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МОЛОДЫХ ИССЛЕДОВАТЕЛЕЙ
С МЕЖДУНАРОДНЫМ УЧАСТИЕМ

**ЭКОНОМИКА СЕГОДНЯ:
СОВРЕМЕННОЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ
РАЗВИТИЯ**

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ЧАСТЬ 3

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**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ
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**Всероссийская научная конференция
молодых исследователей
с международным участием
«Экономика сегодня: современное состояние
и перспективы развития»
(Вектор-2024)**

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И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ



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Сборник предназначен для широкого круга читателей, интересующихся научными исследованиями и практическими решениями молодых исследователей – студентов, магистрантов, аспирантов организаций высшего образования.

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**ЭТАПЫ И СОВРЕМЕННЫЕ ЧЕРТЫ
РАЗВИТИЯ ВНУТРЕННЕГО ТУРИЗМА В КИТАЕ
STAGES AND MODERN FEATURES OF DOMESTIC TOURISM
DEVELOPMENT IN CHINA**

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World crises, pandemic and rising tensions in global relations have created a trend of reorientation towards the needs of the domestic market in most countries, including China. This has contributed to a surge of interest in domestic tourism among the country's residents. In this regard, it is important to study the features and trends emerging in the tourism industry. This will help to adjust the development strategy of domestic tourism in China, which is one of the priorities of the current five-year plan. According to a growing number of researchers, tourism in China is becoming a strategic industry of the national economy (service sector), which creates prerequisites for the high-quality development of the country.

Tourism in China makes a significant contribution to the development of the national economy, forming 11% of the country's GDP, but the national peculiarity is that tourism services account for 1-2% in the country's export structure; it is much lower than that of such world tourism leader countries as France (8%), the United States (9%) and Spain (16%). Domestic tourism is also stimulated by the fact that for most Chinese people, especially young people, tourism is a natural element of their lifestyle [1]. Based on this, we can conclude that the prospects for the PRC tourism industry are consistently positive and the potential for tourism development in the country remains high. The share of domestic tourism in China is 96%.

The development of China's domestic tourism includes such areas as “red” tourism (visiting memorable places related to the history of the Communist Party, the lives of Communist leaders and the revolutionary past), rural, ecological, extreme and other types of tourism. As an important part of China's tourism industry, rural tourism is regarded as an engine of rural economic revitalization as it promotes rural employment and revitalizes rural culture [2].

China's central government takes the lead in selecting tourism development directions, including rural tourism, while local governments create the necessary conditions for the implementation of initiatives and control them. Effective interaction between the central and local governments is one of the incentives for the rapid development of rural tourism in the country [3].



Tourism is assigned the role of a “locomotive” of the country's economic recovery, due to the following:

- high adaptability of the PRC tourism industry to various external and internal challenges indicates that this industry will recover faster than other industries from the consequences of the COVID-19 pandemic and “pull” other industries, in particular the service sector [4];

- high level of development of China's transport infrastructure, which is important for domestic tourism: currently, the length of China's high-speed rail network is 36,000 km, and it connects 94.7% of cities with a population of more than one million people [5].

Let us consider the evolution of the development of China's tourism industry. Most often, Chinese experts emphasize four stages of tourism development in the PRC [6, 7]:

1. Initial stage (1949-1978):

- the national tourism industry is subordinated to the task of receiving foreign visitors by the government and strengthening international friendly exchanges;

- foreign officials with diplomatic passports travel in China only in areas predetermined by the government;

- domestic demand for tourism services is weak due to the extremely low income of the population;

- the development of transportation necessary for tourist travel within the country is at a critically low level.

- the China Tourism Agency and the China International Travel Agency were established.

During this period, there are 137 hotels in China that meet international standards with a total of 15,000 rooms. The average number of tourists visiting China during this period was about 570000 annually.

2. Infrastructure growth stage (1979-1991):

Features of the second stage:

1) state policy of social and economic reforms;

2) accelerated industrial development.

This led to changes in the structure of domestic demand, including the growth of demand for tourism services.

The demand for domestic tourism formed the prerequisites for further development and modernization of tourism infrastructure.

The state system of tourism management was being improved; the goals of the state policy in relation to tourism at this point were also adjusted: the goal of generating income from tourism was set. As part of the implementation of this goal, the PRC government directed organizational efforts and investments in the development of tourism infrastructure.

3. A stage of significant growth and popularization of tourism (1992-2012):



the living standards of PRC citizens have significantly improved, and tourism services have been utilized by ordinary people, including the rural population;

domestic demand for the services of the country's tourism industry has been growing;

a strategy to increase tourism supply was implemented, including through the construction of new national tourist resorts and attractions, the development of ecological and urban tourism, etc.;

China joined the World Trade Organization (WTO).

The peculiarity of this stage was the emergence of the so-called golden week of tourism, timed to the day of the founding of the People's Republic of China (October 1), which made a considerable contribution to the development of domestic demand for tourist services. Tourism in China became a mass industry, gradually transforming into a modern service industry.

4. Integration growth stage (2013-2020):

The development trajectory of China's tourism industry has begun to shift from extensive to intensive.

In 2013, the National Tourism and Recreation Program of the People's Republic of China (2013-2020) was published, which included the development of such areas as sports tourism, agricultural tourism, as well as the application of information technology, big data, artificial intelligence in the development of China's tourism industry.

The task of comprehensive improvement of tourist service quality was set - in 2015, the state concept of China's comprehensive tourism development was published.

The integrated development principle reflects the so-called “five-in-one” approach and means the implementation of the “Beautiful China” initiative, which can be called the plan for the sustainable development of the Chinese nation, or the plan for China's implementation of the UN Sustainable Development Agenda 2030.

China's five-in-one approach reflects the theory of harmonious coexistence between man and nature and includes five interrelated elements: 1) ecological environment; 2) green development; 3) social harmony; 4) system excellence and 5) cultural heritage.

In 2018, the Ministry of Culture and the National Tourism Administration were merged to form the Ministry of Culture and Tourism of China to coordinate government action in tourism, culture and leisure industry.

We propose a fifth stage, which started in 2021 and will last at least until 2025 - Stage of technological “reset” of the industry:

it is based on the Chinese government's 14th Five-Year Plan for 2021-2025, which places great emphasis on rural tourism with the aim of investing in rural areas with notable geographical and ethnic characteristics.



it assumes the integration of culture and tourism;

it strengthens the technological component of tourism: integration of smart devices and the Internet of Things (IoT) into travel, immersive virtual and augmented reality (this not only increases engagement but also serves as a powerful marketing tool), seamless non-contact services and digital payments.

It is expected that by 2025 the number of tourists visiting rural villages will reach 4 billion. In 2023, Chinese authorities revealed new plans to develop tourism in the country: concerts, sporting events and other cultural activities, including those in rural areas, will be supported [8].

The main indicators characterizing the number and expenditure of people on domestic tourism are presented in Table 1.

Table 1 – Indicators of the number of tourists. Source: compiled from [9]

Indicators	2014	2019	2020	2021	2022	2023
Domestic Tourists (million person-times)	3611	6006	2879	3246	2530	4890
Urban Residents of Domestic Tourists (million person-times)	2483	4471	2065	2342	1928	3760
- share in total flow, %	68,76	74,44	71,73	72,15	76,21	76,89
Rural Residents of Domestic Tourists (million person-times)	1128	1535	814	904	601	1130
- share in total flow, %	31,24	25,56	28,27	27,85	23,75	23,11
Tourism Expenditure (100 million yuan)	30311,9	57250,9	22286,3	29190,7	20444	49133
Tourism Expenditure of Urban Residents (100 million yuan)	24219,8	47509	17966,5	23644,2	16881,3	41781
- share in total tourism expenditure, %	79,90	82,98	80,62	81,00	82,57	85,04
Tourism Expenditure of Rural Residents (100 million yuan)	6092,1	9741,9	4319,8	5546,6	3562,7	7353
- share in total tourism expenditure, %	20,10	17,02	19,38	19,00	17,43	14,97

Having survived the significant effects of the COVID-19 pandemic, China's tourism sector grew strongly in 2023. Several driving forces are contributing to this revitalization of China's tourism sector, including: easing travel restrictions; increasing disposable income among Chinese consumers; and the growing popularity of domestic tourism. Government support for the revitalization of China's tourism sector comes through the provision of subsidies and tax incentives to tourism enterprises. The sustained revitalization of China's tourism sector also serves as a positive indicator for the country's economy, as tourism in China is an important driver of economic growth and is expected to contribute significantly to the country's GDP. Overall, a continuous stream of new strategies, products, technologies, concepts, trends and opportunities affecting China's tourism sector have emerged in 2023 [10].

Since the COVID-19 pandemic and subsequent travel restrictions, Chinese travelers have undergone changes in their preferences and behavior. Over the past three years, while international travel has remained restricted, domestic travel has flourished.

This period has allowed the domestic market to grow rapidly, and travelers have become more sophisticated in their pursuits with a variety of new vacation experiences such as beach resorts, skiing, and urban “getaways.” As a result, the post-Covid-19 Chinese traveler exhibits the following distinctive traits: increased digital literacy, heightened expectations, and a desire for new experiences.

The desire for new experiences in unfamiliar places remains strong among Chinese travelers. Instead of revisiting familiar places, travelers favor short trips to new places, with longer trips to new places being the second most popular



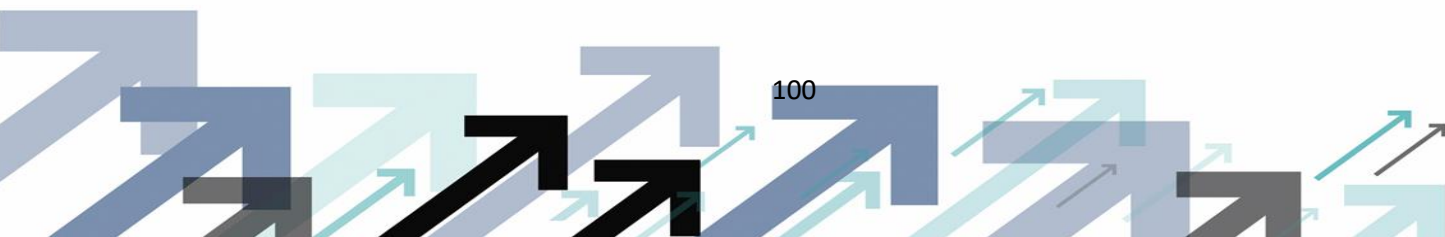
option. This trend is clearly seen in China's domestic tourism sector, where travelers flock to heritage sites and cultural attractions to gain a deeper understanding of China's rich heritage. This sector has received significant attention from the government, as evidenced by policies such as the “14th Five-Year Plan for Cultural Development” and the “14th Five-Year Plan for Tourism Industry Development”. Such policies promote the integration of culture and tourism in China, increase the supply of cultural tourism products and improve the quality of such offerings.

China's tourism sector has changed tremendously due to the fusion of technology and changing consumer demands. The technology component of tourism in China demonstrates the integration of smart devices and the Internet of Things into travel. Travelers now have the ability to personalize their environments and encounters through smartphone apps. Innovations range from smart hotel rooms that regulate lighting, temperature and atmosphere to Internet of Things-enabled transportation that provides real-time updates, increasing comfort and efficiency. Technically well-informed Chinese travelers are increasingly looking for virtual encounters. Virtual and augmented reality (VR/AR) has taken a central place, allowing tourists to explore historical sites, cultural attractions and natural wonders through virtual tours. This serves as a powerful marketing tool in tourism. Contactless services and digital payments have become an integral part of China's high-tech tourism sector. Travelers can navigate points of interaction such as check-in, security, restaurants and stores with minimal physical interaction. QR codes have revolutionized payment methods by making transactions possible through smartphones and eliminating the need for physical currency or cards, which is in line with the public's desire for a cashless society in the country.

In conclusion, it should be noted that in modern conditions China's tourism industry is a leader industry not only in the national, but also in the world economy. It is an important sector of the economy of the PRC regions, which is a long-term catalyst for the regional development of the country. According to the Chinese government, the country's tourism industry is of special importance because it belongs to the group of five industries that “make people happy”: tourism, culture, sports, health and elderly care.

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