

# Analysis of the Current Situation and Development Countermeasures of Tourism Industry in Yantai

Xiaowei Zhang

School of Humanities and Arts, Jiangsu Maritime Institute, Nanjing, Jiangsu, China

**Abstract:** *Yantai, located in the eastern part of the Shandong Peninsula, crossing the sea from South Korea and Japan, is a seaside city rich in natural resources and outstanding human resources. The people here are warm and simple, the scenery here changes all year round, and the food here is mouth-watering. Everything here is full of a strong rustic folklore atmosphere. But even such a fascinating tourist destination has been eclipsed by the impact of the pandemic. At one time all the attractions are closed, the streets and alleys are empty. To this end, the Yantai government has issued 21 policy measures to deal with the epidemic in the face of the epidemic and "cloud tourism" has gradually upgraded. With the continuous improvement of the epidemic situation and the perfect cooperation between the local government and the people of Yantai, it is believed that a new grand situation of tourism development will appear in the near future.*

**Keywords:** Yantai; tourism status; epidemic impact; countermeasures.

## 1. INTRODUCTION

Yantai is one of the representatives of China's coastal cities and has a superior geographical location and unique natural resources. It is committed to building two core areas of Zhifu Bay and Pengchanglian and five unique tourist gathering areas. According to the data, more than 140 million tourists were accommodated in five years and increased steadily in the same year. During the "May Day" period in 2021, Yantai received 843,900 tourists and a comprehensive income of 78.371 million yuan. It has developed into a tourist star city.

With the epidemic gradually under control and the domestic situation basically stable, various industries began to recover. People who have been locked up in their homes for a long time are eager to go out, and the public is doubly concerned about the recovery of tourism. In the face of the recovery of tourism after the epidemic, the Yantai government has issued a series of policies and it is hoped that Yantai's tourism industry can get the maximum recovery in the first time.

One of the most interesting is "cloud tourism". This is an online tour without a tour guide and without direct visits by tourists. Through pictures and video explanations, tourists can visit and have an in-depth understanding of the scenic spots, unlocking a new way of tourism in Yantai. You can enjoy sightseeing without leaving home and explore the "wonderland on earth". Nowadays, walking up the streets and alleys of Yantai, we can see groups of tourists appearing in various scenic spots. Through the online method of "cloud tourism", everyone learned about the scenic spot in advance before really stepping out of the house and entering the scenic spot, laying the foundation for real tourism in the future. At present, tourists in various scenic spots must also travel with masks, but we firmly believe that we will finally be able to see the familiar and unfamiliar faces under the masks in the near future and everyone can communicate face-to-face. At the same time, I also firmly believe that Yantai's tourism industry will come into a new grand tourism situation in the future.

## 2. CURRENT SITUATION OF TOURISM IN YANTAI

### 2.1 Tourism resources of Yantai

Yantai, a coastal city that is famous at home and abroad by virtue of the reputation of "wonderland", is the northern starting point of the "Belt and Road" Maritime Silk Road. It is an ideal summer resort with countless tourism resources for tourists at home and abroad.

Penglai Pavilion Scenic Area located in Yantai is a national key cultural relics protection unit and thousands of tourists are attracted every year. Yantai has many beautiful legends, among which "eight immortals across the sea" can be described as a household name. In addition, Yantai Zhangyu International Wine City Window Tourism Scenic Spot, which is mainly based on European-style garden architecture, is located on the golden tourism line from Yantai to Penglai, which is a tourist resort with diverse tourism functions and rich in tourism, where many world-renowned grape varieties are planted. The underground cellar has a total area of up to 2,700 square meters and a depth of 4.5 meters. Yantai First Beach on Binhai North Road, Zhifu District, is the most beautiful coastal section of Yantai. With warm sunshine, gentle sea breezes, comfortable sandy beaches and endless charming coast, you'll be mesmerized by both beach bathing and swimming. In addition to the major attractions continue to attract domestic and foreign tourists resources, Yantai's food culture is also very attractive and Yantai has the name of "culinary town". It is said that First King of Qing Dynasty once arrived at Yantai Fushan and he especially loved to eat sea fish, but he did not know how to spit out fish bones and was often stuck by fish bones, so he killed many cooks. A chef named Fushan slapped the fish on the board hardly and found that the fish meat was actually separated from the fish bone, so he took the opportunity to

rub the fish meat into fish balls. First King of Qing Dynasty was very happy to eat the fresh and tender fish meat without fish bones. Many tourists come to Yantai for seafood and draft beer.<sup>[1]</sup>

## **2.2 The impact of the epidemic on tourism in Yantai**

The COVID-19 pandemic is global, wide-ranging, fast-onset and high-risk. Many cities implement measures to close the city and Yantai is no exception. Because of the lack of mobility, the tourism industry has been affected as never before. Yantai's cultural and monument tourism projects are less than marine tourism projects, and the beach is popular with domestic and foreign tourists. The peak period of tourism is concentrated from mid-June to early September. The worst time of the epidemic was winter, not the peak period of tourism in Yantai. Compared with some cities with humanistic tourism civilization, Yantai's tourism industry has been relatively small affected by the epidemic. Some of Yantai's tourist attractions are still affected, such as Penglai Pavilion. Yantai Penglai Pavilion Scenic Area began to close on January 25, and all activities of the New Moon Temple Fair were canceled. The gstaff of the scenic spot arranges special personnel at each entrance to persuade the arriving passengers to return. After the epidemic was controlled, the majority of netizens voted for the list of scenic spots most anticipated after the epidemic, of which Penglai Pavilion ranked 19. However, even if tourism is resumed, Penglai Pavilion still puts forward the safety awareness of tourism consumption such as "reservation, meal sharing system, one-meter line". "To travel, you must make an appointment. No reservations, no travel" has gradually become a new habit for people to travel at leisure.

## **2.3 Numerous measures conducted by the Government**

In the face of the impact of the epidemic on Yantai, the Yantai government hopes that Yantai's tourism industry can recover at the first time, and a series of policies have been introduced after joint discussion. On March 18, the Culture and Tourism Bureau and 12 departments jointly issued the Opinions on Responding to the Impact of the COVID-19 Epidemic and Promoting the Healthy Development of the Cultural and Tourism Industry. 21 policy were proposed to help enterprises actively respond to the impact of the epidemic on them and enable the healthy development of culture and tourism in Yantai. 21 policies propose to comprehensively guide the resumption of work and production. It requires that major industries related to culture and tourism actively carry out various activities to promote the development of culture and tourism while implementing the requirements for epidemic prevention and control. All cultural tourism sites must strengthen preventive disinfection, equipped with temperature testers, hand washing, disinfection measures and supplies, and emergency isolation rooms. For some tourism, entertainment, culture, catering and accommodation enterprises that have been greatly affected by the epidemic, in order to alleviate their operational pressure, banks have helped enterprises tide over the difficulties by appropriately reducing interest rates and waiving overdue interest. From January 1, 2021, the income obtained by taxpayers from providing life services such as tourism, entertainment, catering and accommodation will be exempted from value-added tax, urban maintenance and construction tax, etc. Encourage the creation of some literary and artistic masterpieces on epidemic prevention and control and provide free travel for medical workers who have braved hardships and dangers during the epidemic.<sup>[2]</sup>

According to the special situation of epidemic prevention and control, the "Cultural Service Day" activity in Yantai on the last Saturday of March 2020 had to be carried out in a "cloud-on-cloud" manner. A total of 352 activities were launched through the newly created "Yantai Cultural Tourism Cloud" platform, the general public can view the development results of Yantai's cultural tourism culture. Through the city's anti-epidemic literary and artistic works, we can immerse ourselves in the style of the "most beautiful retrogrades" and praise the strong positive energy of these heroes. After the scenic spot reopened, people still covered and did not dare to go out. The flow of tourists in scenic spots is still at a low level. This period is an good opportunity for scenic spots to adjust themselves and propose constructive rectification measures for better development in the future. A kind of "cloud tourism" without a tour guide and no many tourists gathering to visit has officially become popular. A kind of "cloud tourism" without a tour guide and no many tourists gathering to visit has officially become popular. "Cloud tourism", as the name suggests, is to achieve tourism even without leaving the house through the Internet or even VR. It provides a comprehensive and in-depth explanation of the scenic spot through pictures and videos. Compared with the previously crowded scenic spots, this way of tourism avoids too many tourists, and tourists do not see anything, which has suddenly attracted the attention of thousands of people. Compared with the previously crowded scenic spots, this way of tourism avoids too many tourists and tourists do not see anything, which has suddenly attracted the attention of thousands of people. This model of tourism that uses modern advanced science and technology has opened up a new way to visit Yantai's scenic spots. At the same time, in the early stage of the resumption of business in the tourism industry, the Municipal Bureau of Culture and Tourism launched 17 online special courses on hot issues such as standardized operation, risk prevention, contract management, employment guidelines, transformation and upgrading and policy interpretation. To help them tide over the difficulties with free training for tour operators and practitioners. Since its launch on February 28, 2021, it has received more than 18,000 hits and downloads. On March 5 of the same year, in order to help the recovery of the city's cultural tourism market, Yantai City also launched an online preferential purchase warm-up market. To Coordinate the city's 90 A-class scenic spots, travel agencies, star-rated hotels, movie theaters, bookstores and other cultural and tourism enterprises and plan to carry out online shopping activities for tourism. More than 200 online booking policies were launched on the four themes of Yantai Range Rover, vacation, pastoral garden and reading and watching movies. On the day of the event, special tickets for scenic spots such as the Long Island WanNiao Island Travel, Aishan Hot Spring, Zhangyu Castor Winery 1,000 yuan experience coupon were sold out within 3 hours.<sup>[3]</sup>

### **3. CONSTRAINTS ON TOURISM IN YANTAI**

#### **3.1 Tourism products are single and boring, and the development of maritime projects is insufficient**

Penglai, Long Island Tourism Area and Longkou Nanshan Tourism Area are all tourism products with high visibility at home and abroad. Compared with these attractions, other tourism products are not well-known and influential. Many tourists who have visited Yantai are full praise of the beaches in Yantai. The 909-kilometer-long coastline is Yantai's most valuable resource. The coastline is home to islands, reefs, beaches, forests and an abundance of marine life. The reefs come in all shapes and are extremely skillful. The quality of the beach is also very good, it is not like some man-made beaches where the sand is very rough. The sand of the beach in Yantai is very fine and it is very comfortable to walk on the sand. In recent years, Yantai's tourism industry is mainly based on traditional humanistic sightseeing tourism and cultural tourism, while leisure fishing, surfing and other marine tourism have just started. The leisure and entertainment projects related to the ocean are single, small in scale and low in level. Yantai's marine tourism industry also stays in simple coastal sightseeing tours, leisure cruises, "fishermen's fun" coastal zone tourism and island tourism. The development of maritime tourism and undersea tourism is still relatively small, and many marine tourism resources have not been fully utilized to transform into tourism attractiveness and economy. But as far as the current situation is concerned, the excavation of offshore projects is still lagging behind. Product development is limited to the beach, and there is a serious lack of development of seawater recreation projects. Therefore, there is still a lot of potential for the development of tourism resources.

#### **3.2 The economic input mechanism is not perfect and the input channels are unreasonable**

The development of tourism is inseparable from the drive of the economy. Nowadays, Yantai's investment channels are not perfect and the overall investment mechanism design is not appropriate, so the project starts slowly. As far as the current situation is concerned, the way to solve the inconvenience of tourism investment is roughly inseparable from the following three situations. First, the development of different resources cannot be independent and we must help each other to move forward together. The second is using the advantages of its own tourism resources to attract some foreign investment. The third is using the way of social tourism to promote the development of the tourism economy. But the first of these three ways to achieve cooperation is relatively slow. The second method is introducing foreign capital compared to other two methods is more difficult and uncertain to achieve cross-border cooperation. The last one is gathering the forces of all aspects of society which is relatively too scattered. If we only adopt these three traditional ways but some innovative methods, the development of the tourism industry will be seriously restricted and stagnant. In other words, if we want to truly achieve the healthy and lasting development of tourism, we must establish new channels of investment and financing. Only the perfect combination of different investment channels can improve the current situation of imperfect development of economic input channels in the tourism industry.<sup>[4]</sup>

#### **3.3 The six elements of travel cannot be developed evenly**

As we all know, eating, living, traveling, visiting, shopping and entertainment are the six elements of tourism and these six elements are closely related and inseparable. Therefore, if you want to better develop the tourism industry of a city, you must develop these six elements in a balanced manner. It is a huge social engineering system including all aspects of society. It just likes the barrel effect. The shortest board is often the key factor in determining how much water a barrel can hold. The tourism industry is as same as that. Any one of the six elements of tourism which is too weak will affect the overall development of tourism. At present, the integration of the six elements in Yantai's tourism industry is still not perfect, especially is traffic. This aspect seriously restricts the development of several other aspects. The problem of insufficient development of tourism product also leads to the fact that tourism cannot promote the positive development of other elements well. As a result, the shopping and entertainment of tourism cannot help each other.

#### **3.4 The transportation is not convenient and the development of the customer market is unbalanced**

According to the survey, the traffic problem in Yantai is still relatively serious. In terms of railways, the number of direct train from Yantai is very limited, especially to some popular tourist destinations. Yantai's daily high-speed rail to these cities is also seriously inadequate, especially during the hot season. Rail traffic has become a key problem hindering the development of tourism in Yantai. In terms of aviation, there are currently only direct flights from Yantai to Hong Kong and South Korea. Japan, Yantai's second largest source of tourists, does not have direct flights today. Because there are too few international flights, the development of international passenger source markets is seriously restricted. With the development of the world economy, there are more and more cities that can travel and the competition among tourist cities is becoming more and more fierce. According to the survey, the convenience of transportation is one of the main prerequisites for tourists in choosing a tourist destination. If it is not even convenient to arrive at the tourism city, how can you complete the whole journey happily? Therefore, the problem of inconvenient tourism transportation in Yantai is very important and it needs to be solved urgently.

According to the survey, Yantai's tourism industry is highly dependent on the existing market. As far as the international market is concerned, the proportion of tourism in Japan and South Korea is 80% of the total number of visitors and the proportion of other countries such as Europe and the United States is quite small. The geographical proximity of visitors is a strong support

of Yantai's tourism customer market. Yantai lacks of motivation to develop new customer sources.<sup>[5]</sup>

## **4. THE DEVELOPMENT OF TOURISM IN YANTAI**

### **4.1 To make sure the market positioning**

In order to meet the needs of different source countries, we develop tourism products that suit them. The market positioning of tourism places must first determine the market target group, and then summarize and analyze some targeted marketing for the source countries.

From the perspective of market structure, business and family tourism guests are an important proportion of Yantai tourism, and the proportion of tourists in the province is large. The source of visitors from other provinces is mainly concentrated in Beijing-Tianjin-Hebei and the Yangtze River Delta. From the perspective of foreign market structure, the main sources of tourists are concentrated in Japan and South Korea, accounting for 80%, of which business customers account for 51%. According to the above data, Yantai's international source market is mainly in Japan and South Korea, and the domestic source market is mainly in Tianjin, Beijing, Jiangsu and other neighboring provinces. On this basis, we actively develop new source markets.<sup>[6]</sup>

### **4.2 Promote transportation development**

In the face of the current situation that the inconvenience of Yantai's transportation development has affected the development of tourism, the Weiyuan high-speed railway project has achieved great success and is the top priority of the city's transportation development projects. The development of this project has made Yantai, which was originally in a bottleneck period of transportation development, achieve phased and constructive success. The project is expected to be completed by the end of May next year and is scheduled to open to traffic by the end of next year, when the distance between Yantai and Jinan is expected to arrive in two hours. The development of this project will not only make significant progress in transportation, but also lead to the smooth progress of Yantai Ancient City Cultural Tourism Project and Yantai Sea World Project.<sup>[7]</sup>

In January 2023, the construction of Yantai Bridge officially started, with a total length of 4.01 kilometers, of which the total length of the bridge is 2683.4 meters. The overall length of the bridge, the benchmark of the structural design and the seismic rating are of the highest standard, and the design speed is as fast as 80 km/h. In addition to the active construction of the above two projects, the Tashan South Road project will be fully opened to traffic by the end of the year, six months faster than previously estimated; The preliminary work of the Laishan high-speed railway project has been started. In 2023, Yantai will continue to improve its own value and Yantai's traffic situation will also be greatly improved.

### **4.3 Facilitate product development**

The development of a tourist place is inseparable from the development of its tourism products, and it is necessary to transform tourism resources into tourism products. First of all, it is crucial that we must grasp the uniqueness of this tourism resource and use its uniqueness to attract tourists and market demand. After that, we will integrate the various tourism projects, combining them into a huge tourism product platform according to the theme, and then carry out commercial operation. According to incomplete statistics, Yantai's tourism products are mainly positioned in cultural products and golden coastline products, and the development of diversified and distinctive tourism products is the first to bear the brunt. Since the positioning has been determined, we must give full play to the characteristics of Yantai tourism according to the positioning. First of all, for cultural products, give full play to the driving role of museums, Yantai Mountain, Red Revolution Education Base and so on in Yantai's cultural tourism. To perfectly integrate culture and tourism. Secondly, for the golden coastline, the characteristics of Yantai's 909-kilometer-long coastline are fully displayed, and the seaside tourist attractions such as Yantai First Beach, Moon Bay, and Golden Beach are mainly launched. While continuously promoting the development of basic tourism products, it is also necessary to explore some new tourism products with diversified characteristics.<sup>[8]</sup>

### **4.4 Promote MICE tourism**

According to tourism development data, the exhibition tourism can drive the development of many tertiary industries and become a new growth point for the tourism industry, but there are still some problems in Yantai's exhibition tourism. Each hall is small and scattered, and the distance between the venues is large. When encountering the peak period of MICE tourism, tourists will be congested due to the huge passenger flow when they go to various exhibition halls. If there is a large demand for exhibitions, it will be difficult for the scattered exhibition halls to jointly host large-scale exhibitions. In the development of the exhibition economy, the government plays an important role in encouraging enterprises to create some exhibition brands. To integrate the various exhibition halls, continuously improving the business service concept, and build some large-scale exhibition halls that can host large-scale conference and battle activities.

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