supported by rural cultural tourism resources, which is the fastest growing, most potential, most driving and most widely beneficial field in China's tourism consumption. In recent years, the number and income of rural cultural tourism have increased by more than 20% annually. However, its resources account for 70% of the national tourism resources, the number of tourists only accounts for 30% of the total number of domestic tourists, and the tourism consumption is less than 20% of the total domestic tourism consumption. Therefore, the development space and growth potential of rural tourism in China are still great. Through big data deduction and prediction, China's rural tourism fever will continue for more than 10 years in the future, and it is expected that the number of tourists will reach nearly 3 billion by 2025.

## **2.1 The Steady Growth of China's Tourism Economy Before Covid-19.**

In 2019, the number of domestic tourists reached 6.06 billion, the income reached 5.6 trillion yuan, the number of inbound tourists reached 143 million, and the income reached 129.6 billion US dollars. The proportion of domestic tourism income in GDP has increased as a whole, and the driving effect of tourism on China's economic growth has been significantly enhanced. It is the fastest growing industry in China and may become the engine of China's economic development in the future<sup>[2]</sup>.

## **2.2 China's Tourism Situation is Grim under the Covid-19 Attack.**

The tourism industry of COVID-19 has been depressed and plunged into the cold winter. According to the data of AI media network, in the first quarter of 2020, China's domestic GDP grew negatively by 6.80%. In February 2020, the state notified to suspend all tourism businesses, the whole tourism industry pressed the pause button, and China's tourism industry fell into a cold winter. According to the official statistics, in the first quarter of 2020, domestic tourism organizations of national travel agencies reached 4.978 million person times and 15.472 million person days, a year-on-year decrease of 84.08% and 84.05%; 5.6609 million person times and 13.7252 million person days were received, with a year-on-year decrease of 81.65% and 81.88%; In the second quarter of 2020, national travel agencies organized 7.7901 million person times and 14.3118 million person days of domestic tourism, a year-on-year decrease of 83.23% and 89.10%; It received 10.1216 million person times and 17.245 million person days, a year-on-year decrease of 78.59% and 84.53%. These data show that the domestic tourism market is not optimistic, and the tourism market situation is grim.

## **2.3 Rural Tourism is Gradually Reviving after Covid-19**

From the perspective of consumer demand, with social development and the continuous improvement of people's living standards, domestic tourism has become the normal rigid demand of the broad masses of people to meet a better spiritual life. The development of tourism activities relies on cross regional population mobility. Under the epidemic, people have to stay at home and isolate in order to be safe, so as to reduce going out, so as to ensure a reasonable social distance from strangers. In the context of the normalized epidemic, many governments have issued various policies to restrict local travel and foreign input according to the severity of the epidemic. The conflict between the agglomeration of the tourism industry and population mobility makes people reduce or even give up going out plans. This caution and fear are difficult to eliminate in the short term. Therefore, people can only temporarily suppress the demand for travel. The most obvious manifestation is that people usually avoid long-distance tourism and replace it with local tourism.

Therefore, rural cultural tourism has gradually entered the recovery stage<sup>[3]</sup>.

### **3. Opportunities for Rural Cultural Tourism in the Post Epidemic Era**

#### **3.1 Changes in Tourism Demand: Rural Life, Health Care and Cultural Town Construction Will Usher in a Climax.**

Under the background of anti epidemic normalization, the tourism demand of Chinese consumers has changed greatly, their early backlog of tourism demand will be “retaliatory” released. At this time, rural cultural tourism is a good choice. On the one hand, with its fresh pastoral scenery and quiet natural environment, it meets the needs of urban people to release pressure; On the other hand, rural cultural tourism is more favored by tourists to a certain extent because of its low population density and small flow of people. Therefore, various pension resorts, cultural towns and ecological villages and towns have sprung up. Characteristic tourism destinations are no longer simple tourist attractions, but are mostly endowed with cultural connotation. They are combined with local customs and historical legends to create a new cultural tourism and inject the soul into rural tourism.

#### **3.2 E-Commerce Helps Agriculture: Building a New Internet Agriculture**

Affected by the epidemic, the offline sales channels of agricultural products have entered the freezing period of the industry, and a large number of agricultural products are unsalable. In order to solve this problem, farmers took the ride of the rapid development of Internet e-commerce, walked into the live broadcasting room one after another, opened the live broadcasting delivery mode, and leading cadres also joined the team to help farmers. With the help of the Internet, we will create online Red villages and online red agricultural products, and open the popularity of villages and agricultural products. In addition, pinduoduo has opened up special areas such as online “anti epidemic and agricultural assistance” and “feedback channel for unsalable agricultural goods”, and the e-commerce agricultural assistance model has well promoted the sales of agricultural products; Villages and towns shall establish a long-term cooperation mechanism with HEMA fresh food and other chain fresh food supermarkets to determine production based on sales. The epidemic has led to new development of agriculture, and the market prospect of Internet e-commerce of agricultural products is broad<sup>[4]</sup>.

#### **3.3 Smart Technology Bonus**

In the period of epidemic prevention and control, the application of 5G and other intelligent technologies has continuously enabled the development of rural cultural tourism. Many scenic spots use 5g, AR, virtual reality and other technologies to enable tourists to obtain relevant information of the scenic spot without leaving home by means of short video, live broadcast, cloud panoramic tour and so on. Many villages began to lead netizens into the countryside in the form of webcast, attracting netizens' attention and enabling netizens to further understand the local characteristic rural culture through the modes of “rural tourism + Red Tourism” and “rural tourism + health preservation”.

#### **3.4 Support of National Policies**

Since the outbreak of the epidemic, the state has always paid attention to and encouraged the development of cultural tourism industry, and constantly put forward relevant measures to promote

the recovery of cultural tourism market. In February 2020, the Ministry of culture and tourism issued the notice of the general office of the Ministry of culture and tourism on relevant work matters related to actively coping with the impact of the epidemic and maintaining the stability of tour guides, so as to maintain the stability of tour guides during the epidemic, lay a good foundation for the recovery and development of cultural tourism industry. In July 2020, the Ministry of culture and tourism issued the notice of the general office of the Ministry of culture and tourism on coordinating the prevention and control of the normalized epidemic situation of rural tourism and accelerating the market recovery, so as to accelerate the recovery of the rural tourism market and realize the high-quality development of rural tourism. On June 4, 2021, the Ministry of culture, culture and tourism officially announced the 14th five year plan for cultural and tourism development, which proposed to give priority to the development of agriculture and rural areas, comprehensively promote rural revitalization and implement rural construction.

#### **4. Strategies for Rural Cultural Tourism in the Post Epidemic Era**

##### **4.1 Improve the Infrastructure of Tourism Industry and Develop New Infrastructure.**

Perfect tourism facilities and tourism resource planning are the important basis for the long-term and stable development of scenic spots. Many rural tourist attractions lack perfect public facilities, which brings bad tourism experience to tourists. Moreover, many tourism related industries also need to be improved, such as catering industry, hotel industry and other entertainment industries.

Integrate existing tourism resources, promote the construction of new infrastructure such as 5g, big data and artificial intelligence, establish a sharing platform for online tourism resources, and develop cloud tourism and smart tourism models. During the post epidemic period, people prefer short-distance travel or online cloud tourism with a small number of people, which can give people a short relaxation and reduce health concerns. These factors promote the development of cloud tourism and smart tourism to a certain extent. Therefore, strengthening the construction of cultural tourism big data platform and improving the operation, management and service level of smart cultural tourism is an important work of rural cultural tourism<sup>[5]</sup>.

##### **4.2 Innovate Tourism Mode and Promote Diversified and Integrated Development.**

Vigorously promote the online and offline integrated development of rural cultural tourism, create online cloud tourism scenic spots, and gradually expand the scope of cloud tourism to some scenic spots with great tourism potential, such as red scenic spots and minority scenic spots. With the acceleration of online tourism, the use of cloud tourism can also bring a large number of tourists to some famous offline cultural landscapes.

Secondly, promote the integrated development of different business formats. Promote the integrated development of multiple industries through “+ tourism” and “tourism +”, constantly optimize the industrial structure, extend the industrial chain, cultivate new formats of cultural and tourism consumption, enable the new technology of “5G + VR”, innovate the consumption mode and consumption experience, build a more open, shared and inclusive industrial support system, and promote the quality and upgrading of tourism consumption [6].

##### **4.3 Empowering by Science and Technology to Build a Rural Cultural Brand.**

Through the empowerment of science and technology and local rural culture, Create a rural cultural tourism brand with local characteristics , that is, create rural IP, endow rural tourism destinations with unique personalized content with cultural tourism IP, and move from traditional

product replication to cultural tourism integration and innovation by creating cultural tourism IP with local cultural characteristics, and then launch products with deep connotation, cultural taste, height and temperature High quality tourism products with stories will further stimulate tourists' online consumption desire, vigorously develop cultural tourism e-commerce consumption <sup>[7]</sup>, and further improve the attraction and influence of rural cultural tourism.

#### 4.4 Optimize and innovate communication and publicity methods.

The communication effect of traditional image marketing has gradually declined. During the epidemic prevention and control period, online marketing has become the main force of image publicity. In terms of publicity, the local government can give full play to the role of the Internet in the new era and obtain traffic with the help of social media circles. Tiktok and micro-blog will also be able to promote and promote local characteristics and tourist routes. The local travel agencies can use the media such as jitter, micro-blog and other media, combined with the two spots of Internet and red spots, red city and net red restaurant to attract tourists through emotional resonance. Use big data to integrate traffic resource database. Through big data, we can match the audience of travel agencies, segment the market, integrate the traffic resources obtained in the early stage, and push the adaptive products in targeted modules; Deeply understand the needs of individual tourists, realize order self-service, and provide customized, diversified and all-weather tourism services.

#### References

- [1] Yang Gao. *Interpretation of the national rural industry development plan (2020-2025) - Optimizing rural leisure tourism [J]. Rural Economy and Science-Technology*, 32 (02), pp.38-39, 2021.
- [2] Ziwei Mei, Jingting Zhang. *Research on countermeasures for high-quality development of China's tourism industry in the post-epidemic era [J]. China Circulation Economy*, 28, pp.123-125, 2021.
- [3] Boyang Shu, Qitao Xu. *The evolution of China's tourism industry and the transformation of development in the post-epidemic era [J]. Journal of South-Central University for Nationalities (Humanities and Social Sciences)*, 42 (02), pp.73-80+184, 2022.
- [4] Qicao Huang, Yang Li. *Opportunities, challenges and countermeasures for promoting rural revitalization strategy in the post-epidemic era [J]. Henan Agriculture*, 31, pp.52-53, 2021.
- [5] Jing Cui. *Exploring the revival strategy of cultural tourism industry in the post-epidemic era--Jiangsu Zhenjiang as an example [J]. 02*, pp.29-32, 2021.
- [6] Yao Yao. *Exploring the development direction of rural tourism wisdom in the post-epidemic era [J]. Agriculture Economics*, 02, pp.139-140, 2022.
- [7] Boyang Shu. *20 years of innovation: Dialectics in the evolution of China's tourism business model [M]. Beijing: Social Sciences Academic Press*, 2019, pp.39-49.
- [8] Chen Zhang. *Exploring the new development of rural cultural tourism in the post-epidemic era [J]. Global Lives*, 03, pp.46-49, 2021.