

Research on the Development Path of Small and Medium-Sized Tourism Enterprises in Yunnan under the Background of Normalization of Epidemic Prevention and Control

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Abstract: The novel coronavirus pneumonia has caused heavy and far-reaching impact on the development of tourism in various countries and regions. As a major tourist province, Yunnan has many small and medium-sized tourism enterprises, which plays a decisive role in the development of Yunnan tourism. However, due to their small scale, weak strength and low anti risk ability, these enterprises encounter more severe challenges. How to innovate business thinking, change business ideas and develop characteristic tourism products under the background of epidemic normalization, so as to get out of the dilemma, make the enterprises develop healthily and rapidly and promote the sustainable, healthy and high-quality development of Yunnan tourism industry.

1. Introduction

The novel coronavirus pneumonia outbreak broke out worldwide at the end of 2019, and the global situation was in a “halt” situation. The global epidemic is a major public health emergency with fast transmission speed, wide transmission range and great difficulty in prevention and control. Countries around the world have taken urgent measures to stop the spread of the virus, which is a sudden disaster for the world. However, the impact of the epidemic on the world economy is huge, far more than the international financial crisis in 2008, and has a profound impact on the security situation and global economic development. This will accelerate the evolution of international relations and unprecedented changes in the international order, accelerate the reform of the global governance system, and urgently need to be adjusted in the process of globalization. The epidemic has tested the governance system and capacity of various countries, accelerated the change of social outlook, and highlighted the vulnerability of human society. China's like a raging fire in COVID-19's control and recovery. How to move from the downturn to the right track under the globalization and normalization of the epidemic is a problem that each industry needs to think deeply and face. The tourism industry needs to recover urgently. Due to their small scale, weak strength and low anti risk ability, small and medium-sized tourism enterprises are greatly impacted and encounter more severe difficulties and challenges.

2. Difficulties Faced by Small and Medium-Sized Tourism Enterprises in Yunnan under the Background of Normalization of Epidemic Prevention and Control

2.1 Operating Pressure is Generally Large, and External Financing is Difficult

Affected by the epidemic, small and medium-sized tourism enterprises have generally encountered operational difficulties since last year. At the same time, due to weak capital strength and low anti risk ability, cash flow breaks and operating costs rise during the epidemic, many enterprises need external financing more; Many small and medium-sized tourism enterprises have further highlighted the difficulty of financing due to asset mortgage restrictions.

2.2 The Pressure of Prevention and Control is Still Not Small, and the Market Needs to Be Fully Recovered

At present, the international epidemic is becoming more and more serious, and the domestic epidemic is spreading at many points, which brings more uncertainty to the development of small and medium-sized tourism enterprises throughout the year or even longer. After the epidemic prevention and control has entered the normalization stage, it is of greater significance to take multiple measures to create a reassuring consumption environment, stimulate residents' tourism consumption desire and gradually restore residents' tourism consumption confidence.

2.3 The Market Pattern is Reshuffled and Faces a Severe Competitive Environment

In the process of fighting the epidemic, tourism enterprises with new formats and models that meet the needs of tourists have obtained opportunities to expand the market, while tourism enterprises that stick to traditional formats and models will lose the market and the market competition will become more and more fierce.

3. Exploration on the Development Path of Small and Medium-Sized Tourism Enterprises in Yunnan under the Background of Normalization of Epidemic Prevention and Control

Under the normalization of epidemic prevention and control, the tourism industry in Yunnan began to return to work and production rapidly. From the small and long Qingming holiday, the long may day holiday and the whole summer vacation, the signs of recovery of the tourism industry tended to be better. However, it is still at a low level of development, and the impact of the epidemic continues. Therefore, the recovery and development of tourism is very important to its own and even the economic development of Yunnan.

3.1 Give Play to the Leading Role of the Government

The local government should give macro guidance to small and medium-sized tourism enterprises, formulate positive preferential policies, help small and medium-sized tourism enterprises in terms of funds, support small and medium-sized tourism enterprises in terms of policies, implement tax reduction and exemption, give appropriate subsidies to small and medium-sized tourism enterprises, benefit the people and enterprises, reduce the burden of small and medium-sized tourism enterprises, and help small and medium-sized tourism enterprises tide over difficulties. From the regional macro perspective, reshape the tourism image, reshape the tourism brand, integrate culture and tourism, and pay attention to the development of tourism in the whole region. Give full play to the regulatory role of the government, standardize the tourism market behavior, supervise the normal operation of the cloud platform, make use of the authoritative advantages of the government, make use of authoritative institutions and authoritative media, timely and accurately release authoritative information, correctly guide the people to establish tourism consumption confidence, revitalize Tourism morale, reasonably arrange tourism marketing strategies, and strengthen tourism publicity and promotion at home and abroad. Support the transformation and upgrading of small and medium-sized tourism enterprises and give necessary assistance. Organize the training of official tourism practitioners to provide technical and theoretical convenience and support for tourism practitioners to adapt to the new tourism format after the normalization of the epidemic situation from the macro aspects of future tourism development trend and required tourism talents.

3.2 Mobilize the Subjective Initiative of Small and Medium-Sized Tourism Enterprises

Small and medium-sized tourism enterprises should also give full play to their subjective and dynamic role, make use of the opportunity of closing down during the epidemic to practice their internal skills, recharge in time, formulate self revitalization plans in the low period, seek breakthroughs in the crisis, innovate and improve their quality, so as to meet the arrival of tourism recovery after the epidemic. The tourism industry after the epidemic needs to be more intelligent. Big data, cloud platforms, applets and cloud live broadcasting have taken turns and stepped on the

tourism stage. Instead of completely contacting tourists face-to-face, tour guides can introduce scenic spots in the form of cloud live broadcast and answer tourists' questions online, fully realizing cloud tour and cloud explanation. Small and medium-sized tourism enterprises should grasp business opportunities and reasonably use 5g, big data and other applications to provide publicity services for new products and diversified products. At the same time, use multimedia channels to increase their own publicity and promotion and formulate marketing strategies. Timely organize employees to participate in various cloud application training to adapt to the development of new tourism formats.

Under the normalization of the epidemic situation in tourist hotels, strong marketing plans should be formulated to improve the quality of hotel accommodation products, catering products, entertainment and sports products, appease the negative emotions of employees caused by the epidemic situation, provide service quality training for all staff, improve service level, promote hotel informatization and digital construction, and make full use of 5g. The characteristics of the times of big data are for your own use.

Due to the epidemic situation, people have higher requirements for diet, and pay more attention to the dining environment, food safety and raw material sources. Compared with Hall food, people prefer to eat separately and outdoors. Catering enterprises should stick to the actual needs, integrate online and offline, enrich takeout dishes and packaging, constantly launch new dishes, refine the takeout market, develop green takeout, semi-finished takeout and nutritional catering takeout, so as to meet the needs of diners, expand their own development space and increase profits.

The outbreak of the epidemic gave birth to a new form of tourism. The team tourism projects of travel agencies are reduced, while self driving tourism and RV tourism are heating up. All localities have launched the initiative of "local people travel locally", and rural tourism, peripheral tourism, short-range tourism and suburban tourism are hot. For these new tourism situations and new demands of tourists, travel agencies should timely transform and upgrade to provide tourists with satisfactory tourism routes and tourism products. For example, the transformation of domestic tourism business, especially the tourism business around the province. Carry out online tourism business. Expand the ticket reservation channel of the scenic spot as soon as possible. Carry out regional research travel business. Launch new crown nucleic acid test certificates and services. Undertake the publicity and marketing business of scenic spots and destination institutions. Agent destination hotel products. Marketing destination characteristic tourism products and characteristic agricultural and sideline products. Strengthening the training of tour guides, learning the skills of live broadcasting and carrying goods, and making live broadcasting and carrying goods by excellent tour guides with the advantages of language expression ability can effectively improve the sales efficiency of tourism products and agricultural products, so as to achieve a good harvest for tour guides and scenic spots.

After the epidemic, scenic spots should actively improve the image of scenic spots, innovate products and provide tourists with a new tourism experience. Add highly interactive entertainment projects suitable for parents and children and mainly for leisure and entertainment. Develop a new model of "white + black" tourism, launch night tourism projects, extend tourists' playing time in the scenic spot and keep tourists. For example, the holographic immersion night tour mode makes use of multiple digital media, including projection, water curtain, led, laser and other means to leave tourists with a more beautiful tour experience at night and fully expand the application space of science and technology in tourism products.

4. Conclusion

This paper deeply studies the difficulties brought by the epidemic situation to small and medium-sized tourism enterprises in Yunnan, and puts forward development countermeasures from the two main levels of government and tourism enterprises, tourism hotels, catering enterprises, travel agencies and scenic spots. It provides a useful reference for the resumption of work and production of tourism and promoting the prosperity of tourism. The epidemic has not yet ended, and the desire of tourists has increased. Under the normalization of the epidemic situation, small and

medium-sized tourism enterprises should actively face it, practice their internal skills, explore and upgrade, and will usher in a new dawn after seeking transformation.

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