Path Selection of Upgrading and Transformation of Rural Tourism in Post-Epidemic Era from the Perspective of Information Communication

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ABSTRACT. The pneumonia epidemic in COVID-19 has greatly impacted the development of rural tourism and made it face a more difficult development situation. These unfavorable factors may increase the impact on the epidemic situation. The practical significance of rural tourism development for poverty alleviation and rural revitalization is beyond doubt. Based on its good economic promotion function, it has become the highlight of tourism development. Under the market development trend, if the managers and operators of rural tourism destination construction and rural tourism product development fail to identify market changes in time and carry out corresponding product optimization and service upgrade, they will inevitably affect future business performance and may cause survival crisis. Novel coronavirus pneumonia is a special period of effective control in China after the outbreak of the post epidemic era. Based on the perspective of information communication, this paper analyzes the upgrading and transformation path of rural tourism in the post epidemic era, so as to lay a solid foundation for promoting the modernization of national governance system and governance capacity.

KEYWORDS: Pneumonia epidemic in covid-19, Post-epidemic era, Rural tourism

1. Introduction

Although the outbreak of covid-19 has caused a heavy blow to the tourism industry, it has further awakened people's awareness of life and health, changed people's traditional consumption habits to a certain extent, promoted the growth of new consumption demand, and strengthened the concept of healthy consumption [1]. In recent years, rural tourism has gradually stepped into the track of rapid development, but the sudden outbreak of covid-19 has brought it into a "cold winter period". The scenic spots of rural tourism have basically been closed, and relevant activities have been stopped or postponed [2]. The post epidemic era refers to the special period after the covid-19 epidemic situation has been effectively controlled in China and all localities have returned to work. Affected by the epidemic situation, poverty alleviation by industry and employment in poverty-stricken areas has been hindered. The mechanism of medical and health poverty alleviation and village assistance has been tested under the epidemic prevention and control [3]. Under the development trend of experience consumption, with the control of epidemic situation, the number of new cases in China has decreased to single digit, and the epidemic situation has changed from output to input. At present, many scenic spots have been opened in succession. At present, the epidemic situation in China has been basically stable, and all walks of life have begun to return to work in an orderly manner. Tourism is also on the way back to work. However, with the spread of the epidemic abroad, many countries have closed their doors, so inbound tourism and outbound tourism can not be started for the time being. At present, the situation of epidemic prevention and control in China is expanding, and the economic and social development is speeding up the recovery [4]. The central government requires to strengthen the prevention and control of epidemic situation, and promote the work of returning to work and production accurately and steadily [5].

Although the epidemic situation has caused some difficulties to the current rural poverty management, it has also tested the effectiveness of the existing poverty alleviation achievements. The arrival of the epidemic has pressed the pause button for tourism, but poverty alleviation cannot be suspended. We have to re-understand the way of rural tourism to help the poor and learn to seek opportunities in the crisis [6]. Under the market development trend, if the managers and operators of rural tourism destination construction and rural tourism product development fail to identify market changes in time and carry out corresponding product optimization and service upgrade, they will inevitably affect future business performance and may cause survival crisis [7]. Faced with such a situation, rural tourism should make full use of its advantages in policy, resources, brand and consumption capacity, turn disadvantages into favorable opportunities, and decisively increase support for the development of rural tourism. In the post-epidemic era in China, rural poverty management should adhere to the overall leadership of the Party, strengthen the cooperation between
industries, strengthen the integration of precision poverty alleviation and social assistance, strengthen the construction of rural public health system, and enhance the rural poverty management ability [8]. Based on the perspective of information communication, this paper analyzes the upgrading and transformation path of rural tourism in the post-epidemic era, thus laying a solid foundation for promoting the modernization of national governance system and governance capacity.

2. Impact of Epidemic on Tourism

2.1 Negative Impact

After the outbreak of COVID-19, most industries stopped production. Industrial poverty alleviation, which is closely related to employment poverty alleviation, is also greatly affected during the epidemic prevention and control period, which makes it difficult to increase the income of poor laborers who should go out to work to maintain normal family expenses after the Spring Festival holiday. This may lead to the increase of foreign debts of poor households and the failure to repay their debts on time, and even the phenomenon of poverty-stricken households returning to poverty may occur [9]. Since the outbreak of COVID-19, rural tourism operators have resolutely responded to the government's call and closed their doors. Except for a few parks selling seasonal agricultural products through e-commerce, micro-stores, group purchases and other channels, the income of the whole industry has basically returned to zero. Due to the sudden epidemic, the expenses of publicity and marketing in tourist attractions during the peak season of Spring Festival fell short. During the suspension of business, employees' labor costs and daily maintenance expenses of scenic spots were also paid. Many enterprises had difficulty in running funds, especially some small and medium-sized enterprises closed down due to the impact of the epidemic.

Under the assumption of market completeness, the market has the function of allocating all kinds of resources to the best by price signals. Finally, "resource endowment-power structure-distribution structure" forms a stable relationship, forming a cumulative circulation mechanism as shown in Figure 1.

![Fig.1 Circulation Mechanism](image)

The outbreak of COVID-19 may greatly reduce the consumption of rural tourism. If the epidemic is not completely controlled, rural tourism may even fall to the bottom and suffer a great blow. Negativeness can't solve the problem. We still have to see that the epidemic is fierce, but it is fair to all tourists and all tourism enterprises. The most serious period of epidemic prevention and control coincided with the Spring Festival holiday, and most of the first secretaries and cadres in villages were selected by county-level authorities, and they were not in poor villages when the epidemic broke out, which caused some cadres in villages to fail to arrive on time and affected the operation of the assistance mechanism in villages to some extent. Although many rural tourist attractions have been opened one after another, few tourists and car-free parking lots show that the recovery and development of rural tourism is not a temporary achievement, and it is basically impossible to achieve explosive growth in a short period of time. The epidemic situation has won us pause time. During this time, we all have to change our thinking, think hard about the methods of transformation and upgrading, and at the same time, examine our own problems and strive to find ways to improve service quality.

2.2 Positive Impact

Accompanied by the improvement of people's care for nature, it will inevitably arouse people's pursuit of rural tourism. With the possible retaliatory growth of tourism after the epidemic, the development of rural tourism is bound to have great prospects. Rural tourism suffered a heavy blow in the short term, but after the outbreak, rural tourism has broad prospects for development. Affected by the epidemic situation, large-scale cluster consumption is reduced,
consumers pay more attention to the epidemic prevention measures in scenic spots, and the local epidemic situation will also be included in tourists' consumption considerations. For the sake of safety, tourists will take the lead in considering traveling in the surrounding areas. With the end of the epidemic, the rural tourism market, which has shrunk due to COVID-19, will usher in an explosive growth, and tourists' pent-up enthusiasm for tourism consumption will probably be stimulated, which will greatly expand the scale and volume of the rural tourism market. After the epidemic, the most important factor affecting people's travel lies in their concern for health and safety. Rural areas are relatively open and have strong air circulation. As long as the epidemic prevention measures are taken, the probability of infection is still relatively small, so the tourism risk is low. In the intelligent era driven by the fourth scientific and technological revolution, as an open industry, the operators of rural tourism need the control of resources, the design of products, the network of operation and the execution of services.

3. Ways to Improve Rural Poverty Governance Capacity in Post Epidemic Era

3.1 Upgrading Rural Tourism Products

Facing the existing rural tourism resources, we urgently need to make good use of them effectively. Leisure alone can no longer meet the needs of escalating tourists. COVID-19 epidemic is an emergency, which causes the infected people to incur great expenses due to illness. Expenditure-oriented poverty caused by such emergencies, major diseases and children's education has increasingly become the main cause of rural poverty. The potential demand of service consumers can not be transformed into the actual actions of rural tourism enterprises, which leads to the small attraction of rural tourism products. The homogenization of tourism products, lack of cultural connotation, lack of experience, poor quality of service personnel, and inherent service have formed the problem that tourism products and services are divorced from consumers' needs [10]. The epidemic situation of COVID-19 enlightens us that we should improve the ability of rural poverty management from the following aspects: adhering to the leadership of the party, strengthening the convergence of accurate poverty alleviation and social assistance policies, strengthening inter-industry cooperation and building rural public health system.

3.2 Strengthen the Cooperation between Industries

In order to minimize the impact of the epidemic on poverty alleviation industries, some localities have achieved certain results by strengthening cooperation among industries, and reduced the economic losses of poor households during the epidemic period. After the epidemic, many scenic spots not only introduced the reservation system, but also made requirements for the distance between tourists, so as to dispel some people's safety concerns arising from the gathering of scenic spots. From this point of view, the scenic reservation system is a good marketing strategy. Strengthening the construction of rural public health system can effectively prevent and control diseases and effectively solve the phenomenon of poverty caused by illness and returning to poverty due to illness. COVID-19 epidemic reminds us that the residents in poor rural areas, like those in economically developed areas, have a good yearning for affluent life, good health and public safety. Rural revitalization provides hardware and software support for strengthening the construction of rural public health system by developing industries, promoting the improvement of rural living environment and residents' lifestyle, and promoting the improvement of rural medical and health level [11]. Consumer demand is the core of marketing. People who stay at home for a long time after the epidemic are full of longing for beautiful spring scenery, and rural scenic spots attract many tourists. However, in order to catch tourists, it is necessary to develop distinctive and multi-type tourism products and hold festivals and cultural activities. If tourism propaganda is done well and tourism services can keep up, it can really promote economic development, provide employment opportunities, and realize tourism to promote agriculture. At the same time, it can maintain the long-term effect of revitalizing the countryside and finally get rid of poverty.

4. Conclusions

Due to the sudden epidemic situation, the expenses of publicity and marketing in tourist attractions during the Spring Festival season have fallen short, and many enterprises have difficulty in running funds, especially some small and medium-sized enterprises have closed down due to the impact of the epidemic situation. The outbreak of COVID-19 epidemic caused great losses to rural tourism, further aggravated some existing problems, and made the transformation and upgrading of rural tourism industry more imperative. Rural tourism is a sensitive and fragile industry, but it is also a resilient industry with great room for growth. The public health crisis is caused by the epidemic, and the tourism industry is greatly affected, but rural tourists should stick to their posts. With the end of the epidemic, the rural tourism market, which has shrunk due to COVID-19, will usher in an explosive growth, and tourists' pent-up enthusiasm for tourism consumption will probably be stimulated. We should adjust measures to local conditions, make
precise policies, help rural tourism destination managers and rural tourism operators to optimize their products and upgrade their services, comprehensively improve the ability of rural tourism enterprises to adapt to the market and enhance their competitiveness, and promote the rapid recovery of rural tourism after the epidemic, so as to achieve high-quality and sustainable development.

References


