

Development trend of hot spring tourism in China after the COVID-19 (abstract)

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In 2020, the COVID-19 triggered a global economic crisis around the world. The tourism economy based on long-distance travel, social interaction and experience of living in different places is particularly sensitive to the epidemic, and its impact and challenges are unprecedented. At the end of 2022, China orderly relaxed epidemic control, and hot spring tourism showed good resilience in recovery.

Firstly, in the first half of 2023, the number of people receiving hot spring tourism in China has basically returned to the level before the epidemic. Although the overall level of recovery nationwide is relatively fast, there are still significant regional differences in the recovery situation among provinces. Jiangsu, Guangdong, Shaanxi, Guangxi, Sichuan, Anhui and other provinces have experienced rapid recovery, while Inner Mongolia, Ningxia, Hainan, Tibet and other provinces have experienced relatively slow recovery rates. Secondly, the per capita consumption level of hot springs has decreased compared to before the epidemic, and some hot spring enterprises have recovered or even exceeded the same period before the epidemic. However, the sales prices of hot spring enterprises' rooms, scenic spots, and other products have decreased, and per capita consumption has also decreased.

Thirdly, hot spring parent-child vacation products are widely popular. Compared with other hot spring formats, hot spring hotels and vacation products suitable for family outings are clearly sought after by the market, and there is a hot market situation during

summer and golden weeks.

Fourthly, China actively promotes the formulation and implementation of standards and norms related to hot spring tourism. In order to improve the comprehensive supporting service functions of domestic hot spring tourism enterprises, improve the reception service quality and comprehensive management level of hot spring tourism destinations, the National Tourism Administration has issued two industry standards: "Star Classification and Evaluation of Hot Spring Tourism Enterprises" (LB/T016-2017) and "Hot Spring Tourism Spring Quality Classification" (LB/T 070-2017). In 2023, the establishment of national standards for hot spring tourism will be further promoted.

The Chinese hot spring tourism industry has entered a new stage of greater sustainability and market segmentation after the epidemic.