

The Impact of the New Policy Changes on the Tourism Industry of COVID-19: Evidence from the Chinese Market

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Abstract. The background of the study is about whether the COVID-19 pandemic will have an impact on the industry or not. Secondly, the motivation of the research is to give some suggestions and policies to the tourism industry in response to the COVID-19 epidemic. The influence on the tourism industry can be better analyzed through the example of China's free trade Organization. The two data in this paper are the rise and fall range of stocks before the epidemic and the rise and fall range after the policy liberalization. The data used in the second data is relatively new, because it is about 2023 after the new policy is lifted. Therefore, this study has important practical significance for the development of the industry, especially for the development of tourism. The COVID-19 pandemic is having an impact on the travel industry. It also gives some suggestions for the tourism industry, such as launching more online activities or changing company policies.

Keywords: Tourism industry; China; COVID-19.

1. Introduction

The outbreak of novel coronavirus pneumonia began in Wuhan, Hubei Province around the end of December 2019, and gradually spread to other places in mid-to-late January 2020. 2019 and 2022 are three years in total. So, 2022 will be the third year of the epidemic, 2021 to 2022 will be the middle of the epidemic, and after 2022 will be the end of the epidemic. Until 2022, when it will be renamed the novel coronavirus infection. The name was changed on December 26, 2022. The novel coronavirus infection is mainly divided into three stages, namely the early stage of the disease, the progressive stage of the disease, and the late stage of the disease, with different symptoms in each stage. Early stage of disease: The incubation period of novel coronavirus infection is generally 1-14 days, mostly 3-7 days, with fever, dry cough and fatigue as the main manifestations in the early stage. Disease progression: The novel coronavirus can cause lung inflammation, the novel coronavirus invasion can cause fatigue, weakness, muscle pain, etc. Late stage of disease: mild patients will gradually improve symptoms, severe and critically ill patients more than a week after the onset of breathing difficulties.

Such consideration to choose China Free. First of all, China-Myanmar is a company in the tourism industry. People are curious to know whether the tourism industry has been affected during the pandemic, or even the national industry. China-burma is a listed company about duty free shops. By observing China's duty free, the author can see some more diversified views on whether the industry has been affected by the epidemic. Through such analysis, the author can have a good analysis and better prospects for the future development of retail industry. Of course, there's a lot of discussion about the pandemic, but mine is pre-pandemic and post-pandemic. Because the pandemic will probably be over by the end of 2022. So, there's some talk about post-pandemic policy, post-pandemic impact and post-pandemic advice.

Some people have come to the view that since the outbreak of COVID-19, the main force of overseas protests against China has given a lot of very good comments on some systems and some advantages of China's epidemic. For example, Chinese people are very responsible and positive. The Chinese government is very united, unified and understanding. There is no denying that China has a lot to learn and the importance of cooperation in global health governance [1].

Others say that the epidemic has had a bad impact on China's economy. Many enterprises are still working even though the epidemic is not over. Doing their part to fight the virus. Especially about health care workers. And given because of the epidemic should do a good job of production

management to make the site more efficient and other conclusions [2]. Some people specifically cite some examples of Chinese people to tell them that the Chinese people are in a race against the virus. For example, in this document, there is a place in Zhengzhou where volunteers wearing red clips work from 7:00 am to 2:00 AM the next day. This highlights the volunteer's great effort and willingness to serve the people. What this study wants to express is that so many people like him are trying to help China overcome the epidemic. For example, to check the temperature, to verify the health code, to sterilize [3].

The first part is to introduce the history of the novel coronavirus epidemic and the significance of research in various aspects. The second part is to analyze the tourism companies, where the impact of the pandemic on tourism can be seen. The third is to analyze why it will affect the tourism industry. The fourth is some views on the aftermath of the epidemic.

2. Case of China's Exemption

The example wants to give is China Duty-free stores (Group) Co., Ltd., which was founded in 1984. With more than 1200 world-famous brands to establish long-term stable relations of cooperation, and opened a lot of duty-free stores in the world, every year for nearly 200 million domestic and foreign tourists to provide duty-free services. Has developed into the global duty-free shop the most diverse, the largest number of retail outlets of travel retailers. Is the world first duty-free operator [4] this study of the data before and after the epidemic, the author investigated the period from January 2019 to December 2020? First of all, since the epidemic started at the end of December 2019, the data the author studied included the data before the epidemic and the sales growth data after the epidemic. It can see from the figure that the front of Figure 1 is in a relatively stable state, but in fact, there is a little difference in the middle. It starts to decline a little around January 2020, indicating that it will still be affected by the epidemic. This article can see that in April 2020, there is a significant rise in the back.



Fig 1. Stock market trends before and after the outbreak.

The other data was before and after the new pandemic policy in June 2022 to January 2023. This paper can see that this data is relatively stable and stable, but it is worth noting that in December 2022 and January 2023, the figure showed an increase. It is precisely because of the change of the new policy that people go out one after another. Of course, this is also the time when schools are on holiday, which increases the passenger flow and sales volume. But there was a drop later in January, which could be due to a variety of reasons, including the end of the holiday season, a drop-in sales figures and a decline in population. Or it could be that the first number might go up a little bit faster and then it goes down.



Fig 2. Stock market trends before and after the new epidemic policy changes.

Taking China as an example, the psychological feeling is that before the outbreak started, everyone was afraid to go out, and once there was a diagnosis, they were quarantined immediately. And to do large-scale detection and prevention. The new policy is that the novel coronavirus has been named novel coronavirus. The risk has been reduced. It most direct feeling is that before the epidemic, once there was an epidemic in this area, it would not open the school. But now it's time for school to start as usual, and people are starting to wear masks one after another. Back to this topic, the tourism industry has been affected by the epidemic to some extent. Because tourism is about population. Many people are afraid to go out because of the epidemic, so there is bound to be a decrease.

3. Analysis of the problems

The reasons behind this are related to the social and cultural environment. Because of the beginning of the epidemic, people did not hold some offline large gatherings like dissemination and promotion activities, and people's safety awareness was enhanced, so they would not go out. Of course, there is also the economic environment. The epidemic has caused great damage to many industries across the country. In addition, many small and medium-sized enterprises directly went bankrupt, and large enterprises suffered serious losses. This outbreak is no less damaging than the global financial crisis of 2008. So, this highlights the seriousness of the outbreak [2]. During the outbreak of the novel coronavirus in 2020, the Chinese government adopted the lockdown policy and delayed the resumption of work after the Spring Festival. Including some logistics problems and people's access has been restricted, economic stagnation, there are a lot of business and financial difficulties. Here is a survey on the impact of COVID-19 on enterprise operation, which is conducted from four perspectives: capital flow, employment, income and profit. 46.81% of respondents believe that enterprises will have financial difficulties within six months, and 66.15% believe that, corporate revenues in the first half of 2020 were lower than expected [5].

The outbreak of the novel coronavirus pneumonia is not only in China, but also in all parts of the country, which means that the global economic growth has been greatly affected. The COVID-19 pandemic will bring a lot of uncertainties to some global industrial chains or logistics supplies. For example, because of the outbreak of the epidemic, many people who work in enterprises have to stop their work, some companies have carried out online work, but some companies have not. This has led to a slowdown in GDP growth at the national level. According to optimistic estimates and some experts' estimates, the COVID-19 pandemic will reduce China's GDP by 0.2% and 0.5% [6]. Although the Figures 1-2 seem small, the losses are still serious. In addition, it will add to the financial strain, as the country needs to increase the amount of aid to the healthcare sector in order to cope with the COVID-19 pandemic. There are also subsidies for low-income people. So, the impact of COVID-19 is also more stressful for the country.

The literature mentioned the impact of the epidemic on enterprises. Here, the literature made a questionnaire among 1368 entrepreneurs and asked them to answer whether they think the epidemic has a great impact on them. Among them, 37.2% said it has a great impact, and 49.4% said it has a great impact. Finally, 13.4% said it would make little or no difference. From this, it can also draw a conclusion that the epidemic has affected most industries and most people, and only a small number of people have not been affected or only a little, such as those who do some we-media and e-commerce industries [7].

Of course, this also has a great impact on the tourism industry. Taking China as an example, the tourism industry in our city is almost at a standstill. Scenic spots and cultural and entertainment venues all over the world have suspended operations one after another, causing a serious impact on scenic spots, travel agencies, hotels, hotels, farmhouse, restaurants, tourism shopping, online tourism enterprises, etc. [5]. The impact on the tourism industry is characterized by high pressure and long time, which makes it suffer huge losses and makes the economic situation of declining growth worse. The tourism environment is not good, so many people who rely on tourism have to change their profession, or stay in their original employer's exploitation and low salary. If they are in state-owned enterprises, maybe they can barely survive, and if they are in private enterprises, they will be laid off and optimized.

4. Post-pandemic Advice

People think every company needs to re-examine and re-evaluate their channel development strategy. Because people don't go out much during the time of the epidemic, this has also led to a change in people's concept of some shopping. Many people do not like to go online shopping, often prefer offline shopping [9]. During the epidemic, sending food to home has become a necessity, and users of community fresh food e-commerce and online food shopping platforms have experienced an explosive growth. They have adopted contactless distribution and combined online and offline distribution, gradually cultivating users' consumption habits, and more people have begun to try and accept new lifestyles such as online food and medicine shopping. At the same time, the distribution is more intelligent. In the future, unmanned sorting and unmanned distribution will become a reality. However, because of the epidemic, many people start to get used to online shopping. The change of consumers' shopping habits is irreversible, so once they change, they will not change back. Moreover, the industry with the most direct impact is the accommodation and catering industry. Due to various reasons caused by the epidemic, a large number of people living in hotels will decrease, which also leads to the fact that many catering industries have not developed their online ordering function and let riders deliver food. These losses are particularly severe. So, if you do it online, it's a little less risky [6].

The media, online live streaming, short videos and Internet celebrity economy are basically unaffected during the epidemic, and the traffic is still rising. Content industries such as short video and live streaming will give birth to more business models. For example, live streaming "bringing goods" has become a buzzword on the Internet. In addition, as short video and other online media have lighter assets than real business, it is easy to adjust the direction of volume recording. In the future, more and more individual entrepreneurs will try to get involved, and it is expected that the industry will be more popular after the epidemic [9].

After the epidemic, think that the medical industry will be more and more valued by the country. People can see that during the pre-epidemic period, masks were in short supply. Almost every time masks were produced, they were soon out of supply, and there were still a lot of people selling masks at high prices. So, after the lesson of the epidemic, people will buy some necessary daily necessities for their health. Because this outbreak will let people know in case there is a similar virus next time. People should take a precaution and be prepared. During the epidemic, mask factories and manufacturers are making a lot of money [10].

5. Conclusion

This paper mainly discusses the impact on an industry before and after the COVID-19 pandemic. What is the difference between the policy issued before COVID-19 and the policy after COVID-19? This article wants to address whether the COVID-19 pandemic has affected the tourism industry. Therefore, the example of China Free is put forward, because this is a company about duty-free shops in the tourism industry. By analyzing the stock market value of this company before and after the epidemic, it can finally conclude that the novel coronavirus epidemic still affects the development of the tourism industry to some extent. Some companies about the tourism industry, and people working in the tourism industry can be concerned about our research. Because it can give you some good advice and research results. This study directly shows whether the COVID-19 pandemic has had an impact on the travel industry. So, the COVID-19 pandemic is having an impact on the tourism industry. After that, companies in the travel industry should change some policies and some original methods. In this paper, the research will be a little insufficient. Firstly, the study area is limited to the tourism industry, but it does not generalize to multiple industries. The second paper focuses more on theoretical analysis and some simple data description. And the lack of some quantitative and more in-depth calculation and construction measurement of economic model construction. In the future, the author can obtain relevant research data from multiple angles, aspects and levels to expand the perspective of this research field. Let more about the research object and industry can see, give some suggestions and policy measures.

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