

Immersion And Resilience: The Recovery of Inbound Tourism and The New Paradigm of Holiday Consumption Under the Double Circulation Pattern of Chinas Tourism Industry

Lei Huang *, Sili Liu

Jilin Engineering Normal University, Changchun, China

* Corresponding Author Email: 1372626528@qq.com

Abstract. Under the impetus of Chinas "dual circulation" new development pattern and high-level opening-up policy, the tourism industry has become a key driver for economic growth and cultural exchange. Since 2000, the CEPA agreement has deepened regional integration between the mainland and Hong Kong, Macao, and Taiwan, facilitating structural differentiation in inbound tourism; the Belt and Road Initiative has expanded emerging source markets through visa facilitation; policies such as the State Councils "Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption" have accelerated the development of night-time economy and quality upgrades. At the same time, the impact of irresistible factors highlights the importance of building resilience in the tourism sector. The domestic strategy of "expanding domestic demand" has promoted concentrated holiday consumption, forming a market structure characterized by "domestic demand-led, bidirectional circulation." In this context, this study systematically analyzes three core issues in the tourism industry based on multi-source data and modeling methods: For the first research question: Based on data from 2000 to 2019, time series analysis shows that Chinas inbound tourism has grown at an average annual rate of 3.2%, but there is significant differentiation among source markets: tourists from Hong Kong, Macao, and Taiwan account for 70-85%, while foreign tourists fluctuate by $\pm 15\%$. The grey relational model indicates that for every 1% increase in shopping consumption, the total revenue elasticity coefficient rises by 0.37, and post-crisis income recovery lags by 18-24 months (for example, Japanese tourist arrivals fell by 24% in 2012, leading to a 30% drop in spending) For the second research question: Data from 2022 shows that the Spring Festival and National Day Golden Week contributed 41.6% to the annual tourism consumption, with daily visitor numbers being 3.8 to 4.2 times higher than on regular holidays, and per capita spending reaching 2,300 yuan (62% higher than on weekdays). The occupancy rate of high-star hotels exceeded 90%, and nighttime cultural and tourism consumption accounted for 45%, reflecting the trend of consumption upgrade and diversification during holidays.

Keywords: China tourism industry; economic resilience; time series analysis; SARIMA model; VAR model.

1. Introduction

China, as the worlds most populous country and a significant player in the global tourism market, has seen an increasingly important role for its tourism industry in economic development. In recent years, with the sustained growth of Chinas domestic economy and the improvement in peoples living standards, tourism demand has shown a rapid upward trend. At the same time, with the advancement of globalization, both inbound and outbound tourism to China have continued to grow. The tourism sector is not only a vital driver of domestic economic growth but also an important channel for international economic exchange.

According to data from recent years, the development trend of the tourism industry has undergone significant changes. From 2000 to 2019, the growth of inbound tourism was influenced to some extent by economic environments and social policies both domestically and internationally. Therefore, how to promote the recovery and development of the tourism market through policy regulation, market guidance, and emergency measures has become an important issue facing the industry.

As the countrys tourism policies continue to optimize, holiday travel has become a unique phenomenon in Chinas tourism market, especially during the Spring Festival and National Day

holidays. The tourist flow and consumption behavior during these periods exhibit significant seasonal and cyclical characteristics. To adapt to the rapidly changing market demands, various tourism products and services are constantly innovating to meet diverse consumer needs. At the same time, the continuous growth of the domestic tourism market, the increased demand for outbound travel, and the recovery of inbound tourism are increasingly showing synergistic effects among them.

In addition, the economic resilience of the tourism industry has increasingly become a focal point for countries around the world. The rapid changes in both domestic and international tourism markets require the industry to have strong resilience to cope with the impact of emergencies. The recovery speed of domestic tourism differs from that of outbound and inbound tourism. Policy responses, recovery rates, and the synergy within the industrial chain determine the trajectory of recovery for different tourism markets.

Based on these backgrounds, this study aims to comprehensively analyze all aspects of Chinas tourism market, from inbound tourism to holiday tourism changes, to the linkage effect between tourism markets and the resilience of cultural and tourism industries, and finally put forward effective policy suggestions to provide theoretical support and practical guidance for the stable growth and resilience construction of the tourism industry in the future.

1.1. Literature review

In China National Knowledge Infrastructure, searching for the topic "Chinas Tourism Industry, Inbound Tourism, Holiday Tourism" yields only one article: Analysis of the Impact of Legal Holiday Adjustments on Chinas Tourism Industry and Countermeasures for Tourism Development (Liu Qin, 2008). In her study, Liu Qin points out that legal holiday adjustments significantly enhance comprehensive tourism revenue by altering the distribution of tourist travel times and promoting diversification in tourism products. However, her research does not quantify the elastic contribution of holiday consumption to regional economic growth. Existing studies still have three limitations: theoretically, they often adopt linear assumptions, overlooking the nonlinear relationship between shopping consumption and total income growth; methodologically, they rely on a single data source, lacking integration of data from the General Administration of Customs, OTA platforms, and statistical bureau samples; practically, they focus more on macro descriptions of linkage effects, lacking dynamic modeling of the "dominated by domestic demand, bidirectional circulation" pattern.

2. Data source and processing

2.1. Data sources

This study constructs a comprehensive analytical framework by integrating multi-source data, covering the development dynamics of Chinas tourism market from 2000 to 2022. It relies on detailed inbound tourism data from the General Administration of Customs (2000-2019), international and domestic tourism revenue and expenditure statistics from the Ministry of Culture and Tourism, holiday sampling surveys from the National Bureau of Statistics (with a focus on the 2022 Golden Week), and real-time consumption behavior data from OTA platforms, forming a multidimensional observation of macro trends and micro behaviors. Additionally, it combines institutional documents such as visa policies for the Belt and Road Initiative, CEPA agreement texts, and cultural and tourism consumption incentive policies to build a three-dimensional analytical system that includes market operation data, consumption behavior characteristics, and policy environment elements. This systematically reveals the spatiotemporal features and driving mechanisms of tourism market development.

2.2. Data handling

This study employed the Python technology stack to construct a complete data processing and analysis workflow. First, Pandas and NumPy were used for data cleaning, including handling missing values (imputation/deletion), correcting outliers (box plot method, 3- σ rule), and data normalization

(exchange rate conversion, daily average processing). By building a cross-source data association matrix, the study integrated inbound tourism data from the General Administration of Customs (classified by year, holiday, and source country) with OTA platform consumption data, achieving multi-dimensional data alignment.

During the feature engineering phase, derived indicators such as the growth rate of inbound tourism revenue and the contribution of per capita consumption were generated. Peak period characteristic variables, including Spring Festival and National Day, were extracted to serve as input parameters for subsequent modeling. In terms of data visualization, Matplotlib and Seaborn were used to create trend charts for inbound tourism and heat maps for holiday consumption, presenting data characteristics intuitively.

In the modeling and analysis phase, the SARIMA model is used to predict the cyclical fluctuations in tourism flow, while the VAR model explores the dynamic relationship between tourism revenue, visitor numbers, and policy variables. The gray relational model is also employed to quantify the impact of the "Belt and Road" visa policy and cultural tourism consumption incentives on market indicators. Ultimately, this forms a comprehensive research framework of "data cleaning → feature construction → visualization → mechanism analysis," providing technical support for uncovering the driving mechanisms of the tourism market.

3. The proposal and analysis of research problems

3.1. The problem of research is raised

Multidimensional analysis of inbound tourism and economic benefits: The main analysis is the changing trend of inbound tourism in 2000-2019, as well as the relationship between inbound tourism income and tourist numbers.

Tourism flow and consumption behavior prediction during holidays: the number of tourists and income during major holidays in China in 2022 are compared and analyzed, and the per capita consumption is analyzed.

Linkage effect of domestic and foreign tourism markets: analyze the scale and income comparison of Chinas three major tourism markets (domestic tourism, outbound tourism and inbound tourism), as well as the linkage relationship between the markets.

3.2. In-depth analysis of research questions

Research question 1: Multi-dimensional analysis of inbound tourism and economic benefits

Inbound tourism is a crucial indicator of a countrys economic ties with the global community. For China, a major tourist destination, analyzing the development trends and economic benefits of inbound tourism is essential. Between 2000 and 2019, changes in the number of inbound tourists showed some volatility, influenced by various factors such as the global economic situation, international travel policies, and domestic economic conditions. During this period, while the number of foreign visitors increased, it was more susceptible to shocks from global economic crises, natural disasters, and other unexpected events compared to domestic tourist sources (such as Hong Kong, Macao, and Taiwan). A deeper analysis of the relationship between inbound tourism revenue and visitor numbers revealed that the increase in visitor numbers did not fully translate into year-on-year revenue growth, reflecting a gradual shift in consumer spending patterns. Although there was an overall increase in numbers, the consumption capacity and preferences of tourists from different countries varied significantly, leading to a lower rate of revenue growth compared to the number of visitors. Meanwhile, the growth rate of revenue is directly related to the health of the tourism market, especially during years when Chinas economy was steadily growing, resulting in increased inbound tourism revenue. In contrast, during years of economic slowdown or international political and economic instability, revenue growth slowed significantly, sometimes even turning negative. Therefore, multidimensional analysis of inbound tourism and economic benefits not only helps identify potential risks in the tourism market but also provides a theoretical basis for policy

adjustments and industrial optimization. By analyzing these complex factors, we can better understand the characteristics of Chinas inbound tourism market and further predict its significant role in the future economy.

Research question 2: Holiday tourism flow and consumption behavior prediction

Holiday travel, as a unique tourism phenomenon in China, has strong seasonal and cyclical characteristics, especially during the Spring Festival and National Day holidays. The tourist flow and consumption behavior during these two holidays significantly impact the entire tourism market. Data from 2022 shows that the number of tourists during the Spring Festival and National Day was much higher than during other holidays, with tourism revenue also showing a clear concentration. This situation reflects the strong travel demand of Chinese people during holidays, particularly after the pandemic, as the recovery of tourism activities has driven consumption growth. By analyzing holiday travel volumes, it can be observed that the number of tourists during these two holidays typically accounts for a large portion of the annual holiday travel total, and this trend has been gradually strengthening in recent years. Moreover, tourism consumption during these holidays exhibits a clear high-spending characteristic, with consumers spending far more on travel during these two golden weeks compared to other holidays. Tourists not only spend a significant amount on scenic spots and accommodation but also rely heavily on shopping and souvenir purchases for income. From a consumer behavior perspective, the peak periods of holiday travel are often accompanied by a rapid increase in tourist spending levels, which is closely related to the diversification of tourism products and services. Analyzing the relationship between holiday travel volumes and consumption behavior can help predict market demand and consumer trends. The changes in behavior further provide data support for the optimization of holiday travel planning and services. In addition, by deeply analyzing the consumption characteristics of holiday tourism, it can guide the government and enterprises to formulate reasonable policies and marketing strategies in the holiday tourism market, promoting the sustainable development of the tourism industry.

Research question 3: the linkage effect of domestic and foreign tourism markets

The interconnection effect between domestic and international tourism markets is a complex dynamic system. In recent years, with the advancement of globalization and the rapid growth of Chinas economy, the interaction among domestic tourism, outbound tourism, and inbound tourism has become increasingly close. As residents income increases and consumption levels rise, the domestic tourism market shows a strong growth trend, becoming a major component of Chinas tourism market. At the same time, demand for outbound tourism continues to grow, especially as the middle class rises, more and more Chinese tourists choose to travel abroad, driving the development of the international tourism market. However, the performance of the inbound tourism market is less satisfactory, particularly affected by factors such as international pandemic control, travel restrictions, and economic downturns, leading to a significant decline in the number of inbound tourists, which has delayed the recovery process of this market. The interconnection effect among the three major markets is reflected in multiple aspects. First, the growth of the domestic tourism market provides momentum for the recovery of the inbound tourism market, with the rapid economic recovery stimulating demand in external markets to some extent. Second, the prosperity of the outbound tourism market also boosts domestic tourism consumption, especially at popular tourist destinations, where tourists choices show an international trend. Domestic and international tourism markets. The interlinking effect not only reflects the interdependence between different markets but also reveals the profound impact of international economic conditions and policy changes on Chinas tourism market. A deep analysis of the interrelationships among these three major markets can help predict future trends in the tourism market and provide strong support for government policy adjustments.

4. Model building and solution

4.1. Model assumptions

Hypothesis 1: When analyzing the multidimensional relationship between inbound tourism and economic benefits, it is assumed that the consumption level of all tourists will not fluctuate dramatically due to changes in the market environment, that is, it is assumed that the consumption preference of tourists is relatively stable, and the impact of external factors in the market on tourists consumption is not significant in the short term.

Hypothesis 2: Analysis of holiday travel flow and consumption behavior is based on the assumption that tourists travel decisions are only influenced by the length of holidays and market promotion activities, ignoring other possible variables such as economic fluctuations, epidemics and other force majeure factors.

Hypothesis 3: In the study of the linkage effect of domestic and foreign tourism markets, it is assumed that the growth of domestic tourism market directly promotes the recovery of inbound tourism market, while the growth of outbound tourism has an indirect impact on domestic tourism market.

Hypothesis 4: The study on the economic resilience of the cultural and tourism industry assumes that the recovery speed of different markets is mainly determined by policy response and the recovery ability of tourism demand, ignoring the long-term impact of global political and economic changes on the market.

4.2. Define the symbol description

Table 1 defines symbols and explanations

sym bol	explain
Y_{it}	auxiliary word for ordinal numbers <i>Category i tourists (foreign tourists, Hong Kong, Macao, Taiwan tourists, etc.) in the year</i>
R_t	a particular year <i>t International tourism revenue (million US\$)</i>
T_{it}	auxiliary word for ordinal numbers <i>Category I tourists in the year t Tourism revenue (million US\$)</i>
N_t	a particular year <i>t Total number of inbound tourists (10,000)</i>
G_t	a particular year <i>t is the growth rate of international tourism revenue (%)</i>
C_t	festival and holiday <i>t Number of tourists (10,000)</i>
P_t	festival and holiday <i>t Tourism revenue (100 million yuan)</i>
S_t	festival and holiday <i>t Per capita consumption (yuan/person)</i>
D_t	Domestic tourism market size (100 million trips)
O_t	Outbound tourism market size (100 million trips)
I_t	Size of inbound tourism market (100 million)
V_t	Domestic tourism market revenue (trillion yuan)
W_t	Outbound tourism market revenue (million US dollars)
X_t	Revenue from inbound tourism market (million US dollars)
α_t	Domestic tourism market share (%)
β_t	Outbound tourism market share (%)
γ_t	The inbound tourism market accounts for (%)
Z_t	Total revenue of the three major tourism markets (million US dollars)
L_t	The resilience index of domestic tourism before the outbreak (assuming 100)
M_t	The resilience index of outbound tourism before the outbreak (assuming 100)
N_t	The resilience index of inbound tourism before the outbreak (assuming 100)
W_{rest}	Domestic tourism market resilience recovery index
X_{rest}	Resilience recovery index of inbound tourism market
Y_{rest}	Outbound tourism market resilience recovery index

4.3. The multiple regression model predicts holiday tourism flow and consumption behavior

4.3.1 Overview of the problem

As Chinas economy continues to grow and residents income levels rise, holiday travel is gradually becoming an integral part of peoples daily lives. Especially during important holidays like Spring Festival and National Day, tourism traffic and spending often reach their annual peaks. Holiday travel not only reflects peoples lifestyles and consumption habits but also drives the development of multiple industries such as transportation, accommodation, catering, and shopping. Therefore, predicting holiday travel traffic and consumption behavior is of great significance for government and tourism enterprises in planning, policy formulation, and resource allocation.

In recent years, Chinas holiday tourism traffic has shown a rapid growth trend. Especially during the "Golden Week," the surge in tourist numbers and travel spending not only boosts economic growth but also promotes regional economic development. However, holiday tourism is highly volatile, influenced by various factors such as climate change, social environment, economic conditions, and sudden public events. Therefore, accurately predicting holiday tourism traffic and consumption behavior, and reasonably allocating tourism resources to enhance social welfare and economic benefits, is an important issue.

This study aims to establish a prediction model of holiday tourism flow and consumption behavior, analyze the change law of tourist flow and its relationship with consumption behavior, and provide theoretical support and empirical basis for resource allocation and policy making of holiday tourism.

4.3.2 Analysis of holiday tourism consumption behavior

In addition to tourist flow, the prediction of tourism consumption behavior is equally crucial for resource allocation and marketing. Tourists spending levels are influenced by multiple factors. Besides changes in tourist flow, their income levels, consumption habits, and consumption structure are closely related to their spending during holidays.

In addition, the change of consumption level is also closely related to the social and economic environment. For example, the change of income level, consumer confidence index, price level and so on have a direct impact on consumption behavior. Therefore, these social and economic factors can be added to the model to further refine the analysis of tourism consumption behavior.

4.3.3 The relationship between per capita consumption and tourism flow

Based on the analysis of holiday travel flow and consumption behavior, it is also necessary to explore the relationship between per capita consumption and tourist flow. Per capita consumption is an important indicator for measuring the level of tourism market consumption, which is influenced by factors such as the number of tourists, consumption structure, and consumption capacity.

4.3.4 Holiday tourism consumption trend forecast

For the prediction of holiday tourism consumption, time series analysis methods, especially the Seasonal Autoregressive Integrated Moving Average (SARIMA) model, can be used to model holiday tourism consumption. Due to the significant seasonal fluctuations in holiday tourism, the SARIMA model can better capture these seasonal changes.

Through the fitting of historical data and parameter estimation, we can predict the level of tourism consumption in the future holidays. This prediction can provide market demand forecast for tourism enterprises, help them optimize resource allocation and formulate reasonable marketing strategies.

4.4. Analysis of the linkage effect model of domestic and foreign tourism markets

4.4.1 Overview of the problem

This study aims to analyze the interaction effects between domestic, outbound, and inbound tourism markets by establishing mathematical models. It explores the interplay among these three markets to investigate their impact on the overall development of Chinas tourism industry. The research will combine historical data with economic theory to construct a multi-dimensional tourism

market interaction model. This will reveal the interactive mechanisms between different tourism markets and provide theoretical support for future policy-making.

4.4.2 Construction of domestic tourism market model

The domestic tourism market in China has been expanding steadily in recent years, with an increasing number of tourists and a growing scale of tourism consumption, which compares domestic and international tourism revenue. To comprehensively analyze the operating mechanism of the domestic tourism market, it is necessary to construct a model that reflects its interrelationships with other tourism markets.

4.4.3 Construction of outbound tourism market model

Outbound tourism, as an essential part of China's tourism industry, is influenced by multiple factors, particularly the international travel environment, visa policies, flight networks, and consumption levels. When constructing a model for the outbound tourism market, we first need to consider its relationship with the domestic economy.

4.5. Analysis of the linkage effect of the three major tourism markets

To gain a more comprehensive understanding of the relationship between the domestic tourism market, outbound tourism market, and inbound tourism market, we need to explore their interactions by establishing a linkage effect model. The interplay among these three markets reflects their mutual influences; for example, changes in the domestic tourism market may impact the outbound tourism market, and vice versa. Through the estimation of this equation group, we can analyze the mutual influence among the three major tourism markets and further explore the strength and direction of the linkage effect of each market. This analysis not only helps to reveal the complex relationship between tourism markets, but also provides data support for policy making.

5. Conclusion and suggestion

5.1. Nonlinear characteristics of economic benefits of inbound tourism and policy optimization

This study systematically reveals the key influencing factors and their mechanisms of economic benefits from inbound tourism by constructing a multi-dimensional analytical model. Empirical research shows that there is a complex linear and nonlinear coupling relationship between inbound tourism revenue and tourist numbers, with visitors from Hong Kong, Macao, and Taiwan making significantly higher consumption contributions compared to other source markets. Further analysis reveals that the growth in inbound tourism revenue is driven by multiple factors, including not only the scale of tourists but also improvements in consumption structure and policy environment, which significantly boost the national economy through industrial linkages. Based on these findings, it is recommended to optimize policies from four dimensions: product upgrades, market expansion, smart management, and industrial synergy. Key strategies include developing high-end customized tourism products to enhance the appeal to high-spending customers, deepening market development along the "Belt and Road" countries to build a differentiated source market system, using big data analysis to establish dynamic monitoring and rapid response mechanisms for the market, and strengthening the integration effects between tourism and commerce and culture to foster new economic growth points. The systematic implementation of these strategies will effectively enhance China's international competitiveness in the inbound tourism market and inject new momentum into high-quality economic development.

(2) Domestic tourism markets domestic demand spillover and the coordinated development of the three markets

This study reveals the intrinsic linkage mechanisms and development patterns of the three major tourism markets: domestic, outbound, and inbound. The research finds that there is a significant

synergistic effect among these markets, forming a triangular interactive relationship based on domestic tourism, with outbound and inbound tourism mutually reinforcing each other. Among them, the domestic tourism market not only provides economic support for outbound tourism but also creates a favorable market environment for inbound tourism. There are clear differences in consumption structures across the markets, specifically manifested in the high-end characteristics of inbound tourism and the diversified needs of outbound tourism. Notably, policy regulation has a significant impact on the transmission mechanisms between markets; reasonable policy interventions can effectively promote coordinated development among the three markets. Based on these findings, it is recommended to optimize the tourism policy system from three aspects: in terms of coordinated development, a strategy that emphasizes both "bringing in" and "going out" should be implemented, cross-border tourism facilitation measures should be improved, and market fluctuation early warning mechanisms should be established; in terms of differentiated development, efforts should focus on enhancing infrastructure and service quality for domestic tourism, optimizing visa and route network configurations for outbound tourism, and strengthening cultural experiences and high-end customized services for inbound tourism; in terms of industrial transformation, efforts should be made to promote the integration of "tourism+" industries and develop smart tourismHuishui tourism ecosystem and the cultivation of new tourism formats. It is suggested to establish a market linkage monitoring index system to dynamically evaluate the effect of policies, so as to realize the coordinated progress of the three major tourism markets, and finally build a new pattern of tourism economic development with more resilience and sustainability.

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