

Sustainable Scenic Tourism: A Case Study of Changchun City, China

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Abstract

With the outbreak of Covid-19, tourism industry all over the world has been affected, and the concept of sustainable development is especially important in this special period. This paper takes Changchun scenic area as the research object, conducts sustainable development research, analyzes and summarizes the problems in the sustainable development of Changchun scenic area tourism and puts forward targeted suggestions, which can provide practical reference for the sustainable development of Changchun scenic area tourism. In this study, 10 tourism practitioners, including 6 managers and 4 scholars, were selected for interviews from February 28 to March 14, 2022 using the purposive sampling method, through whom the current situation and main problems of the development of scenic tourism in Changchun were known. Finally, combining with relevant research results, targeted strategies and suggestions are proposed to promote the sustainable development of scenic tourism in Changchun. The main conclusion of this paper: the concept of sustainability is the guideline for the development of scenic tourism in Changchun under the epidemic, incorporating different tourism projects, diversified promotion programs, detailed personnel training strategies and careful ecological environmental protection into the overall planning of scenic areas to achieve the goals of unified management, comprehensive protection, scientific development and sustainable management.

Keywords : Covid-19, Scenic tourism, Sustainable development

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1. Introduction

With China's economic development, industrial institutional reform, and the growing material and cultural needs of the people, tourism has become an important way of life, and more and more people are including the type of tourism and the safety of the tourist destination as necessary factors to be examined (Lew, 2003). Since the outbreak of Covid-19 in 2020, various parts of China have carried out restrictions to interrupt the spread of the epidemic, while at the same time major industries are strongly affected, especially tourism, which has obvious characteristics such as mobility and clustering, experiencing a particularly significant impact (Zhu & Deng, 2020).

According to the "China Domestic Tourism Development Report 2021" released by the China Tourism Research Institute (Ministry of Culture and Tourism Data Center), the number of domestic tourists was 2.879 billion in 2020, down by 52.1% from 2019, and domestic tourism revenue was 2.23 trillion yuan, down by 61.1% year-on-year. Although the tourism industry is gradually recovering, the pressure to prevent and control the epidemic still exists, contact and aggregate tourism consumption is relatively lagging behind, and the recovery of tourism is unstable. So how to promote the recovery and development of tourism in the post-epidemic period is a difficult problem facing the practitioners of the tourism industry (Lee, 2021).

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After the gradual normalization due to the development on the control of the new Corona Virus epidemic, the recovery of urban tourism as soon as possible has become a key measure to promote the economic development of each region. The normalization of the epidemic led to changes in the tourism market, which inevitably led to changes in the tourism business model (Hoque et al., 2021). Under this circumstance, people tend to emphasize the travel experience. Thus, a well-established and modernized city tourism will be regarded as the first choice of traveling, and a safe, healthy, and family-oriented tour will be the new direction of city tourism in the future (Čorak et al., 2020).

City tourism is a unique form of tourism that is developed based on modern city facilities, with the natural and human landscape of the city and attentive services as the attraction factors (Maitland et al., 2010). Urban tourism is defined as an urban recreation business district (RBD), "a neighborhood within a city in which restaurants, entertainment businesses, letterboxes, and gift stores are concentrated for the needs of the seasonal influx of tourists to the city (Stansfield & Rickert, 1970)." This concept is particularly relevant to the demand for tourist destinations in the post-epidemic era, where urban tourism meets both the need for transportation for self-drive tours and the ability to find safe and hygienic high-quality hotels (Selby, 2004).

Sustainable scenic attractions influence the development of urban tourism. As a city-state, Singapore's massive demolition of the old and construction of the new in the 1960s destroyed almost all of its urban heritage, which caused its only urban tourism to largely disappear (Chang, 2016). Inspired by the revitalization and renovation of historic locations in Europe and the United States in 1988, and recognizing the importance of tourism, the Singapore government decided to preserve and utilize the Clarke Quay area and transform it into a shopping, dining and entertainment area (Lee and Hung, 2009). The diversity of functions, the richness of activities and the distinctive historical atmosphere allow this area to attract more than 18,000 people per day (Wong et al., 2008). At the core of urban tourism, scenic spots are the main driving force in attracting tourists, so it has become a major social concern to effectively maintain sustainable tourism development without damaging the scenic environment and protecting the tourist resources of the area, while satisfying tourists with a good tourist experience (Fagence, 2004).

Changchun is a moderately developed provincial capital city with unbalanced economic development (Zhao, 2017). It is a famous historical and cultural city, but because of its industrial city label, historical scenic spots are often neglected, so tourism in Changchun started late and the development of tourism industry, although growing at a remarkable rate, still needs a great improvement compared with similar international and domestic industries (Huang & Xiao, 2000). Based on the above considerations, this paper examines the sustainable development of Changchun's

scenic attractions under the conditions of the normalization of the epidemic.

2. Research Questions

RQ1: How do tourism practitioners view the development trend of scenic spot tourism in Changchun under the Covid-19 epidemic as a norm?

RQ2: What are the factors that promote the sustainable development of scenic attractions tourism in Changchun during the Covid-19 epidemic?

RQ3: What are the challenges faced by the scenic spot tourism of Changchun city in the post-epidemic period?

RQ4: How to better promote the sustainable development of Changchun's attractions during the epidemic?

3. Research Objectives

RO1: To explore the views of tourism practitioners on the trends of scenic spot tourism in Changchun under the Covid-19 pandemic.

RO2: To ascertain the factors that promote the sustainable development of Changchun's scenic attractions under the Covid-19 epidemic.

RO3: To examine the problems faced by the development of Changchun's attractions under the Covid-19 epidemic as a norm.

RO4: To put forward the countermeasures and suggestions for the sustainable development of Changchun's scenic spots under the late epidemic.

4. Literature Review

4.1 Scenic Area Research

Scholars all have different definitions of scenic areas. Leiper (1990) considers tourism scenic areas as a system consisting of three elements: tourists or people, landscape and conveying information about the landscape. Pearce (1991) defines a tourist attraction as a developed place with special natural or human characteristics that is of interest to tourists and managers, while Swarbrooke (1995) concisely summarizes a tourist attraction as "an entity that can be defined and operated". Swarbrooke (1995) also argues that tourist attractions can be divided into "major attractions"

and "minor attractions". Wall(1997) shows that tourist attractions can be divided into three categories: point, line and surface. Regarding the study of urban tourist attractions, Hideya Ishii (1988), in his article on tourism and the city, argues that the study of the spatial structure of tourism centered on the city is one of the important issues in traditional Japanese tourism. This shows that scholars have not done much research related to urban tourism scenery and have focused mostly on site design and planning.

4.2 Sustainable Tourism Development

Sustainable development is defined in the 1987 UN report *Our Common Future* as "development that meets the needs of the present without compromising the ability of future generations to meet their needs, based on the harmonious and co-development of society, the economy, population, resources and the environment." According to this definition, scholars have researched the sustainable development of tourism. Nelson and Butler (1993) first systematically discussed the definition of the concept of sustainable tourism, the issue of tourism environmental capacity, ecotourism issues, and sustainable tourism policies. Collins (1999) argued that the achievement of sustainable tourism goals by spontaneous market regulation is difficult and Gössling (2002) discusses the link between ecosystem degradation and tourism activities in a study of coastal communities in Tanzania, and concludes that tourism development can have a negative impact on the human environment and tourism activities, and that sustainable tourism must be developed. Knowd. (2006) studied the development of sustainable tourism in rural areas and addressed the issue of the relationship between sustainable tourism and community development and economic development.

4.3 Review of Related Literature

Hanafiah et al., (2021) links urban tourism to the quality of life of residents with the aim of understanding the impact of sustainable urban tourism development on the perceptions and quality of life of residents in local communities. The researcher conducted a survey by distributing a questionnaire to a named local community to measure the quality of life by dividing the sustainable urban tourism development factors into economic, environmental, and socio-cultural aspects. The study found that urban tourism development, economic and environmental factors have a demotivating effect on quality of life, while socio-cultural factors enhance quality of life, while emphasizing that local community perceptions and quality of life are factors that must be considered by managers responsible for planning and developing future tourism projects. This article is important because it integrates community tourism, urban

tourism, sustainable development and residents' perceptions, and can bring a good theoretical basis for urban tourism development.

Cetin et al., (2018) explore the development potential of this park or this type of park, whether it is worthy of development and planning, using a nature park as an example. This paper assesses the tourism potential of this park through a SWOT analysis by using fieldwork methods to observe the location, activities, and visitors and local residents of the nature park. Finally, it is concluded that although the existing potential of the nature park does not damage the natural and cultural environment, sustainable planning cannot be stopped because the park has valuable resources and wildlife, it has more potential in terms of tourism as well, and it is essential to carry out sustainable development. This article with clear pictures and tables shows the importance of sustainable development in natural landscape scenery.

5. Methodology

5.1 Research Design

This study employed in-depth interviews for data collection. The author will do a lot of literature reading, write a conversation outline based on relevant cases and collected data, and after that have a one-on-one in-depth conversation with the interviewees, and finally obtain information that the author can summarize. The main content of this study is to analyze the development status of scenic spots in Changchun and to propose policies and suggestions for sustainable development. The author needs text-based information, so in-depth interviews are a very suitable research method. The author listed some fixed questions to ask, and then there was a free conversation time with the interviewees, where we had a free discussion on relevant topics, so that the interviewees can share their insights easily and happily, thus enhancing the uniqueness of the information. The questions in the outline was designed from the shallow to the deep and from the large to the small, so that the interviewees will be guided to think about the questions and answer them, and the interview process will be smooth and enjoyable. The target population of this study is tourism-related personnel, including travel agency managers, tour guides, scenic area workers and tourism scholars,

Regarding the criteria of sampling size, Morse (1995) suggests that sample size is determined by data saturation, and data is considered saturated when the interview data no longer provides new information, i.e., when the themes and data provided by participants are duplicated. Thus, considering the interview theme and outline, 10 participants are selected for one-on-one in-depth interviews by sampling to obtain comprehensive and valid information for writing.

5.2 Sampling Procedure

The scope of this study was scenic tourism. The researcher used purposive sampling method to select informants and matched with the theme of scenic tourism. The author

collected 10 topic-related data through in-depth interviews with six managers and four academics. The interviews were conducted from February 28, 2022, to March 14, 2022.

Table 1: Data Collection Technique

Methodology	#of interviews and function	Sampling frame	Key respondent characteristics	Quantity
Face-to-face in-depth interviews with Hengda manager	Manager	Manager in Jilin Changchun Hengda Holiday International Travel Agency Co.	Male, one of the founders of the travel agency, has worked for 20 years	20 minutes
Face-to-face in-depth interviews with Yehui manager	Manager	Manager in Jilin Yehui International Travel Agency Co.	Female, has worked for 20 years (3 years as a tour guide)	20 minutes
Face-to-face in-depth interviews with Zhiersi manager	Manager	Manager in Changchun Zhiersi Education Information Consulting Co.	Male, has worked for 20 years (10 years as a tour leader)	20 minutes
Face-to-face in-depth interviews with Hongtaiyang manager	Manager	Manager in Jilin Hongtaiyang Business Travel Agency Co.	Male, has worked for 8 years	20 minutes
Face-to-face in-depth interviews with associate professor of Tourism faculty	Tourism scholar	Teaching at Jilin Business and Technology College	Male, 15 years of teaching experience, research interests in tourism management, tour guide service and management, etc.	20 minutes
Face-to-face in-depth interviews with Tengrun manager	Manager	Manager in Changchun Tengrun Travel Agency Co.	Female, has worked for 7 years	20 minutes
Face-to-face in-depth interviews with China International manager	Manager	Manager in Jilin Province China International Travel Service Co.	Female, travel agency founder, has worked for 30 years	20 minutes
Face-to-face in-depth interviews with associate professor of Tourism faculty	Tourism scholar	Teaching at Jilin Business and Technology College	Male, 10 years of teaching experience, with research interests in tourism management, tourism education, etc.	20 minutes
Face-to-face in-depth interviews with lecturer of Tourism faculty	Tourism scholar	Teaching at Jilin Business and Technology College	Female, 8 years of teaching experience, research interests in tourism culture, tourism e-commerce, etc.	20 minutes
Face-to-face in-depth interviews with lecturer of Tourism faculty	Tourism scholar	Teaching at Jilin Business and Technology College	Female, with 12 years of teaching experience, majoring in travel agency management, tourism culture, etc.	20 minutes

5.3 Data Analysis

The author analyzes the collected data through the method of comparative analysis, extracts the analyzable interview texts, refines the core points as open codes, then

summarizes them according to attributes as axial codes, and classifies them according to the research questions and research objectives, and then analyzes the implied information in detail. Through this analysis method, the author learned about the tourism practitioners' views on scenic tourism under the epidemic, the necessary factors to

promote sustainable scenic tourism in Changchun, and the current problems and countermeasures and suggestions to solve them and develop sustainable scenic tourism.

Table 2: Constant Comparison Analysis

No. Interviewee	Interview text(excerpt)	Open Coding	Axial Encoding
<p>RQ1: How do tourism practitioners view the development trend of scenic spot tourism in Changchun under the epidemic norm?</p> <p>RO1: To understand the views of tourism practitioners on the trends of scenic spot tourism in Changchun under Covid-19</p>			
Manager1	The two main attractions in Changchun are the Palace Museum of the Pseudo-Manchu Palace and the Changchun Film Studio Museum. Most business people who come to Changchun visit these two attractions during their free time while attending conferences, which are the symbols of Changchun.	Scenic tourism is the hallmark	Status
Manager2	Many tourists will use Changchun as a transit point, because Changchun is the capital city of the province, with better facilities in all aspects and developed transportation. Tourists will choose to land in Changchun by plane and then take the high-speed train to scenic spots in neighboring cities, such as Changbai Mountain. Only a small number of tourists have enough time to travel and will leave a day for sightseeing of Changchun city.	Tourists are not impressed by the scenic spots in Changchun	Tourism image
Manager3	Due to the epidemic, people in special positions, such as teachers, police officers, government personnel, etc., are not allowed to leave Changchun city, so the city is more popular for tourism in the past two years, and they start to have a concern for the attractions in the city, even if they have been to the scenic spots before, they choose to visit them again.	City (local) tourists increase on	Tourist sources
Manager4	During the holidays, many people due to time constraints, will choose to travel within the city, self-drive tours have become the first choice of tourists, both to reduce expenses and to get physical and mental relaxation.	Short-term holiday travel destinations	Type of tourism
Scholar1	Tourism is a sunrise industry, and although the epidemic has slowed its development, it is undeniable that tourism has improved the city's economy by leaps and bounds, driving the overall economy of Changchun, which is not a tourist city, but the benefits of tourism account for a large part of the overall benefits.	Bringing benefits	Economy
Scholar2	Although the tourism industry in Changchun is not as developed as in the southern cities, many people come to skiing projects in winter, especially this year when China is the host country of the Winter Olympics, the Chinese people have a deep understanding and love of snow and ice projects, and under the epidemic, the number of tourists in Changchun in 2022 has reached the peak in recent years. So scenic tourism is the core of Changchun's tourism and the center of attracting tourists.	Ice and snow tourism becomes popular	Tourism activity
<p>RQ2: What are the factors necessary to promote the sustainable development of scenic attractions tourism in Changchun during the epidemic?</p> <p>RQ2: To ascertain the factors necessary to promote the sustainable development of Changchun's scenic attractions under the epidemic</p>			
Manager3	Changchun is relatively backward, compared with cities in southern China and coastal cities, both economically and in terms of residential facilities, Changchun's tourist distribution center is very rudimentary, tourists have difficulty in finding the address, and there is not close cooperation with scenic spots. In addition, tourist toilets are a national renovation project, and Changchun is very slow in implementing this project.	No attention to tourism development	Tourism planning
Manager5	Changchun used to have many buildings from the pseudo-Manchu period, but with the urban construction at the time, many of these historical buildings were demolished, and some of the historical buildings were used as office buildings by government departments, hospitals, etc. They were not planned as scenic spots, thus reducing the number of attractions available for tourists.	Historical buildings only partially preserved	Tourism resources
Manager6	Changchun has a rural feel to many of its citizens, and as the capital city of the province, there are many people who do not even know it exists, and it is in the bottom of the provincial capital rankings.	Low sense of presence	Tourism image

Manager3	There are many scenic spots in China that are too commercialized, with a large number of hotels and restaurants in the scenic spots, and the domestic waste they produce is solved within the scenic spots, which easily destroys the natural landscape, and at the same time makes tourists disgusted, losing the highlight of attracting tourists. The scenic area and the commercial industry should be clearly zoned, with the right amount of commercial stores in the scenic area to meet the basic needs of tourists, and hotels, restaurants and other stores outside the scenic area to regulate the business system so that tourists can get a different experience.	Reduce the commercialization of scenic spots	Tourism resources
Scholar1	Establish a brand image that belongs to Changchun City itself, learn the way of doing business in well-developed scenic spots, and make certain changes in combination with its own tourism situation, rather than copying it, so that Changchun City can establish a good imagination in the national mind.	Establish distinctive brands	Tourism image
Scholar1	Develop novel tourism activities and tourism projects, such as ice lantern exhibitions and snow sculpture exhibitions in winter. Summer tourism and self-driving camps are planned. Changchun is a good place for self-driving tours because of the suitable temperature in summer, while the combination of summer tourism and health tourism attracts more tourists in the context of the epidemic.	Innovative tourism activities	Innovation
Scholar2	Now is the era of new media, everyone is a recorder and a propagandist, Changchun should seize this approach and use social platforms such as Tik Tok and WeChat to invite celebrities and net celebrities as spokespersons, this effect is rapid and huge, so that Changchun has a frequent and basic good impression in the national mind. Also, hard advertising displays must be increased in the city's train stations and airports and other places where tourists gather.	Strengthen the hard and soft publicity of urban scenic spots	Promotion
Scholar3	The quality of scenic spot staff needs to be improved. Many tourists commented that the staff cannot be found in scenic spots, or cannot provide timely help, or even has a poor attitude, which makes an undesirable experience for tourists. There are also instances that the staff in some historical scenic spots cannot give accurate answers to historical questions asked by tourists, which shouldn't be the case.	Improve the quality of scenic spot staff	Service quality
Scholar4	Increase or upgrade tourism facilities. Many tourists are not very satisfied with the project facilities in ski resorts in Changchun, which are not professional enough. There are also some scenic spots where the service facilities are not perfect, such as tourist toilets, visitor distribution centers, ticket offices, etc., which affect the tourists' return rate due to the poor experience.	Increase the construction of tourism infrastructure	Service quality

Scholar3 Changchun is particularly non-existent compared to the two neighboring provincial capitals. People think of Harbin when it comes to ice and snow tourism, but obviously Changchun also has ice and snow resources, but tourists rarely think of Changchun in the first place. Many cities in China have specific labels that remind people of a particular city when a certain scenic spot or event is mentioned, and Changchun needs a label like that.

Needs a distinctive label Tourism image

Scholar4 This year, the Winter Olympics have raised the nation's love for snow and ice, and "fitness for all" has become a slogan that has filled Changchun's ski

resorts, leading to a resurgence and development of tourism.

Winter Olympics to promote ice and snow tourism Tourism activity

RQ3: What are the challenges facing the development of Changchun's scenic spots in the post-epidemic period?

RO3: To find out the problems in the development of Changchun's attractions under the epidemic norm

Manager2 Changchun City scenic spots always imitate the operation of other scenic spots, but in fact, it is not appropriate, but was met with resentment from tourists. Lotus Island film and television base is built to imitate Hengdian, At first the local people went back to visit

because of curiosity, but nobody went the second time, whether it is the architecture in the scenic area or the attitude of the staff service, tourists are disappointed. Few tourist attractions Tourist sources

Manager4 The peak tourist season in Changchun is from November to March, which is the winter season. Many tourists choose ski resorts in Changchun for sports and Chinese New Year, their reason is that there are too many tourists in Harbin and they don't want to experience the crowd, so they choose Changchun; they also indicate that the tourist experience is not perfect, both skiing facilities and staff service, there are unsatisfactory points, but these are tolerable. Poor supporting facilities Service quality

Manager5 There are no highlights in the tourist attractions, tourists are not interested, and even locals are not willing to visit the attractions for a tour. Shen Lu Feng as this year's emerging attractions, has many tourists due to the network of promotional videos, the scenic spot has great interest, but their feedback is very bad, many people feel that they were cheated, some people claim that they will not go a second time, a small number of people even abuse the spots. Excessive publicity leads to high expectations of tourists Promotion

Scholar1 The geography of Changchun is characterized by the lack of open sea and mountains. Although it is known as a historical city, there are few tourist attractions available for tourists and there are more historical sites in other cities in China. Changchun has a high greenery rate, but the gardens in Suzhou are estimated to be more popular among tourists. Unsuitable operation methods Marketing

Scholar2 There are many cities in China that have their own image characteristics, for example, Chongqing is known as the mountain city or fog capital, tourists who like to eat spicy food can choose the city of Chongqing; Xi'an is known as the ancient capital of the thirteen dynasties, people who like to study the history of the Qin Dynasty can go on a tour. But Changchun city's business card can be ice and snow tourism, but it is not as attractive as Harbin; it can be the cradle of cinema but has no novel activities. Lack of characteristics Innovation

RQ4: How to better promote the sustainable development of Changchun's attractions during the epidemic?

RO4: To generate countermeasures and suggestions for the sustainable development of Changchun's scenic spots under the late epidemic

Manager1 Changchun's scenic resources are divided into humanistic landscape scenic spots and natural landscape scenic spots. The former are mainly represented by historical buildings, which need regular maintenance and repair so as to provide tourists with continuous viewing; the latter are mainly forest parks, where natural resources are non-renewable and tourists need to pay attention to their behavior and not to damage the ecological environment, and the scenic spots also need to carry out regular garbage cleaning. Protecting Tourist Attractions Tourism resources

Six travel agency managers evaluated Changchun's scenic tourism based on their business and their own experience, they believe that scenic tourism is the core of Changchun's tourism industry and is the main aspect to attract tourists; in the process of receiving customers, the managers got feedback from tourists about the quality of service, which is divided into the quality of staff and quality of facilities, unfortunately, tourist satisfaction is very low. The four scholars have studied the sustainable development of tourism, and they believe that tourism is an industry that develops in the long term and brings economic benefits, but it is not something that can be used without protecting tourism resources, and there is always a time when tourism resources are finished being developed.

Changchun's scenic spots also need sustainable development, not only to promote, innovate and build an image to attract a constant flow of tourists, but also to protect the environment and improve the quality of service to maintain the existence of tourism resources, so as to achieve the purpose of sustainable development.

6. Results and Discussion

6.1 Scenic Tourism Trends

Changchun's scenic tourism is moving in a positive direction. First, due to the epidemic, tourism in Changchun is at a critical time of transformation. Before the outbreak, Changchun was a transit point of existence in the minds of many tourists, who landed in Changchun by plane and then used other modes of transportation to reach neighboring cities or attractions; residents of neighboring towns and cities, when they have ideas for travel, the first thing that comes to mind is metropolises like Beijing and Shanghai, rather than the proximate provincial capital of Changchun. Therefore, under the normalization of the epidemic, city tourism will become the first choice for locals and people from surrounding towns, and scenic spots, as the core of the city's tourism, become the first tourist target that people think of. People are affected by the epidemic, thus to reduce

the number of cross-province trips, and short-distance trips are popular.

On the other hand, scenic tourism in Changchun will get a big boost. Since China is the host country of the Winter Olympics this year, ice and snow sports will be particularly popular in 2022, and the slogan "fitness for all" has made people realize the importance of sports. This has attracted many visitors to ski resorts and other scenic spots, and at the same time has boosted the number of visitors to other scenic spots in Changchun, making the city's tourism industry improve as a whole.

6.2 Factors that Promote Scenic Tourism Development

First of all, Changchun City ranks low in the overall strength of Chinese cities, not only in terms of infrastructure, science and education, but also in terms of economic level and people's welfare. The tourism industry, on the other hand, has the strongest ability to drive socio-economic development because it involves a wide range of related industries, so tourism needs to be taken seriously. Second, Changchun City does not have a distinctive city image. When people mention Changchun, they only think of it as the capital city of the province, but they cannot associate it with a fixed label. Shenzhen, a coastal city in China, is a modern city with few historical scenic spots, but many theme parks have been built in the city, creating many attractive scenic spots, and modernity is Shenzhen's label. By extension, Changchun City also needs a label. Only with a clear tourism image will Changchun's tourism industry be able to develop rapidly, which will drive the city's economy, improve the city's strength, and ultimately create a sense of confidence and identity among the city's residents and promote the city's overall development.

In addition, the Winter Olympics is a very good opportunity, during the period when people all over the world have enhanced their love for ice and snow tourism, if Changchun's ski resorts can provide a tourist experience with considerate services and perfect facilities, then Changchun's scenic tourism will take a big step forward and thus be able to establish a tourism image of its own.

6.3 Existing Problems

Service capacity needs to be improved: the comprehensive quality of some scenic guides has not yet reached the level of in-depth explanation of scenic information, many tourists find it difficult to appreciate the cultural connotation and essence contained in the scenic spots; individual staff service awareness is not in place, and there is a lack of supervision and guidance in the work, indifference to the requirements of tourists, shirking responsibilities and other phenomena; the degree of

refinement of services in scenic spots is not high, tourists react to the difficulty of parking, unclear road signs, etc. The problem of inadequate infrastructure is not effectively solved for a long time.

Over-promotion of some scenic spots: the feedback of tourists after visiting some scenic spots is very disappointing, they see the process of scenic spot tour through video propaganda as very comfortable, but their actual experience is not good, and find that the scenic spot field does not match the scenic spot shown in the video, and the travel process does not match, so that tourists shun the idea of visiting again.

Insufficient innovation of tourism products: Some scenic spots borrowed ideas from successful operation cases and moved the operation methods of other scenic spots directly to make use of them, but the results were not good, not only did it not attract tourists, but it also made them feel disgusted. Tourism products are not new and has no characteristics, so that tourists produce experience fatigue, and tourism activities or projects do not generate interest.

Insufficient publicity: Changchun locals do not know much about the city's scenic spots, and many residents have not even been to some of these spots, not to mention foreign tourists. It is difficult to see advertisements about scenic spots in subway stations, airports, train stations, and other public places where tourists gather, especially train stations and airports, where they are the first places tourists arrive at and where they can first learn about the city.

6.4 Scenic Tourism Sustainability

Regular training and assessment of scenic spot staff, improve the professional knowledge and quality of staff, appoint specific supervisors to supervise in the daily tasks, improve the service consciousness of staff, ensure that the staff can cope with any problems and needs of tourists, so as to improve customer satisfaction with the scenic spot, to achieve the sustainability of the tourist source.

Upgrade tourism infrastructure, reduce the construction of commercialized buildings in scenic spots, clear division of labor between scenic spots and commercial streets, only basic commodities needed by tourists are left in scenic spots, and commercial buildings such as hotels and restaurants are established outside the scope of scenic spots as much as possible to reduce the destruction and pollution of natural landscapes and achieve sustainability of ecological environment.

Protecting the environment of natural landscape scenic spots regulating tourists' visiting behavior and not littering, by creating encouraging activities such as picking up trash to get rewards, which not only raises people's awareness of environmental protection, but also reduces the workload of sanitation personnel. Regular maintenance and repair of historical buildings, the destruction of historical buildings is prohibited, and if there are violators, they can be punished

to a certain extent to achieve the sustainability of tourism resources.

Combine the scenic spots with their own situation, change the methods that have been successful and generate means of operation suitable for Changchun City scenic spots, so as to effectively attract tourists and make appropriate publicity without exaggerating any information about the scenic spots and being realistic to achieve sustainability of tourism products.

6.5 Finding

1. Changchun's scenic tourism was more severely affected by the initial phase of the epidemic, with a brief downward trend. After the epidemic stabilized, the clientele slowly recovered, but it still failed to reach the pre-epidemic state.

2. With a lack of tourism resources and backward infrastructure, scenic spots need to be developed sustainably in order to improve the city's economy and status as the center of Changchun's tourism industry.

3. The sustainable development of scenic tourism in Changchun is an inevitable trend, mainly in terms of scenic preservation and management, and on the other hand in terms of government intervention and product innovation.

4. There is a mismatch between the promotion of scenic spots and the actual experience of customers in Changchun, which fails to establish the city's image in the national mind, and the scenic spot managers do not realize the importance of the sustainable concept.

5. The tourism infrastructure is not perfect and the service personnel lack professionalism to meet the tourist needs.

6.6 Discussion and Conclusion

The Covid-19 epidemic has had a huge impact on the tourism industry and has offered opportunity to reshape it simultaneously. The epidemic has rapidly amplified the total conflict between oversupply and demand in the tourism industry. During the regular epidemic prevention and control phase, tourism demand is bound to recover, but the pace is slow. The epidemic prevention and control requirements are underway. Concepts such as contactless and virtual tourism are introduced, designed to simulate tourism scenarios and create economic value. In normalized epidemic prevention and control, big data, virtual simulation, artificial intelligence, and 5G communication technology are seamlessly aligned and can drive new developments in smart tourism.

This study takes Changchun City as the research object to explore the sustainable development of scenic tourism. The author fully understands the development of tourism and scenic spots in Changchun City during the epidemic,

deeply understands the views of travel agency managers and travel scholars on scenic tourism, and summarizes the current problems of scenic tourism in Changchun City under the epidemic, as well as the relevant suggestions and solutions that can be given to help Changchun City's scenic tourism to better develop. After the study, the scenic tourism in Changchun is not well developed, and there are problems such as poor planning and management, which are not conducive to the establishment of Changchun's city image and overall development, so the government's overall guiding policy for tourist attractions can determine the correct development direction of scenic tourism, which can drive Changchun's tourism industry into the right direction and enhance the city's economic strength and status.

6.7 Implications and Recommendation

The results of this study are helpful in the implications of government tourism-related policy making. The government's overall guiding policy for tourist attractions can determine the correct development direction of scenic tourism, which can drive Changchun's tourism industry into the right direction and enhance the city's economic strength and status.

According to the previous analysis, the problems in the sustainable development of scenic tourism in Changchun include weak planning science, uncreative tourism products, service capacity to be improved, and unsuitable promotion methods. In the future operation and management, it is necessary to take these problems as the starting point for targeted improvement and enhancement, in addition to complying with the regulations on epidemic prevention and control, in the hope of providing useful references for its future development at the practical level.

1. The government should formulate a scientific planning policy to unify the management of scenic spots under the premise of sustainable development, including ticket prices, environmental protection, and tourism resource development, etc. The government should continue the overall sense of project planning with a holistic and long-term concept, and innovate special tourism projects suitable for Changchun City's scenic spots, so as to achieve the purpose of sustainable operation.

2. In the sustainable development of Changchun scenic tourism, it should actively grasp the opportunity given by the times to vigorously promote tourism products to achieve stable and sustainable development. To make comprehensive use of the network, App, instant messaging software and large traditional media, the formation of communication and promotion level linkage mechanism, the launch of three-dimensional publicity. At the same time, standardize the propaganda method, the tourism experience in the propaganda film and the actual tourist experience to match, avoid excessive propaganda to prevent tourists bored mentality.

3. In the process of scenic tourism services, the most direct lifting of tourists is with the group of staff. Therefore, for the overall service level of Changchun scenic tourism, the business quality, mental outlook and service ability of the staff in the scenic area play an important role. This requires the scenic area managers to attach great importance to the training of tour guide staff and other staff, requiring them to repeatedly carry out standardized simulation exercises, while forming a professional service team, and a complete training system should be established in terms of talent training as well as management staff training, so as to achieve the sustainable development of the scenic area.

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