

# *Using the PESTEL Model to Analyze the Impact of the Normalized Epidemic on Enshi's Tourism Industry*

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**Abstract:** Since the normalization of epidemic prevention and control, with the joint efforts of various departments at all levels, the overall situation of epidemic prevention and control in Enshi has been stable. In May 2022, the Ministry of Culture and Tourism issued a "circuit breaker" mechanism for inter-provincial tourism; in June 2022, the Hubei Provincial Department of Culture and Tourism issued documents related to the resumption of inter-provincial tourism, bringing hope for the recovery of Enshi's tourism industry. In this context, this paper will use the PESTEL model to analyze the macro environment of Enshi's tourism industry from the six aspects of politics, economy, social culture, technology, environment and law, explore the current situation of Enshi's tourism development, and put forward feasible development suggestions.

## 1. Research Background

Enshi Prefecture is located in the southwest of Hubei Province. It is the youngest autonomous prefecture in the Republic and the only ethnic minority autonomous prefecture in Hubei Province. Because of its unique topography, climatic environment, hydrological environment and natural resources, Enshi has great advantages in developing tourism. Li Mingshu (2019) believes that with the improvement of traffic conditions, tourism has developed into the pillar industry, green industry and engine industry with the greatest potential and the strongest vitality in Enshi Prefecture. Wang Liang (2020) believes that the development of Enshi's tourism industry, the construction of ecological environment and the quality of life of residents are important factors to promote the level of tourism urbanization in Enshi Prefecture [1]. Pi Pengcheng (2021) found that the sustainable development of forest health tourism in Enshi Prefecture has advantages > opportunities > disadvantages > threats [2]. However, from the end of 2019 to 2020, due to the rapid spread of the epidemic and strict epidemic prevention measures, Enshi's tourism industry was almost at a standstill [3]; it was only after the transition to the normalized prevention and control stage that Enshi's tourism industry began to pick up.

## 2. The basic situation of Enshi tourism

After inquiring about the data in the statistical bulletin of the Enshi State Bureau of Statistics, a table of relevant data on Enshi's tourism industry from 2017 to 2021 (five years) was formed (Table 1). The table shows that Enshi has more than 30 A-level scenic spots, including 4A-level and above.

There are more than 20 scenic spots, and in 2021, there will be 22 scenic spots above the 4A level; the cumulative number of tourists received and the comprehensive tourism revenue from 2017 to 2019 are on the rise, indicating that Enshi has a huge potential for tourism development and its brand influence is constantly improving, the industrial efficiency showed a rapid growth trend. However, due to the outbreak of the novel coronavirus pneumonia at the end of 2019, various regions including Wuhan, Hubei took measures to close the city. As a result, the cumulative number of tourists received by Enshi in 2020 and the comprehensive tourism revenue dropped sharply, showing a negative growth. The cumulative number of tourists received throughout the year dropped by 50.8%., the annual comprehensive tourism revenue fell by 61.9%. After 2020, as the domestic epidemic prevention and control situation continues to improve, the emergency breakout of sudden epidemics has turned into normalized prevention and control and precise prevention and control, which will gradually restore Enshi's tourism industry. It will increase by 91% in 2020, and the comprehensive tourism revenue will reach 42.261 billion yuan in 2021, an increase of 109.1% over 2020.

Table 1: Table of relevant data of Enshi tourism from 2017 to 2021 (five years)

Time	The number of A-level scenic spots in the whole state	Number of scenic spots above 4A level	The cumulative number of tourists received throughout the year (10,000 people)	Growth rate of the number of tourists received (%)	Annual comprehensive tourism revenue (100 million yuan)	Growth rate of comprehensive tourism revenue (%)
2017	32	20	5132.89	17.6%	367.46	22.3%
2018	35	20	6216.34	21.1%	455.4	23.9%
2019	32	20	7117.71	14.5%	530.3	16.5%
2020	32	20	3499.24	-50.8%	202.16	-61.9%
2021	35	22	6681.68	91%	422.61	109.1%

### 3. PESTEL Analysis Model

The PESTEL analysis model is the macro environment analysis model, which is an effective tool for analyzing the macro environment. According to the framework model of PESTEL, the six factors that affect the specific industry, including politics, economy, social culture, technology, environment and law, can be analyzed one by one, and the structural driving factors affecting the specific industry can be explored. The fundamental connection that exists between the mutual influence and mutual restriction. Generally speaking, the external environment affects the future development trend of specific industries, and is affected by the normalized epidemic, which makes the external environment special. Therefore, using the PESTEL analysis model to conduct in-depth analysis of the special environment in which specific industries are located can improve the competitiveness of specific industries.

### 4. PESTEL Analysis of Enshi Tourism

#### 4.1. Political factors (P)

Enshi Prefecture is rich in tourism resources, which provides unique conditions for the development of the tourism industry, and the tourism industry gradually realizes the transformation from a scattered type to a large-scale type. The development of the tourism industry is inseparable from the support of policies. The "circuit breaker" mechanism for inter-provincial tourism will be

implemented in August 2021, which has played a positive role in coordinating epidemic prevention and control and economic and social development. On April 29, 2022, General Secretary Xi Jinping presided over a meeting of the Political Bureau of the CPC Central Committee, clearly demanding that "the epidemic must be prevented, the economy must be stabilized, and development must be safe." Combined with the current epidemic situation and the actual situation of the tourism industry, the Ministry of Culture and Tourism issued the "Notice on Strengthening Epidemic Prevention and Control, Scientific and Accurate Implementation of the "Fuse-off" Mechanism for Inter-provincial Tourism" at the end of May 2022, and Hubei Province will start from June 21, 2022. Travel agencies and online tourism companies have fully resumed the operation of inter-provincial team travel and "air ticket + hotel" business, and pressed the "fast forward button" for the recovery of Enshi's tourism industry.

#### 4.2. Economic factors (E)

Tourism is an important part of Enshi's economy. The proportion of comprehensive income from tourism in Enshi's GDP can reflect the economic development status of Enshi area. According to the 2017-2021 regional gross domestic product and comprehensive tourism revenue released in the Statistical Bulletin of Enshi State Bureau of Statistics (Table 2 and Figure 1), it can be seen that the proportion of comprehensive tourism revenue in the total GDP from 2017 to 2019 has been increasing year by year. It shows that the contribution value of tourism to Enshi's economy is increasing, and tourism plays an important role in the Enshi area; affected by the epidemic in 2020, the economy will slow down, and tourism revenue will also drop significantly; in 2021, it will gradually shift to normalized epidemic prevention and control. At this stage, all industries will resume business in an orderly manner. In 2021, the comprehensive tourism revenue and GDP will increase. In particular, the GDP in 2021 will hit a new high in the past five years, and the proportion of tourism comprehensive revenue in the GDP will also rebound significantly.

Table 2: Table of Enshi's GDP and Tourism Revenue from 2017 to 2021

Time	GDP (100 million yuan)	Comprehensive tourism revenue (100 million yuan)	Proportion of comprehensive tourism revenue to GDP (%)
2017	968.13	367.46	37.96%
2018	1082.31	455.4	42.08%
2019	1159.37	530.3	45.74%
2020	1128.51	202.16	17.91%
2021	1302.36	422.61	32.45%

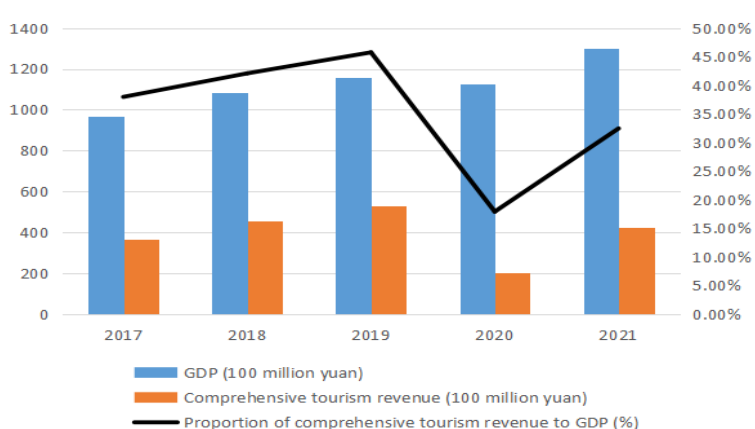


Figure 1: Five-year visual change chart

At the same time, due to the precise grasp of the development of the epidemic situation in Enshi and the sound development of the overall economic environment, the tourism economy of Enshi Prefecture has maintained a rapid growth rate higher than the GDP (Table 3). The growth rate of income is significantly higher than the growth rate of GDP. Especially since entering the stage of normalized epidemic prevention and control, the growth rate of comprehensive tourism revenue in 2021 has exceeded 100%, while the growth rate of GDP is only 11.7%, indicating that tourism has become a pillar industry in Enshi.

Table 3: Enshi Tourism Comprehensive Revenue and GDP Growth Rate from 2017 to 2021

Time	Annual comprehensive tourism revenue (100 million yuan)	Growth rate of comprehensive tourism revenue (%)	GDP (100 million yuan)	GDP growth rate (%)
2017	367.46	22.3%	968.13	6.2%
2018	455.4	23.9%	1082.31	6.2%
2019	530.3	16.5%	1159.37	6.6%
2020	202.16	-61.9%	1128.51	-4.0%
2021	422.61	109.1%	1302.36	11.7%

### 4.3. Social factors (S)

The data in Table 2 shows that Enshi's GDP has increased year by year during the period of no epidemic, which has driven a change in people's consumption concept. Tourism is no longer just a need for a few people, but a popular pursuit to relieve stress, relax mood, and broaden horizons. Tourism has become a way of life for people. After a long period of closed management, Enshi's GDP rapidly rebounded during the normalization of the epidemic period, ending the current situation of local people visiting the local area. The strong willingness of residents to travel abroad has promoted the vigorous development of the tourism industry, June 26, 2022, Enshi ushered in a group of 10,000 people.

On the other hand, in the total population of Enshi Prefecture, the two age groups of 15 to 64 years old and 65 years old and above account for a large proportion, and the sum of the proportions is more than 80%. The national population is similar, with young, middle-aged and old people occupying the vast majority. The age group from 15 to 64 includes young people and middle-aged people. Young people have a strong demand for tourism. It coincides with the summer vacation period, and young people have enough time; middle-aged and elderly people have a stable source of income. After entering the stage of normalized epidemic prevention and control, the introduction of the inter-provincial tourism mechanism satisfies the desire of young, middle-aged and elderly people to go out and see the world.

### 4.4. Technical factors (T)

In 2020, the Ministry of Culture and Tourism, the National Development and Reform Commission and other departments jointly issued the "Opinions on Deepening "Internet + Tourism" to Promote the High-quality Development of Tourism Industry" (hereinafter referred to as the Opinions), which will bring a new round of favorable policies and accelerate the technology-enabled tourism industry. With the support of technology, Enshi has tried to deeply integrate "Internet + tourism" to promote the transformation and upgrading of the tourism industry towards networking and intelligence, such as booking and canceling tickets online. At the same time, the "Opinions" made it clear that by 2022, the "Internet + tourism" development mechanism will be more complete, and the tourism industry will use the Internet to a higher level. Although the epidemic has not yet ended, the total number of tourist reception and tourism consumption in Enshi

has returned to the level before the new crown pneumonia epidemic, which also reflects the enhanced ability of the tourism industry to use big data services.

At the same time, the improvement of transportation production technology and the continuous construction and improvement of railways, waterways, and highways have provided convenience for people's travel. From 2017 to 2019, the passenger traffic in Enshi has increased year by year (Table 4), which has promoted Enshi's tourism industry. development of. Affected by the epidemic in 2020, passenger traffic has been reduced by nearly half. Entering the stage of normalized epidemic prevention and control, it is no longer advisable to leave the prefecture, city, or province. On the condition that it is guaranteed not to go to medium and high-risk areas, the population begins to flow, and Enshi's tourism industry has ushered in new opportunities for development. Table 4 also reflects a slow increase in passenger traffic in 2021.

Table 4: Passenger traffic by various modes of transport from 2017 to 2021 (unit: 10,000 people)

Time	Highway	Waterway	Aviation	Railway	Total
2017	3816	60.18	77.01	653.56	4606.75
2018	3852	53.05	103.9	690.8	4699.75
2019	3910	63.06	142.69	749.97	4865.72
2020	2344.16	28.04	93.29	359.98	2825.74
2021	2098.28	53.31	130.15	583.16	2864.9

#### 4.5. Environmental factors (E)

By the end of 2021, the average good and good rate of air quality in the counties, cities and urban areas of Enshi was 97.7%. The number of days with good air quality in Zhoucheng is 350 days, with an excellent and good rate of 95.9%; the average temperature is 16.3°C; the forest area is 1.6656 million hectares, the forest volume is 137 million cubic meters, and the forest coverage rate is 69.2%... These series of natural advantages endow Enshi with Do a good job in the innate conditions of tourism. At the same time, under the strong leadership of the state party committee and the state government, Enshi closely followed the four major measures of "based on the big ecology, building big transportation, developing big tourism, and building big industry", highlighting the characteristic advantages of "soil, selenium, tea, cool and green", Coordinated the promotion of epidemic prevention and control and economic and social development, and the post-epidemic revitalization of Enshi's tourism industry has achieved decisive results.

#### 4.6. Legal factors (L)

The first "Tourism Law of the People's Republic of China" was implemented on October 1, 2013 and revised on October 26, 2016. The latest Tourism Law was revised on October 26, 2018. The Tourism Law clarifies legal responsibilities, which not only protects the legitimate rights and interests of tourists, but also protects the legitimate rights and interests of tourism operators. The Tourism Law regulates the market order, and also enables Enshi to rationally utilize and protect tourism resources and promote the healthy development of Enshi's tourism industry. In March 2018, in combination with the Tourism Law of the People's Republic of China and the Tourism Regulations of Enshi Prefecture, and based on the actual situation of Enshi Prefecture, Enshi formulated the Measures for the Overall Management of Tourism Resources in Enshi Prefecture, to promote the transformation and upgrading of Enshi's tourism industry, improve quality and efficiency. At the same time, under the normalized epidemic situation, if you do not cooperate with the epidemic prevention and control policies, you will need to bear criminal responsibility. While abiding by the provisions of the Tourism Law, Enshi has also done regular epidemic prevention and

control. The overall operation is good, ensuring the sustainable development of the tourism industry.

At present, Enshi is doing a solid job in the prevention and control of the new crown pneumonia epidemic in the new stage, ensuring the implementation of optimization measures for epidemic prevention and control, consolidating the hard-won prevention and control results, and building a "hard core" fortress for the recovery of Enshi's tourism industry. The latest news data shows: the number of tourists in Enshi Grand Canyon is constantly refreshing, and tourists from outside the province account for nearly 80%; the number of tourists in Enshi Tujia Daughter City has increased significantly, with an average of 3,000 people per day, and the business recovery rate of businesses in the area has reached 95%; Dixin Valley Scenic Spot Nearly 30,000 tourists were received in June, more than the total from January to May; the rooms in the Three Gorges Scenic Spot are booked out every day, which is the most popular situation this year... According to the current situation, Enshi's tourism industry is expected to reach a new level.

## **5. Recommendation**

Combined with the PESTEL model to analyze the results of the normalized epidemic situation on Enshi's tourism industry, in order to promote the development of Enshi's tourism industry with higher quality and greater benefits, the Enshi tourism industry is analyzed from six aspects: politics, economy, social culture, technology, environment and law. Develop targeted recommendations.

### **5.1. Keep abreast of policies in a timely manner**

Enshi should promptly learn from General Secretary Xi Jinping's important instructions and instructions on doing a good job in the tourism industry, carefully study the new decisions and deployments of the Party Central Committee, the State Council, the Provincial Party Committee and the Provincial Government for tourism, formulate new plans for the new policies issued, and take new measures. measures to stimulate the recovery of tourism, from passive to active, from waiting for customers to attracting customers.

### **5.2. Increase the integration of culture and tourism**

Tourism is an important industry in Enshi area. Through the analysis of economic factors, tourism is still one of the important pillar industries in Enshi. Culture is the soul of tourism, and tourism is the carrier of culture. Enshi national culture is the best resource for tourism, and tourism is also the largest market for the dissemination of Enshi national culture [4]. Enshi should vigorously promote the integrated development of culture and tourism. By guiding tourists to experience farming civilization, learn to sing folk songs, and visit ethnic buildings, it will deeply cultivate the soil of Enshi's ethnic culture and drive tourism industries such as "rural tourism" to heat up.

### **5.3. Real-time understanding of social dynamics**

Changes in social factors will largely lead to changes in travel patterns. Real-time understanding of social dynamic changes is of great significance for Enshi's tourism industry. For example, for changes in the age distribution of the country's population, personalized services can be customized with reference to the areas with the largest age distribution; with changes in people's lifestyles, self-driving travel has become the mainstream, and Enshi should design and plan a tourism route map in advance; the overall attitude of the society towards tourism services Evaluation can be used as the focus of professional training in the tourism industry; to understand investment promotion



information, Enshi should take the investment promotion express to promote the construction of global tourism.

#### 5.4. Deepening "Internet + Tourism"

With the maturity and popularization of 5G technology and big data, the intelligent transformation of tourist attractions is the general trend. Enshi should take the initiative to use the Internet, cloud platforms, social platforms and other innovative business concepts, business models, and business methods to continuously promote the transformation and upgrading of traditional tourism, and to enrich and innovate tourism experience methods [5]. Guide Enshi Scenic Area to develop and apply an online tourism service platform, integrate daily services such as ticketing, catering, and entertainment into the online, and provide tourists with high-quality, convenient and efficient integrated services. At the same time, computer technology is used to master real-name reservations, identity information, etc., to achieve intelligent adjustment of scenic spots, and to do precise prevention and control to ensure healthy access for tourists.

#### 5.5. Practice the concept of "two mountains"

Enshi Prefecture is rich in natural resources. It is necessary to deeply practice the concept of "two mountains" and promote the development of the eco-tourism industry in an all-round way. Adhering to the ecological concept of "lucid waters and lush mountains are invaluable assets", relying on the original ecological natural scenery of Enshi, we will increase the development and protection of the ecological environment. Improve infrastructure construction, especially rural infrastructure construction, supporting roads, greening, leisure squares and other facilities and equipment. Combined with the beautiful environment and happy life that Enshi is organizing, we will mobilize the masses to build, govern and share together, and use the "clean six sides" activities (roadside, fieldside, mountainside, forestside, riverside, ditchside) as the carrier, to build a beautiful home together. Protecting the environment and preserving the landscape is to retain tourists.

#### 5.6. Comply with all regulations

Only by abiding by the rules of the industry can the image of the tourism industry be maintained. Enshi must strictly abide by the "Tourism Law" and other laws and regulations, provide services for tourists in accordance with rules and regulations and industry standards, and prevent tourists from cheating tourists in tourist attractions, infringing on tourists' legitimate rights and interests, and disrupting market order. It is necessary to strengthen the operation and management of market entities and hotels within the scenic spot and beside the scenic spot, and improve the quality of tourism services, so that tourists can come in, stay, do not want to leave, and want to come. At the same time, it is necessary to strictly abide by the normalized epidemic prevention and control measures to ensure the safety of epidemic prevention within the scenic area, and to promote the healthy and sustainable development of Enshi's tourism industry.

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