

Country Presentation of China

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Hello, dear friends from all over the world!

I am Yang Jinsong from the Institute of International Research of China Tourism Academy. It is my great honor to meet you online today!

The topic I would like to share with you is: Keep faith and be ready.

The focus is that In the difficult times of tourism, we need to maintain and strengthen confidence. Necessary and effective preparation is essential, and the key is action. Act here and now.

First, let's see the impact of pandemic on confidence.

The most direct impact is that the tourism exchanges stalled, the borders were closed, the flights were canceled, and the number of tourists dropped dramatically. Then along comes the problem of maintaining the industrial chain and market. The industry sees high employee turnover, and the suppliers run into trouble. There is a lack of confidence in going on tours. And the mutation in the virus brought great uncertainty to the future situation.

Take China as an example, In 2020, the number of domestic tourists in China reached 2.879 billion, a year-on-year decrease of 52.1%; Domestic tourism revenue was 2.23 trillion yuan, a year-on-year decrease of 61.1%. The operating income of 31074 travel agencies in China is only 238.969 billion yuan, with an operating loss of 6.915 billion yuan. The average rental rate of star hotels is 39.0%.

In the Spring Festival of 2022, the number of domestic tourists in China was 251 million, a year-on-year decrease of 2.0%, which recovered to 73.9% in the same period of the Spring Festival holiday in 2019 according to comparable standards; The domestic tourism revenue reached 289.198 billion yuan, a year-on-year decrease of 3.9%, only recovering to 56.3% in the same period in 2019.

As we can see, the impact of the pandemic on China's tourism industry is very serious. In order to maintain and enhance confidence, we have done these works:

We put people's life safety and health first, and adopted scientific and strict epidemic prevention and control measures

Maintaining confidence means maintaining the confidence of both the tourism industry and operators, as well as tourists.

As an industry greatly affected by the pandemic, tourism has received strong support from the Chinese government. Just recently, on the basis of the policies and measures that have been put forward in the past, further supporting measures have been put forward.

In the recently released several policies on promoting the recovery and development of difficult industries in the service industry, there are not only 10 inclusive policies that can be enjoyed by the tourism industry, but also 7 focusing on the recovery of the tourism industry.

Including tax relief, fee relief, credit support, delayed payment of unemployment insurance, standardized market access, targeted market development and many other aspects. For example, travel agencies are encouraged to undertake Convention and exhibition business from scheme formulation to organization and coordination, and banks give priority to supporting difficult industries, especially small and micro enterprises and private enterprises in the service industry

At present, on the premise of ensuring safety, we pay more attention to the precise prevention and control of the pandemic. Explore and establish accurate monitoring mechanism, improve accurate identification ability, and strengthen accurate control and isolation, so as to strive to boost tourists' confidence. This is both a stress test and a process of accumulating experience.

To embrace the future, we need to we need to make more preparations in addition to the work we are doing.

First of all, we should pay attention to health and safety.

We should ensure the health and safety of the destinations and products, as well as the health and safety of the information we convey, receive, and understand;

We should develop the destinations and products with the concept of health and safety.

For example, fewer people, the application of technology, contactless service, etc.

These can eliminate the uncertainties not conducive to health and safety.

Secondly, we should pay attention to facilitation, including: the mutual recognition of visa, flight, especially vaccine passport and epidemic prevention and control system, which will be of great importance in the future.

Thirdly, we should pay attention to the application of suitable advanced technologies.

The technology should be applicable.

Such as travelling with reservation; 5G, AI, VR, and other advanced and general technologies.

The technology should be affordable.

The technology should not conflict with the local culture.

The technology should not cause drastic fluctuations in a short period to the local socio-economic structure.

That's all. It's my great pleasure to communicate with you. I hope to meet all of you in person in the future, and I wish the day we meet will come soon.

Thank you very much. See you!