

# The Development Path and Strategy of Tourism under the New Development Pattern of "Double Circulation"

-- Taking Huangshan Scenic Area in Anhui Province as an Example

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**Abstract:** At present, the instability of the international big cycle has increased significantly. The Central Committee of the Communist Party of China stressed that it is necessary to accelerate the construction of a new development pattern of "double circulation", and put forward new requirements for the development of tourism. Taking the Huangshan Tourist Scenic Area in Anhui Province as an example, this paper analyzes the advantages and main problems of tourism under the new development pattern of "double circulation", and conducts quantitative analysis through mathematical analysis software such as Matlab. Finally, it puts forward reasonable countermeasures and suggestions for the development of China's tourism under the new pattern. This will provide a research basis for further institutional innovation in tourism, and also provide guidance and reference for accelerating the construction of a new "double cycle" development pattern.

**Keywords:** Domestic and international double circulation, Tourism, Development strategy.

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## 1. Introduction

In the stage of rapid development of China's tourism industry, Huangshan's tourism industry has created a good development situation. In recent years, Huangshan Scenic Area has been selected into the first batch of national ecotourism demonstration areas. Huangshan cultural tourism, Hongcun rural tourism, Huizhou ancient city cultural tourism and other industrial clusters have developed rapidly, and the overall scale of its tourism industry has continued to expand. According to the statistics of authoritative institutions, from 2012 to 2018, Huangshan's total tourism income has increased significantly. The growth rate of total tourism income has remained above 12% for six years. Among them, the number of domestic tourists increased by 27.428 million, the number of inbound tourists increased by 1.0249 million, the domestic tourism revenue increased by 24.464 billion yuan, and the tourism foreign exchange revenue increased from \$482 million to \$842 million.

In 2019, the new crown epidemic broke out suddenly. Under the multiple impacts of the new crown epidemic and economic and trade frictions, economic globalization and trade liberalization continued to be blocked, and the effective operation of the international big cycle was subject to multiple obstacles. On May 14, 2020, the member of the Standing Committee of the Political Bureau of the CPC Central Committee first proposed "building a new development pattern of domestic and international double circulation and mutual promotion". To build a new development pattern, we need to fully stimulate the potential of domestic tourism demand, restructure and upgrade the domestic tourism supply system, and actively expand the international tourism cycle on the basis of a good domestic tourism cycle. Huangshan City in Anhui Province is rich in tourism resources, with outstanding advantages and characteristics, covering a variety of types such as natural scenic spots and cultural relics. Huangshan City has 47 Grade

A and above scenic spots and 52 scenic spots, which have high popularity and reputation in the country. Huangshan City should give full play to the industrial integration ability of tourism, explore the development model, and promote the formation of a new pattern of "double circulation". Therefore, through the data released by the National Bureau of Statistics, this paper analyzes the future development path of Huangshan's tourism, and finally puts forward reasonable countermeasures and suggestions for the development of China's tourism under the new pattern.

With regard to the development of China's tourism under the new pattern, many scholars have used a variety of methods to conduct research and achieved certain results. Wang Juanjuan (2020) believed that the tourism resources of China and the countries along the "Belt and Road" are complementary, and we can jointly build tourism alliances of the countries along the "Belt and Road", expand the tourism industry chain, and promote the construction of a new development pattern [1]. Ji Jinbiao et al. (2020) suggested using tax policies to support the development of tourism industry and boost domestic tourism consumption [2]. Zhang Shumin (2021) suggested that we should seize the opportunity to promote the internal circulation of tourism economy [3]. Liu Qianqian et al. (2021) believed that the development of inbound tourism can significantly promote China's economic growth and help build a new development pattern through the analysis of data from 107 countries and regions [4]. Wang Xiaoyu (2021) analyzed the problems of China's tourism investment in the context of the new development pattern and put forward relevant investment suggestions [5]. Yang Honghao (2021) analyzed the impact of the new epidemic on China's tourism industry, and put forward suggestions for high-quality development of China's accommodation industry under the background of the new development pattern [6].

The existing scholars have studied the development of tourism and its impact on economic growth under the new

development pattern of "double circulation" from different perspectives, and the conclusions are different. With the help of Matlab and other mathematical analysis software, this paper uses the vector autoregression model to select several main explanatory variables to analyze the economic impact of Huangshan's tourism industry under the new development pattern of "double cycle" from 2010 to 2020, and obtains the impact of various economic shocks on the formation of economic variables, and puts forward reasonable countermeasures and suggestions for different economic shocks on the development of China's tourism industry under the new pattern.

## 2. Variable Selection and Model Construction

### 2.1. Variable Selection

Based on the existing experience and research results of various scholars, this model selects 2010-2020 degree data to examine the driving factors of Huangshan's tourism economic growth. The total tourism income of Huangshan City is R, the reception volume is X, the number of beds is Y, the investment in tourism construction is Z, the impact of epidemic situation is Q, and the publicity is M. The names and meanings of each variable are shown below.

**Table 1.** Description of Variables Affecting Total Tourism Income

Variables	Description
R	Total tourism income
X	Reception volume
Y	Number of beds
Z	Investment in tourism construction
Q	Epidemic impact
M	propaganda

### 2.2. Model Construction

In terms of model selection, Christopher Sims proposed the vector autoregression model (VAR model for short) in 1980, which is an unstructured modeling method and can be used to analyze and explain the impact of various economic shocks on the formation of economic variables. The p-order VAR model composed of these five variables can generally be expressed as:

$$R=c+A_1(X-1)+A_2(Y-2)+A_3(Z-3)+A_4(Q-4)+A_5(M-5)+e_t$$

Where, c is  $n \times 1$  constant vector,  $A_i$  is  $n \times N$  matrix.

## 3. Empirical Analysis

### 3.1. Determining the Lag Order

Select the optimal lag order of VAR model. AIC criterion is used as the test criterion for selecting the optimal prediction lag order. According to the following table, the optimal prediction lag order of VAR model is 3.

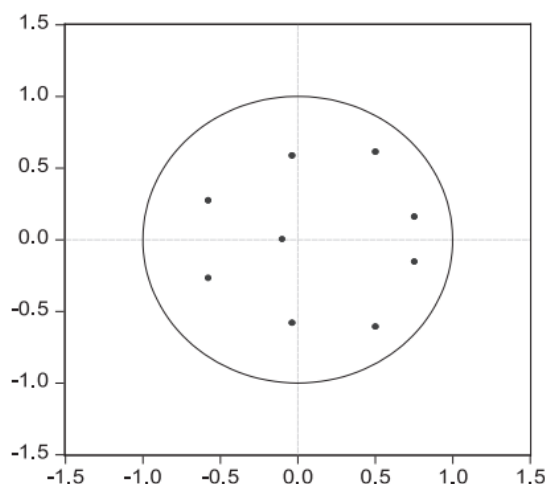
**Table 2.** Determination of VAR Model Order

Lag	LogL	LR	FPE	AIC	SC	HQ
0	52.258	23.564	8.253	-7.652	-7.632	-9.526
1	83.556	22.451	3.421	-8.562	-8.232	-8.526
2	90.125	13.525	4.525	-8.621	-7.956	-8.631
3	115.257	26.365	5.564	-12.562	-13.256	-10.236

### 3.2. Test the Stationarity of VAR Model

To check whether the VAR model is stable, the method is

to check the unit root of F matrix in the VAR model. It can be seen from Figure 1 that each unit root falls in the unit circle, so the VAR model with three orders of delay is very stable.



**Figure 1.** Unit root of F matrix of VAR model

### 3.3. Parameter Estimation Results of VAR model

The parameter coefficients of Huangshan County's total

tourism income and reception, number of beds, investment in tourism construction, epidemic impact and publicity are shown in the table below.

**Table 3.** Parameter estimation results of VAR model

	DR	DX	DZ
DR(-1)	1.5087 (0.9126) [1.6532]	-0.3698 (0.5429) [-0.6811]	0.49137 (0.4128) [1.1904]
DR(-2)	-1.2466 (0.9406) [-1.3253]	-0.0675 (0.5596) [-0.1206]	-0.6579 (0.4254) [-1.5463]
DR(-3)	0.3076 (0.8206) [0.3749]	-0.9780 (0.4882) [-2.0034]	0.1702 (0.3711) [0.4586]
DX(-1)	-0.5315 (0.3003) [-1.7698]	-0.7065 (0.1787) [3.9541]	-0.3354 (0.1358) [-2.4689]
DX(-2)	0.4804 (0.3875) [1.2399]	-0.1159 (0.2305) [-0.5010]	0.2853 (0.1753) [1.6281]
DX(-3)	0.0282 (0.3258) [0.0865]	(0.1938) [0.4205] 0.0140	0.0815 (0.1473) [0.0951]
DZ(-1)	-2.8334 (2.0712) [-1.368]	0.7425 (1.2322) [0.6026]	-1.0030 (0.9368) [-1.0706]
DZ(-2)	2.3274 (1.8920) [1.2301]	0.7129 (1.1256) [0.6333]	1.2659 (0.8558) [1.4792]
DZ(-3)	-0.2328 (1.5609) [-0.1492]	2.3905 (0.9286) [2.5744]	-0.2398 (0.7060) [-0.3396]
C	0.1531 (0.2027) [0.7557]	-0.1701 (0.1206) [-1.4111]	0.1138 (0.0917) [1.2411]
R2	0.6623	0.8875	0.7337
Adjusted-R	0.1557	0.7186	0.3342
F-statistic	1.3074	5.2571	1.8368

It is easy to see from the matrix that the individual significance of most coefficients is not strong, while there are only three coefficients with strong significance (greater than 1.96 or less than -1.96). In the second equation, DR has a significant positive effect on DR when it lags one order; DX (-3) has a significant negative impact on DR when it lags behind the third order; DZ (-3) has a significant positive effect on DR at the third order lag. In the third equation, DX has a significant negative effect on DZ when the delay is one order. To sum up, the reception has little to do with the number of beds, and is in direct proportion to the total income of Huangshan tourism. The epidemic situation has a significant impact on Huangshan tourism, which is the dominant factor. The existence of publicity has no significant impact.

## 4. Path and Strategy

Tourism plays an important role in China, and has a significant role in promoting the development of the national economy. Under the new epidemic situation, China's tourism industry is facing challenges. Compared with previous years,

the tourism industry around the world under the influence of the epidemic has been hit hard, the number of tourists has been greatly reduced, and the proportion of tourism economy in GDP has declined. Facing the new development pattern of "double circulation", China should fight back, lay a good foundation for the revival of the tourism industry, and promote the revival and high-quality development of the tourism industry under the epidemic.

### 4.1. Increase Investment in Tourism Construction

The current stage is a new stage of rapid development of China's tourism industry. Although the overall performance of the tourism industry is poor under the influence of the epidemic, the number of people willing to travel and the desire for tourism will increase year by year in the future, and the tourism industry still has strong development potential. Therefore, in this special period, China should increase investment in the construction of domestic tourism industry, give full play to the development potential of various tourist

attractions, improve tourism quality, and promote tourism consumption to stimulate China's economic development.

#### **4.2. Expand the Tourist Reception of Some Scenic Spots**

Tourism economy comes from tourists, who indirectly drive the development of local economy through tourism consumption. At present, although the number of tourists in China has decreased under the influence of the epidemic, some scenic spots are still hot, and there is a phenomenon that the number of tourists received is less than the number of tourists. As an important part of the tourism economy, if the tourist reception capacity of relevant scenic spots can be improved, and the number of tourists received can be expanded, then the local tourism economy will gain huge benefits and generate positive feedback.

#### **4.3. Strengthen the Openness of Domestic Tourism**

Now, China has entered into a new development pattern of accelerating the construction of a domestic big cycle, with domestic and international double cycles promoting each other. This will indicate that China's future development cannot be separated from the world, and the world will not be separated from China, and the development of China's tourism industry is inevitable. In the future, China's tourism industry should attach importance to international investment, expand the opening up of the tourism investment field, accept international investment, attract relevant domestic and international capital elements into China's tourism market, and promote the economic development of China's tourism industry. China's tourism industry should also attach importance to international tourists, pay attention to the tourism needs of international tourists, enhance the attraction to international tourists through relevant tourism investment construction, and expand the tourism market, Promote the common development of domestic and international tourism markets.

### **5. Conclusion**

Under the new epidemic situation, the global tourism

industry has suffered a heavy blow. However, the new development pattern of "double circulation" not only points out the direction for the revival of China's tourism industry, but also points out the road for the future development of China's tourism industry. It further strengthens the degree of opening to the outside world. On the basis of controlling domestic resources and markets, it will make good use of international resources and markets, which will provide high-quality Sustainable development provides great help.

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