Study on the Development Trend of Tourism in the Cloud under the Background of New Crown Epidemic

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Abstract

Under the influence of the new coronary pneumonia epidemic, the tourism development of various countries has been seriously impacted. This kind of force majeure factor causes the people’s traveling style to change, does not leave the house to see the world becomes the traveling new situation, and “the cloud” traveling appears in the public view. In fact, before the epidemic, “cloud” tourism had already appeared in public life, but at that time, the “line and line” mode was the main, and the “cloud” tourism after the epidemic was simply “online” mode. Along with the development of the 5th G era, in the long run, “cloud” tourism will inevitably become one of the most important ways of tourism. It allows people to see the world at home while getting the experience. Based on the background of the new crown epidemic, this paper expounds the present situation of “cloud-based” tourism, and then analyzes the development trend of “cloud-based” tourism.

Subject Areas

Development Economics, Information Technologies

Keywords

New Crown Epidemic Situation, “Cloud” Tourism, Development Status, Development Trend

1. Introduction

“Cloud” tourism refers to a kind of online tourism with network and technology as the carrier. It is a brand-new home travel mode, which has injected new vitality into the development of tourism market. Under the background of the con-
连续发展的科学和技术网络，旅游业可以实现以整合信息资源和采用高科技手段为基础的新型家庭旅游模式。通过“云”旅游，人们不仅可以通过图片和文字了解相关旅游景点、信息和服务策略，而且可以通过VR和AR等高科技技术获得体验[1]。随着新媒体的不断发展，“云”旅游必将成为一种趋势。现在通过微博、微信和摇一摇等媒体获取相关旅游目的地的信息也是一种“云”旅游方式。旅游业的数字化发展是符合时代发展的趋势；“云”旅游的发展有助于推动旅游行业的转型升级，并为旅游业持续注入活力。

近年来，中国的春节假期旅游市场规模不断扩大。据中国旅游研究院统计，2019年春节期间全国共接待游客4.15亿人次，同比增长7.6%；旅游收入5139亿元，同比增长8.2%。这组数据清楚地表明了中国旅游业正处在一个上行期。但突如其来的2020年春节旅游旺季按下了暂停键，旅游业遭受了损失。在此背景下，鉴于当前线下旅游市场的低迷，大多数景点和博物馆采用“云”旅游作为应对策略。

2. 当前“云”旅游发展现状

突如其来的疫情，“一转眼的故宫”、“云游敦煌”、“数字秦岭”等“云”旅游IP应运而生。布达拉宫首次在淘宝直播，短短一小时内吸引超过100万人观看；“网红猪”连续直播7500场，观看人数超过3000万人。1很容易发现，“云”旅游在2020年疫情中喷薄而出，其受欢迎程度令人惊叹。一方面，“云”旅游温暖了因疫情而冷清的旅游行业，线下市场陷入停摆的境地，而“云”旅游在特殊时期通过直播为旅游业带来了一线生机。另一方面，“云”旅游也是一种新的旅游方式，它带来了新的旅游体验[2]。

2.1. 高接受度的“云”旅游

在新型冠状病毒肺炎疫情背景下，人们的旅游计划受到很大影响。由于不可抗力因素，大量人群的出游计划被取消，旅游业迎来了冷冬期。布达拉宫首次在淘宝直播，短短一小时内吸引超过100万人观看；“网红猪”连续直播7500场，观看人数超过3000万人。1这并不难发现“云”旅游在2020年疫情中喷薄而出，它的受欢迎程度令人惊叹。一方面，“云”旅游温暖了因疫情而冷清的旅游行业，线下市场陷入停摆的境地，而“云”旅游在特殊时期通过直播为旅游业带来了一线生机。另一方面，“云”旅游也是一种新的旅游方式，它带来了新的旅游体验[2]。

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1 Source of data: https://www.sohu.com/a/387706002_235941.
tourism mode began to change, more willing to choose to stay home to see the world, so “cloud” tourism has also been developed. At this stage, “cloud” tourism is public welfare, in this special period, through network technology and other technologies to enable people to see the world at home, for the people’s life added a lot of vitality and fun [3]. Through the “cloud” tourism, the masses can understand the characteristics and history of the relevant tourist attractions more deeply, and increase the interest of the masses, which is conducive to the development of offline tourism after the development. Many tourism platform organizations provide free “cloud” tourism, promote the promotion of this mode of tourism among the masses, promote the “cloud” tourism to become more acceptable to the masses, and lay a mass foundation for the development of “cloud” tourism.

2.2. Diversified Forms of “Cloud” Tourism

“Cloud” tourism refers to a kind of online tourism with network and technology as the carrier. With the continuous development of the network, technology and new media, the “cloud” tourism is becoming more and more diversified, such as it uses a variety of new media forms, such as Tik Tok, live broadcast platforms (such as Weibo, Taobao and Beili, etc.), and panoramic tours2. At this stage, the most important way of presenting “cloud” tourism is live broadcast with mass cloud tourism. People can be more involved in this journey by watching live broadcast and interactive communication [4]. With the support of AR and VR technology, virtual reality VR technology can create a real sense of presence through high-definition modeling and panoramic video, so that tourists can “visit” scenic spots anytime and anywhere, greatly reducing the cost of decision-making. And through realistic AR technology, tourists can obtain personalized, scene-based information and services anytime and anywhere, so that “cloud” tourism brings people the experience of reality [5]. As the 5G era comes, people can enjoy “cloud” travel whenever and wherever. This kind of tourism mode, which is not restricted by any conditions, will inevitably win the favor of the masses; this kind of multi-form tourism mode will inevitably bring more freshness to the masses.

2.3. The Limitations of the Popularization Object of “Cloud” Tourism

Today’s “cloud” tourism promotion object is mainly to historical and cultural relatively strong cultural popular science places as the focus, such as museums, art galleries and science and technology museums, under certain conditions, the famous historical and cultural heritage sites and seasonal tourist attractions to promote [6]. This kind of tourism way will deepen the cultural background of the masses to a certain extent, let them have a deeper understanding of the rele-

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2Panoramic tourism: panorama is originally a photographic term, used in tourism is to present all the scenic spots, generally using virtual reality and 3D of real scene two ways of presentation.
vant tourist attractions, and promote the development of the integration of cultural tourism. But this kind of limited promotion method is not conducive to the propaganda and development of other scenic spots, only pay attention to the promotion of places with rich cultural heritage will gradually lose the new feeling of the masses. Each tourist attraction has its own reason and value of existence. We can through the “cloud” tourism this big data era of tourism, as comprehensive as possible to display valuable places in front of the masses, leading them to experience the experience.

3. The Trend of Tourism Development in the Cloud

Before the epidemic, “cloud” tourism has appeared, but at that time more as a channel, under the influence of the epidemic, through the innovation of technology and tourism mode, “cloud” tourism is realizing the transformation from channel to new tourism products. No longer just as an auxiliary means of offline tourism—simply show the environment of scenic spots, but through the deep excavation of scenic area culture, cultural activation, historical awakening, to create and offline unique experience products, through AR, 5G and other technologies to bring deeper and richer experience [7].

3.1. Tourism in the Cloud Promotes the Deep Integration of Tourism Industry

“Cloud” tourism is closely related to the development of China’s live broadcast industry and high-tech, which can realize the transformation from “flow” to “retention”. In recent years, webcast has become a new trend of China’s economic development, and in the live broadcast plate, the tourism type of live broadcast is relatively small, the market prospect is huge. “Cloud” tourism with the help of AR technology for potential tourists provides more flexible travel information channels. “Cloud” tourism also breaks through the limitation of time and space, on the one hand, it slows down the actual reception pressure of popular scenic spots, on the other hand, it can also improve the popularization rate of Lengmen scenic spots. So that more tourists through the “cloud” tourism model to experience the cultural scenery of scenic spots to a greater extent, increase the breadth and depth of tourism so that tourism can develop in a deep, pluralistic and dynamic direction. “Cloud” tourism online to guide tourists, information feedback, for offline tourism publicity provides more diverse means to promote the development of the entire tourism industry.

3.2. “Cloud” Tourism Will Become a New Mode of Innovation and Entrepreneurship

“Cloud” tourism with live broadcast as the main means of support, compared with other industries relatively low threshold, through a mobile phone and a related professional knowledge rich, expressive anchor can be three-dimensional display of scenic spots to consumers. In this process, the anchorman sells the
scenic spot tourism products in the form of carrying goods to make himself gain income, at the same time increase the exposure for the scenic spot, at the same time, it can also make the tourists obtain more comprehensive scenic spot information, and avoid the information asymmetry of offline tourism. Therefore, “cloud” tourism is a very innovative entrepreneurial model with development space.

3.3. Tourism in the Cloud Promotes Industrial Integration

“Cloud” tourism model, for many cultural attractions, museums and other places to bring Wenchuang products sales channels. On February 20, 2020, Tik Tok and nine museums in the United Nations “cloud tour”; on February 23, Taobao live broadcast and eight museums jointly launched “cloud spring tour” activities. Among them, Taobao live broadcast of the “Yunchun Tour” single day “live tourists” broken thousands, led Wenchuang products sold more than 1000 pieces [8]. Taobao believes that “Yunchun Tour” is not only to provide the process of watching the exhibition, but to build a whole long business night, including the organic combination of the business model and content derived from the museum and Taobao live broadcast platform, which not only helps to deepen the popularity of the museum, but also helps to further the prosperity of the cultural market.

4. Summary

Based on the analysis of the present situation, this paper studies the future development trend of cloud tourism, summarizes the present and looks forward to the future so as to correctly guide the development of new things. From now to the future, it is beneficial to its long-term development to analyze and study cloud tourism in a long-term perspective. Combined with the current social development background, this paper selects the latest “cloud” tourism data according to the actual development needs, and puts forward the achievable future development trend.

All in all, during the epidemic period, “cloud” tourism, as a tourism model in a special period, still has a lot of room for development in the future. It can not only promote the deep integration of online and offline, but also create unique tourism experience products. At the same time, it is a new tuyere of tourism development. For tourism, “cloud” tourism is its initiative to attack the market, in the VR, 5G and other representative of the frontier technology floor. “Cloud” tourism form will be more diverse. As the economic product of the special period, the study of cloud tourism is not comprehensive and in-depth, but only the present characteristics and future development trend are studied. The development of cloud-based tourism is good, but there are some problems in it. Only by studying the existing problems, finding out the countermeasures and putting forward a good development model can we realize the high-quality sustainable development of cloud-based tourism.
Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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