

Visual Analysis of the Development of China's Tourism Industry in the Past Five Years

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Abstract: In the past five years, tourism has become a crucial supporting sector of China's economy and an important way of living in a well-off society. Therefore, examining the growth of China's tourism sector over the last five years can provide valuable insight into its overall progression. Firstly, this paper introduces the basic theory of supply-side structural reform and high-quality tourism development and describes the current development status of China's tourism industry. Secondly, this paper analyzes domestic and foreign data differently, using SPSS to study domestic data and data charts to analyze foreign data. At the same time, literature analysis and SWOT analysis are used to analyze tourism development. The research results show that China's tourism industry is currently experiencing the problem of unbalanced regional tourism development and the recovery of tourism after the epidemic. Finally, this paper concludes and makes reasonable suggestions based on the analysis.

1 INTRODUCTION

In the past five years, with the improvement of the development level and the change of people's living needs, the rapid development of tourism has gradually become an important way of life in a well-off society in China.

The national culture and tourism industry adhered to the integration of culture and tourism development, accelerated the supply-side structural reform of the tourism industry, and focused on promoting high-quality development from 2016 to 2020. According to the data released by the Ministry of Culture and Tourism of the People's Republic of China, in 2019, the comprehensive contribution of the tourism industry to GDP was 10.94 trillion yuan. The data show that tourism has become an important industry to improve China's national happiness index. It also is of great significance in driving the economic and social progress of China.

Rather than moving goods across space, tourism works by temporarily moving consumers across space to consume local services and facilities (Liping 2019). Tourism is a diversified industry involving regional cuisine, transportation, cultural transmission, ecological civilization construction and

other directions. Therefore, it is of great economic significance to study the development of tourism. This paper mainly focuses on the evolution of Chinese tourism industry over the last five years, as well as the uneven regional development in the course of tourism development (Hai et al 2020). This paper gives reasonable answers and explanations to such questions as the connotation of the supply-side structural reform of tourism (Hanlian 2021), the connotation of high-quality development of China's tourism industry and how to achieve high-quality development, the impact of the epidemic on the tourism industry and how to revive the tourism industry after the epidemic, and how to integrate culture and tourism (Huanhuan 2021).

This paper's primary objective is to comprehend the progress of China's tourism sector in the previous five years, analyze the advantages and disadvantages of the current tourism industry, put forward reasonable explanations, and provide effective recommendations to foster the growth of China's tourism industry.

2 RELEVANT THEORETICAL CONCEPTIONS

2.1 Fundamental Concept

On November 10, 2015, the Chinese government put forward the "supply-side structural reform" concept. In the past, China stimulated its economy by expanding domestic demand and driving consumption. However, in order to meet the requirements of the development of the new era, the government has established a new economic growth mode. The government shifts the focus to the supply side, starts from the production side, and promotes economic development.

In terms of tourism, people's demand cannot be satisfied due to the unreasonable allocation of resources. Structural transformation and upgrading of the supply side of tourism can make the supply of tourism products meet people's needs, which is the structural reform of the tourism supply side. It can promote tourism development and economic development.

As for the study of high-quality development, some scholars have expanded from the high-quality development of the whole macroeconomic society to the high-quality development of specific industries, including manufacturing, agriculture, finance, construction, and so on (Huanhuan 2021). This paper holds that similar core viewpoints exist for tourism's high-quality development with other industries.

1) Adhering to the bottom line of safety is to take the safety of tourists' lives and property as the first standard. The tourism industry needs to ensure the safety of tourists in various aspects, such as infrastructure construction, food safety, and traffic safety.

2) Adhering to the people-oriented approach, which is to focus on the demands of tourists. The tourism industry needs to continuously enrich the types of tourism products, create excellent products with regional characteristics, and strive to meet the diversified needs of tourists.

3) Adhering to coordinated development means that multiple industries cooperate with each other. The government needs to guide the coordinated development of tourism and related industries such as transportation and accommodation to build a good business atmosphere.

4) Adhering to innovation is to encourage operators to innovate, combine science and technology, create digital and intelligent tourism products. This can promote tourism development.

2.2 Research Methods

The data in this paper are analyzed using the relevant data released by the National Bureau of Statistics of China (China Statistical Yearbook 2021). The period of use of the data in this paper is from 2017 to 2021, with incomplete data after 2022, and incomplete relevant international data after 2019.

The data includes the number of travel agencies, the number of A-level scenic spots, the number of star-rated hotels, the number of domestic tourists, the hotel and catering turnover, the domestic tourism revenue, the turnover of tourists, and the urban green area.

2.2.1 SPSS (Wenxia and Min 2019)

SPSS software is used to make a principal component analysis of each index of China's tourism industry in the past five years. The technique of principal component analysis is a statistical approach that aims to reduce the dimensionality of a dataset by transforming multiple variables into a set of composite variables. This method can extract the main components of the data and reveal the internal relationship between the variables.

2.2.2 Literature Analysis (Huanhuan 2021)

The documentation on the development of the tourism industry is collected through the search of the CNKI and the Government's work report. This paper classifies and summarizes the collected literature materials, so as to deeply understand the advantages and disadvantages of the current research results on tourism development.

2.2.3 SWOT Analysis

This paper uses SWOT analysis to analyze the advantages, opportunities, disadvantages and threats of tourism development. Through SWOT analysis, corresponding policies and strategies can be formulated according to these factors to promote the healthy development of tourism.

3 DEVELOPMENT OF TOURISM IN CHINA

3.1 Infrastructure

Table 1 shows the state of infrastructure construction in China from 2017 to 2021. According to the data,

Table 1: Changes in China's tourism Infrastructure From 2017 to 2021 .

Years	Number of travel agencies (Piece)	Number of A-level scenic spots (Piece)	Urban green area (Hectare)
2017	29717	10806	2921436
2018	37309	11924	3047108
2019	38943	12402	3152889
2020	40682	13332	3312245
2021	42432	14196	3479788

from 2017 to 2021, the number of travel agencies, the number of A-level scenic spots and the urban green space have steadily increased. This reflects the development of the national economy and the improvement of people's environment. China's investment in tourism infrastructure construction has increased, and tourism construction has developed in an all-round way.

3.2 Number of Tourists

Table 2 shows the number of Chinese tourists from 2017 to 2021. From 2017 to 2021, the number of domestic tourists and passenger turnover showed a trend of first rising and then declining. According to the data, from 2017 to 2019, the country made great efforts to develop tourism. Therefore, the turnover and the number of tourists have gradually increased. However, in 2020, the COVID-19 pandemic has changed the landscape of booming tourism. In the face of this situation, the Chinese government decided to adopt a closed management to protect the safety of its citizens, which led to a very serious regression in the development of tourism.

Table 2: Changes in China's Tourism Number of Tourists from 2017 to 2021.

Years	Domestic tourists (10,000)	Passenger turnover (100 million person-kilometers)
2017	500100	32812.8
2018	553900	34218.2
2019	600600	35349.2
2020	287900	19251.5
2021	324600	19758.1

3.3 Tourist Income

Table 3 shows the income of China's tourism industry from 2017 to 2021. According to the data, from 2017 to 2021, domestic tourism revenue showed a trend of first rising and then declining. Tourism revenue began to decline significantly in 2020 and rebounded in 2021. The impact of COVID-19 on tourism has been

profound. The turnover income of accommodation and catering has increased year by year. Therefore, people's basic survival needs have increased year by year. Even amid the COVID-19 pandemic, sales are still on the rise.

Table 3: Changes in China's Tourist Income From 2017 To 2021.

Years	Domestic tourism revenue (RMB 100 million)	Hotel and catering turnover (RMB 100 million)
2017	45660.77	45664
2018	51278.29	46872
2019	57250.92	53711
2020	22286.3	58182
2021	29190.7	65666

4 DATA ANALYSIS AND DISCUSSION

4.1 Aggregate of the Data

This paper assigns eight data values to eight variables to help analyze data and statistics. The results are shown in Table 4.

Table 4: Eight Data Variables Related to Chinese Tourism.

X_1 — Number of travel agencies (Piece)	X_5 — Hotel and catering turnover (RMB 100 million)
X_2 — Number of A-level scenic spots (Piece)	X_6 — Domestic tourism revenue (RMB 100 million)
X_3 — Number of star hotels (Pece)	X_7 — Passenger turnover (100 million person-kilometers)
X_4 — Domestic tourists (10,000)	X_8 — Urban green area (Hectare)

Table 5 shows the data content of each variable from 2017 to 2019. The data includes the number of travel agencies, hotel and catering turnover, the

Table 5: The Original Data of Eight Data Variables of China’s Tourism.

Year	X_1	X_2	X_3	X_4	X_5	X_6	X_7	X_8
2017	29717	10806	9566	500100	45664	45660.77	32812.8	2921436
2018	37309	11924	8962	553900	46872	51278.29	34218.2	3047108
2019	38943	12402	10130	600600	53711	57250.92	35349.2	3152889
2020	40682	13332	8423	287900	58182	22286.3	19251.5	3312245
2021	42432	14196	8871	324600	65666	29190.7	19758.1	3479788

Table 6: The Results of Correlation Analysis of Eight Data Variables of Chinese Tourism.

		X_1	X_2	X_3	X_4	X_5	X_6	X_7	X_8
X_1	PC	1	0.942*	-0.424	-0.485	0.840	-0.455	-0.612	0.903*
	Significance		0.016	0.477	0.407	0.075	0.441	0.273	0.036
	N	5	5	5	5	5	5	5	5
X_2	PC	0.942*	1	-0.514	-0.699	0.964**	-0.660	-0.804	0.994**
	Significance	0.016		0.376	0.189	0.008	0.225	0.101	0.001
	N	5	5	5	5	5	5	5	5
X_3	PC	-0.424	-0.514	1	0.811	-0.396	0.831	0.776	-0.496
	Significance	0.477	0.376		0.096	0.509	0.081	0.123	0.395
	N	5	5	5	5	5	5	5	5
X_4	PC	-0.485	-0.699	0.811	1	-0.723	0.997**	0.987**	-0.734
	Significance	0.407	0.189	0.096		0.167	0.000	0.002	0.158
	N	5	5	5	5	5	5	5	5
X_5	PC	0.840	0.964**	-0.396	-0.723	1	-0.678	-0.822	0.986**
	Significance	0.075	0.008	0.509	0.167		0.209	0.088	0.002
	N	5	5	5	5	5	5	5	5
X_6	PC	-0.455	-0.660	0.831	0.997**	-0.678	1	0.975**	-0.693
	Significance	0.441	0.225	0.081	0.000	0.209		0.005	0.194
	N	5	5	5	5	5	5	5	5
X_7	PC	-0.612	-0.804	0.776	0.987**	-0.822	0.975**	1	-0.834
	Significance	0.273	0.101	0.123	0.002	0.088	0.005		0.079
	N	5	5	5	5	5	5	5	5
X_8	PC	0.903*	0.994**	-0.496	-0.734	0.986**	-0.693	-0.834	1
	Significance	0.036	0.001	0.395	0.158	0.002	0.194	0.079	
	N	5	5	5	5	5	5	5	5

1. PC: Pearson Correlation 2. Significance is bilateral significance

number of A-level scenic spots, the domestic tourism revenue, the number of star-rated hotels, passenger turnover, the number of domestic tourists and the urban green area.

4.2 Correlation Analysis

Correlation analysis is a statistical method that measures the strength and direction of the relationship between two or more variables and can be used to reveal the relationship between variables. This paper uses SPSS software to conduct a correlation analysis of eight variables from 2017 to 2021. The results are shown in Table 6.

Table 6 is the result of correlation regression analysis on Table 5. According to the data in Table 6, following conclusions can be drawn.

There is a strong correlation between the number of A-level scenic spots and the number of travel agencies, indicating that the richness of tourism resources has a certain impact on the number of travel agencies.

There is a strong correlation between the amount of hotel and catering turnover and the number of A-level scenic spots, indicating that the increase of A-level scenic spots may drive the development of hotel and catering.

There is a strong correlation between the domestic tourism revenue and the number of domestic tourists,

Table 7: The Results of Total Variance Explained of Eight Data Variables of Chinese Tourism.

Element	Initial eigenvalue			Extraction Sums of Squared Loadings		
	Total	Variance percentage	Cumulative %	Total	Variance percentage	Cumulative %
1	6.301	78.760	78.760	6.301	78.760	78.760
2	1.311	16.389	95.149	1.311	16.389	95.149
3	.362	4.519	99.668			
4	.027	.332	100.000			
5	5.903E-16	7.379E-15	100.000			
6	3.989E-16	4.986E-15	100.000			
7	-4.039E-17	-5.049E-16	100.000			
8	-3.235E-16	-4.043E-15	100.000			

indicating that the increase brings more tourism consumption.

There is a strong correlation between the number of domestic tourists and the domestic tourism revenue, indicating that the development of tourism promotes the flow of tourists.

There is a strong correlation between the urban green area and the number of travel agencies, indicating that the increase of urban green area may attract more travel agencies to enter.

The urban green area is strongly correlated with the number of A-level scenic spots and the hotel and catering turnover, indicating that the increase of urban green area may contribute to developing A-level scenic spots and promote the growth of hotel and catering turnover.

4.3 Principal Component Analysis

The common factor variance of principal component analysis shows the proportion of each common factor that explains the variance of the original variable. Common factor variance can be used to measure the ability of the common factor to explain the original variable. A higher variance of the common factor means that the common factor can explain a larger proportion of the variance of the original variable, indicating that the common factor has a strong ability to explain the original variable. A lower variance of the common factor indicates that the common factor has a weaker ability to define the original variable.

According to the data in Table 7, taking the number of travel agencies as an example, the common factor variance of the number of travel agencies is extracted to be 0.902, which means that the common factor can explain 90.2% of the variance of this variable. The same principle applies to other variables.

By analogy, it can be found that the common factor variance of each variable is greater than 0.7, so the variable can be explained well, which also proves the rationality and objectivity of using the principal component method.

Table 8: THE Common Factor Variance of Principal.

	Initial	Extraction
X_1	1.000	0.902
X_2	1.000	0.996
X_3	1.000	0.822
X_4	1.000	0.978
X_5	1.000	0.953
X_6	1.000	0.982
X_7	1.000	0.983
X_8	1.000	0.995

In Table 8, the eigenvalues represent the proportion of the variance explained by each component, and the percentage of variance represents the extent to which each component contributes to the total variance. The cumulative percentage represents the cumulative contribution of the first few components to the total variance. In principal component analysis, it is common to select only the first few components, which explain most of the variance, while ignoring the later components.

According to the data in Table 8, the contribution degree of the first component and the second component reaches 95.149%. Starting from the third component, the eigenvalues and the percentage of variance are very small, indicating that these

components contribute little to the total variance. Therefore, selecting the first two components explains most of the variance in the data set.

Table 9: After Extracting the Composition Component Matrix of The Two Main Components and U_i .

	Element		U_i	
	1	2		
X_1	0.800	0.513	0.319	0.448
X_2	0.932	0.357	0.371	0.312
X_3	-0.730	0.538	-0.291	0.470
X_4	-0.909	0.390	-0.362	0.341
X_5	0.913	0.347	0.364	0.303
X_6	-0.887	0.441	-0.353	0.385
X_7	-0.963	0.238	-0.384	0.208
X_8	0.942	0.328	0.375	0.286

$$U_i = \frac{A_i}{\sqrt{\lambda_i}} \tag{1}$$

According to formula (1.1), Table 9 is obtained by finding U_i . A_i is the data in Table 8.

The main component expressions (1.2) and (1.3) are obtained according to the Z-score of eight variables and U_i .

$$Y_1 = 0.319 * ZX_1 + 0.371 * ZX_2 - 0.291 * ZX_3 - 0.362 * ZX_4 + 0.364 * ZX_5 - 0.353 * ZX_6 - 0.384 * ZX_7 + 0.375 * ZX_8 \tag{2}$$

$$Y_2 = 0.448 * ZX_1 + 0.312 * ZX_2 + 0.470 * ZX_3 + 0.341 * ZX_4 + 0.303 * ZX_5 + 0.385 * ZX_6 + 0.208 * ZX_7 + 0.286 * ZX_8 [0,1] \tag{3}$$

$$Y = \frac{\lambda_1}{\sum_{i=1}^8 \lambda_i} * Y_1 + \frac{\lambda_2}{\sum_{i=1}^8 \lambda_i} * Y_2 \tag{4}$$

Table 10: Comprehensive Main Component Value.

	Y_1	Y_2	Y
2017	-2.44	-1.18	-2.05
2018	-1.44	-1.13	-1.12
2019	-1.54	1.65	-0.92
2020	2.46	-0.89	1.74
2021	2.96	0.56	2.35

To construct the principal component synthesis model (4), the weight was computed by dividing the eigenvalues corresponding to the two principal components by the total sum of the eigenvalues

extracted from all principal components—the comprehensive principal component value Y can be calculated according to (4). The results are shown in the Table 10.

According to the data in Table 10, the tourism industry has received the attention of the state in the past five years, and the state has invested heavily in infrastructure. The number of travel agencies, the number of A-level scenic spots, the number of star-rated hotels and the urban green area all show an increasing trend year by year. Due to the impact of the COVID-19 epidemic, tourism development has temporarily stalled, and tourism revenue, the number of domestic tourists, and passenger turnover has regressed. However, in the overall development of tourism, there is still a state of progress.

5 DATA VISUALIZATION AND DISCUSSION

Due to the impact of the COVID-19 pandemic, international travelers have been restricted from entering China after 2020. Therefore, the data after 2019 is incomplete.

As shown in Figure 1, it shows the income and composition of China's international tourism from 2017 to 2019. According to the data, long-distance transportation accounts for the largest proportion of China's annual international tourism revenue. This shows that China's transportation infrastructure is well developed, which facilitates the travel of international tourists. It is closely followed by commodity consumption. This shows that Chinese goods have a certain attractiveness and competitiveness. International tourists are willing to buy Chinese goods.

As shown in Figures 2, 3 and 4, they show the gender composition, age composition and cause composition of inbound foreign tourists from 2017 to 2019, respectively.

According to the data in the Figure 2, from 2017 to 2019, the number of foreign men visiting China exceeded that of foreign women. This could mean that China has made a stronger effort to attract male tourists. Male foreign tourists are more likely to choose China as a travel destination.

According to the data in the Figure 3, the age of foreign tourists to China is concentrated between 25 and 44 years old. This age group may have more time and resources to spend on travel. They may have a greater interest in Chinese culture and attractions. In contrast, international tourists younger than 14 years old and international tourists older than 65 years old

are less likely to visit China. This may be due to a combination of factors such as travel preferences, physical limitations, travel facilities, language and cultural differences, and travel costs.

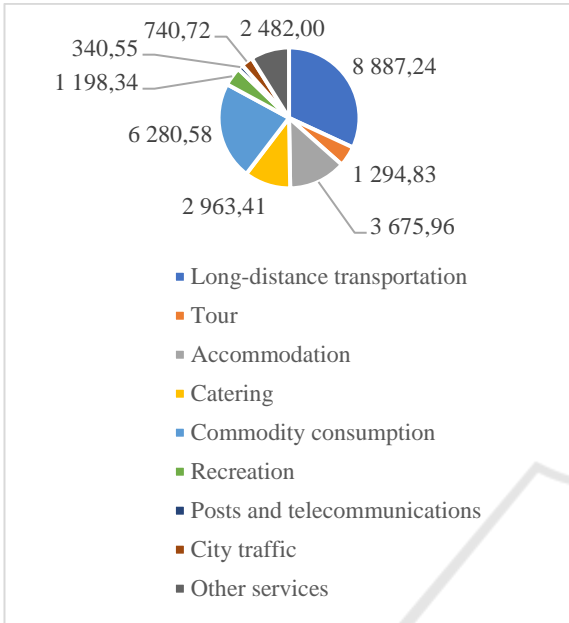


Figure 1: 2017-2019 International tourism revenue (billion yuan) and its composition (Picture credit: Original).

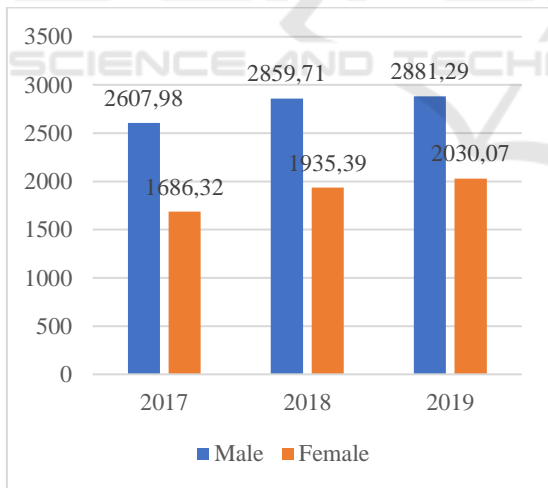


Figure 2: Gender composition of inbound foreign tourists from 2017 to 2019 (Picture credit: Original).

According to the data in the Figure 4, the main purpose of foreign tourists visiting China is sightseeing and leisure. The second part is other activities. Sightseeing and leisure may include visiting places of interest, experiencing local culture and

natural scenery. Other activities may include business meetings, academic exchanges.

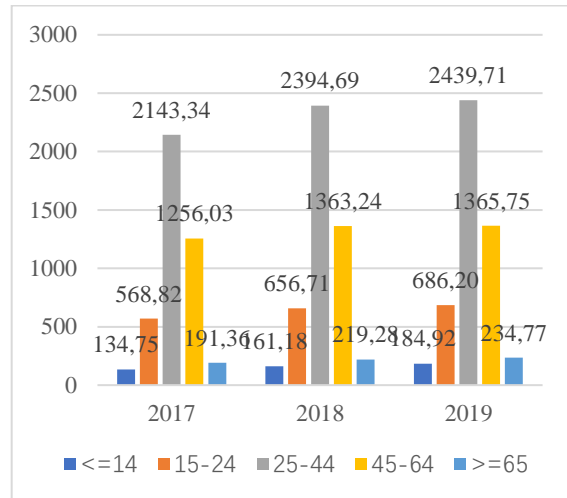


Figure 3: Age composition of inbound foreign tourists from 2017 to 2019 (Picture credit: Original).

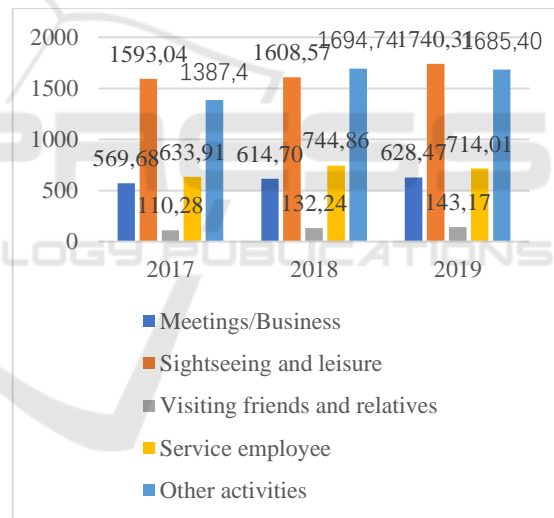


Figure 4: The causes of inbound foreign tourists from 2017 to 2019 (Picture credit: Original).

As shown in Figure 5 and 6, they respectively show the international tourism income of each region in China and the number of inbound overnight tourists received by each region in China. According to the data, the international income and the number of international tourists in Guangdong from 2017 to 2019 were much higher than those in other regions.

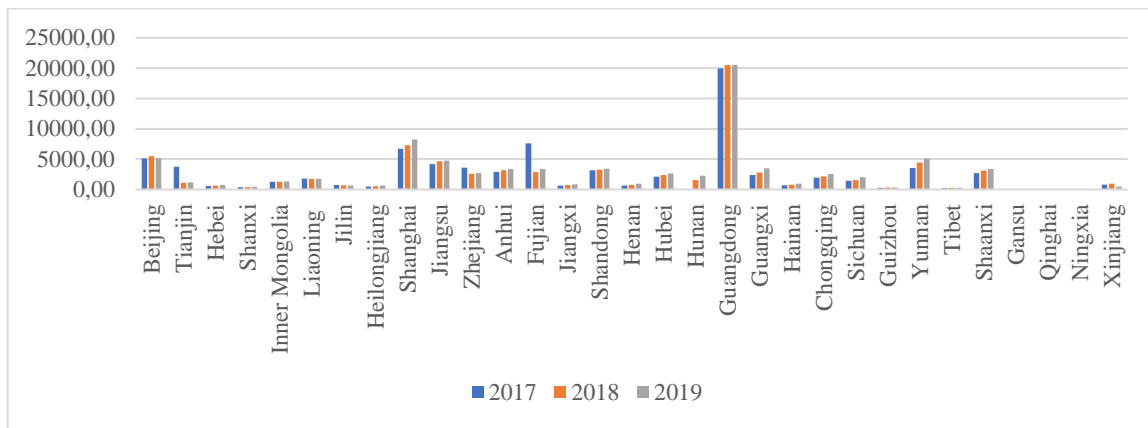


Figure 5: International tourism revenue by region (million dollars) (photo/Picture credit: Original).

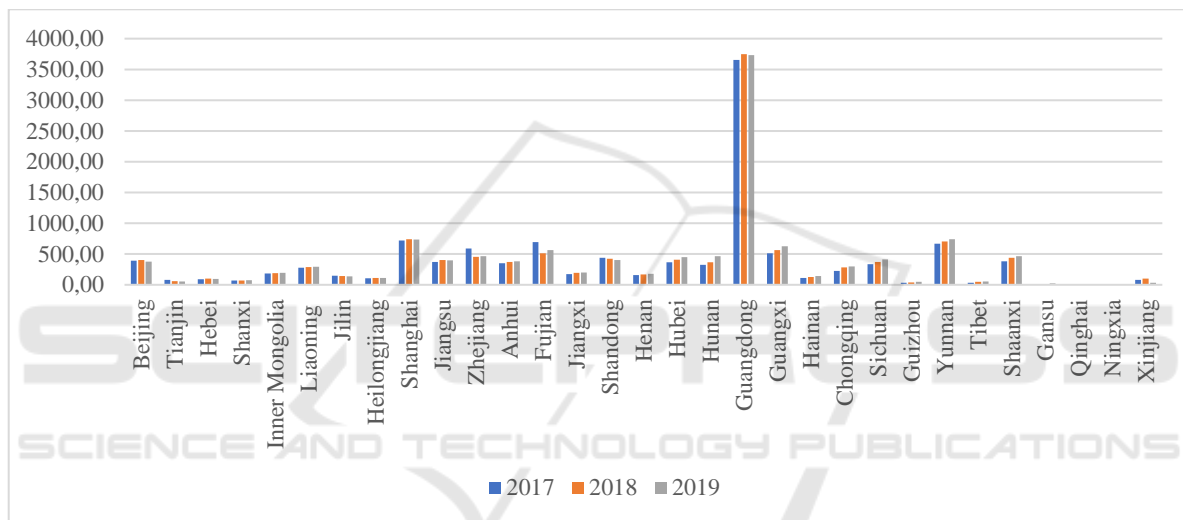


Figure 6: Inbound overnight visitors by region (10,000) (Picture credit: Original).

5.1 Economic Foundation

Guangzhou is a famous commercial port with a long history. It is also an important economic and cultural center of southern China and a major port to the world (Guangdong Province 2016). This means that Guangdong has more tourism resources and facilities. It is able to provide better service which can attract more foreign tourists.

5.2 Culture Base

Guangdong is one of the most ethnically and culturally diverse regions in China, with a history of more than 2,000 years (Guangdong Province 2016). Foreign tourists cannot only experience the unique charm of traditional Chinese culture in Guangdong, but also come into contact with the unique culture and tradition of Guangdong.

5.3 Abundant Tourism Resources

Guangdong has many tourism resources, such as the Pearl River Delta Economic Zone, Guangzhou, Zhuhai, Shantou, Chaozhou and other cities. These cities have a rich historical and cultural heritage, as well as beautiful natural landscapes.

5.4 Convenient Transportation

Guangdong is one of the provinces with the most frequent foreign exchanges in China, and its transportation network is very developed. The total length of expressways in Guangdong reached 11,200 km. The province's railway mileage reached 5,328 kilometers. The province has built nine airports, which can easily connect the rest of the world (Transportation Enterprise Management 2023).

However, tourism development in northwestern regions such as Gansu, Qinghai, Ningxia and Xinjiang is relatively backward. This is because of the high altitude, distance and low rainfall of these cities, which is not conducive to the development of infrastructure and is not conducive to attracting the attention of international tourists.

6 DISCUSSION

6.1 SWOT Analysis

Based on SWOT analysis, this paper analyzes the advantages, disadvantages, opportunities and threats of China's current tourism industry.

6.1.1 Advantages

a) Infrastructure:

Most of China's tourism areas have relatively perfect infrastructure, including urban green Spaces, hotels, scenic spots and so on. These provide tourists with a good travel experience.

b) Policies:

Governments in various regions have introduced policies, such as ticket exemptions and preferential Tours, which have attracted many tourists to travel.

6.1.2 Disadvantages

a) Regional development imbalance:

Tourism in some areas is under-developed, such as imperfect infrastructure, single attractions, poor service quality and so on. It's difficult to attract tourists.

b) The impact of the epidemic:

The tourism industry has been seriously affected. For example, the decrease of tourists, the decline of tourism income, the development of the industry is hindered.

6.1.3 Opportunities

a) Upgrading of tourism consumption:

With the improvement of people's income level, tourism consumption has gradually upgraded. More people are beginning to pursue high-quality and high-experience travel products, which provides new opportunities for the tourism industry.

b) Policy environment optimization:

The government's support for tourism is gradually

increasing, which provides a good opportunity for tourism development.

6.1.4 Threats

a) Intensifying competition:

With the continuous expansion of the tourism market, the competition is becoming increasingly fierce. Tourism in some regions is facing competitive pressure from other regions.

b) Unpredictable factors:

The tourism industry is affected by numerous unforeseeable factors, such as weather and natural disasters, which may harm the development of the tourism industry.

6.2 Suggestions

In the face of the current advantages, disadvantages, opportunities and threats of China's tourism industry, this paper gives the following suggestions.

6.2.1 Strengthen Infrastructure Construction

According to the results of principal component analysis, infrastructure construction is the foundation of tourism development, and it is a necessary consideration for developing tourism resources and promoting tourism products (Xiaoyu 2014). In addition, strengthening infrastructure construction is also a basic measure to solve the imbalance in the development of tourism in various regions of China.

6.2.2 Integration of Culture and Tourism (Zhibin 2023)

China is a country with a rich history and culture, with many excellent historical and cultural heritages. Regional governments should make good use of regional cultural characteristics and integrate them with tourism to produce diversified tourism products. Stimulate consumers' consumption desire through products. This can also improve the competitiveness of regional tourism and improve the unbalanced development of regional tourism.

6.2.3 Adhering to High-Quality Development in the Tourism Industry

The state should strengthen policy support, provide a good environment for tourism development, and encourage business operators to innovate and develop

different forms of tourism. The state should adhere to the high-quality coordinated development of tourism and let the whole industry cooperate with each other to achieve economic growth.

6.2.4 Accelerate the Recovery of Tourism after the Epidemic

In the post-opening era, the country should speed up the construction of tourism and mobilize economic growth. The opening of international group tourism projects, the introduction of international tourists to accelerate the recovery of tourism after the epidemic, so that the country once again into the era of unprecedented prosperity of tourism.

7 CONCLUSION

At present, China's tourism infrastructure is perfect. The number of travel agencies, the number of star-rated hotels and the number of A-level scenic spots have increased significantly. The state policy is comprehensive. Regional tourism policies cover all groups and contribute to regional economic prosperity through a variety of policies. Through SPSS analysis, the rise of various data indicates that China's tourism industry has become the most important economic component of the country.

Even if China's tourism industry is developing well, there are still various problems. Through the analysis of literature and SWOT, this paper summarizes several important problems: The unbalanced development of different regions; The question of how tourism will recover after the COVID-19 pandemic; How to integrate cultural and tourism issues; How to carry out high-quality tourism development.

In the face of the unbalanced development of tourism in deep regions, this paper believes that strengthening the construction of infrastructure is the basic initiative. The government should learn to integrate multiple industries, so as to highlight local tourism characteristics and attract domestic and foreign tourists.

In the face of the tourism industry, how to carry out recovery projects is a top priority. This paper holds that excellent policy is fundamental. The most important way for the government to promote the development of tourism is to create unique and preferential tourism policies. The government should carry out a project to revive the tourism industry by stimulating people's desire to travel.

In the face of the problem of how to promote the integration of culture and tourism, this paper holds that

the fundamental method is to adhere to regional characteristics. Regional tourism governments need to select the best parts of regional culture and portray them as regional characteristics, such as cultural roles. It can be integrated with tourism products to promote the development of regional tourism.

In the face of the problem of how to carry out high-quality development. This paper holds that protecting people's safety is the basic requirement. The government should also focus on the needs of the people and promote the common development of multiple industries. The most important point is to focus on innovation.

In the future, China's tourism industry will continue to flourish, creating more opportunities for economic growth. The government and enterprises will also work to improve the quality and sustainable development of the tourism industry to provide tourists with a better travel experience.

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