

The Dynamic Promotion of Supply and Demand on the Structural Adjustment of Tourism Market

—Taking Commando-style Tourism as an Example

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Abstract: Commando-style tourism is a high-intensity, economical, and tight travel mode that has emerged in China since this year. At the same time, it also meets the needs of diversified consumption and relatively high consumption quality and has been favored by young tourists, especially college students. The rise of commando-style tourism has impacted the supply and demand of products and services in the traditional tourism market, thus changing the product structure and time-space structure of the tourism market, promoting the competition between industry consolidation and the market, and urging tourism enterprises to constantly adjust and optimize their products to meet the needs of consumers. This paper introduces the background of the rise of commando-style tourism and its present situation. Analyzing the data from the Ministry of Culture and Tourism, Tongcheng Research Institute and other professional institutions and using the research method of data analysis method shows the dynamic promotion of supply and demand to the tourism market structure. At the same time, the paper gives some countermeasures and suggestions for the follow-up development of commando-style tourism from three perspectives: government, enterprises, and consumers.

Keywords: supply, demand, market structure, tourism market

1. Introduction

Recently, with the change in young people's consumption concept and retaliatory consumption in the post-epidemic era, special forces tourism, an efficient, economical, and tight travel mode, has gradually been favored by young people, especially college students. The rise of this tourism mode has impacted the supply and demand of products and services in the traditional tourism market and then changed the industrial chain, product structure, space-time structure, and market competition of the tourism market, prompting tourism enterprises to constantly adjust and optimize their products to meet the needs of consumers. The changes in supply and demand brought about by the rapid development of commando-style tourism mainly reflect product innovation, industry consolidation, space-time structure, and market competition [1]. Studying the relationship between consumption, supply, and tourism market structure is helpful to deeply understand the development law of the tourism market and provide a decision-making basis for tourism enterprises and policymakers. This dynamic promotion has an important influence on the development of the tourism market, which can

promote innovation in the tourism market, improve the competitiveness of the tourism market and promote the growth of the tourism industry, thus improving the overall level of the tourism economy. As a new way of tourism, commando-style tourism has the characteristics of fast-food and experiential consumption. Previous studies have focused on one of the two without studying their combination. Therefore, this paper will study the influence and positive role of commando-style tourism on the market structure based on the supply and demand situation of the domestic tourism market, the college student tourism market, the supply-side structural reform of the tourism market, and the holiday economy.

2. Literature Review

The influence of supply and demand on the structure of the tourism market has always been a hot issue in academia and industry. In recent years, with the promotion of the new economic normal and supply-side structural reform, the supply and demand of the tourism market have changed significantly, which has promoted the improvement of the tourism market structure [2]. Some scholars have found that the college students' tourism market is characterized by short trips, natural scenic spots, holiday trips, etc., and tends to diversify tourism products, which are more economical and pay attention to experience [3]. On the one hand, demand-side factors have an increasingly significant impact on the structure of the tourism market. For example, retaliatory consumption in the post-epidemic era has stimulated the development of the tourism economy. The combination of the holiday economy and the experience economy has promoted the rapid growth of tourism consumption. The demand for tourism consumption has been continuously improved, and the consumption level has also been continuously improved [4]. At the same time, consumers' demand for the quality and personalization of tourism products is constantly improving, which puts forward higher requirements for the supply side of the tourism market. On the other hand, supply-side factors also have an important impact on the structure of the tourism market. For example, the number and scale of tourism enterprises are constantly expanding, and the types and quality of tourism products are also constantly improving. However, the shortage of high-quality tourism products still exists, and it is necessary to further promote the supply-side structural reform and improve the quality and service level of tourism products [5]. In addition, some scholars also put forward some measures such as structural reform of the supply side of the tourism market to lead the market demand, fill the short supply board and accurately respond to the demand in order to promote the perfect development of the tourism market [6]. Generally speaking, the influence of supply and demand on the structure of the tourism market is complex and far-reaching. In future research, we can further explore the application of supply and demand balance theory to the improvement of tourism market structure, deepen the characteristics and needs of emerging tourism markets represented by special forces tourism, and put forward more targeted supply-side structural reform measures to promote the sustainable development of the tourism market. At the same time, we can further study the influencing factors and sustainability analysis of commando-style tourism and make relevant analysis from the perspective of tourism market subjects and consumers.

3. Research Analysis

3.1. Development of Commando-style Tourism

Because commando-style tourism is closely related to retaliatory consumption after the impact of the epidemic on the tourism industry, this paper first selects the number of domestic tourists and the recovery of domestic tourism income in each quarter before and after the epidemic to reflect the development of the domestic tourism market before and after the epidemic, as shown in Figure 1 and Figure 2 [7]. Judging from the recovery of tourism data on major holidays, the tourism market

continued to rebound after the adjustment of the epidemic policy. According to the data center of the Ministry of Culture, Tourism, and Tourism, the number of domestic tourists/income recovered to 119.1%/100.7% in the same period of 2019 according to comparable caliber, but the recovery degree of tourism income was weaker than that of tourists, which may be related to the launch of cultural tourism activities in various places, the incomplete supply of consumer services under the surge of passenger flow, the sinking of tourist destinations and the change of play methods. With the overall recovery of the tourism market and the relative enhancement of residents' willingness to consume, young people, especially college students, have chosen "special forces" tourism, a new tourism mode with both fast-food consumption and experiential consumption [6]. Suppose the recovery of per capita consumption is not as good as that of the number of tourists. In that case, commando-style tourism has become an important way to obtain a better tourism experience at a low cost.

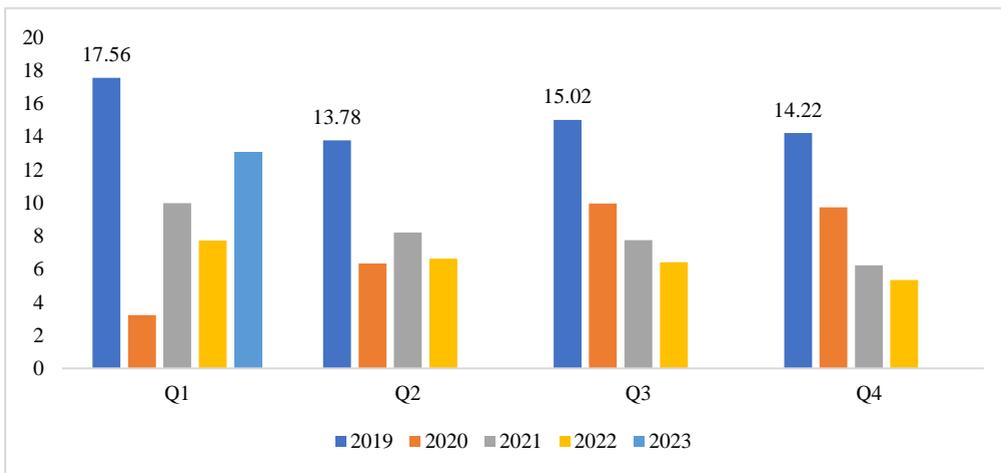


Figure 1: Number of domestic tourists in China in each quarter from 2019 to 2023 (100 million).

(Source: China national bureau of statistics: Ministry of Culture and Tourism of People's Republic of China)

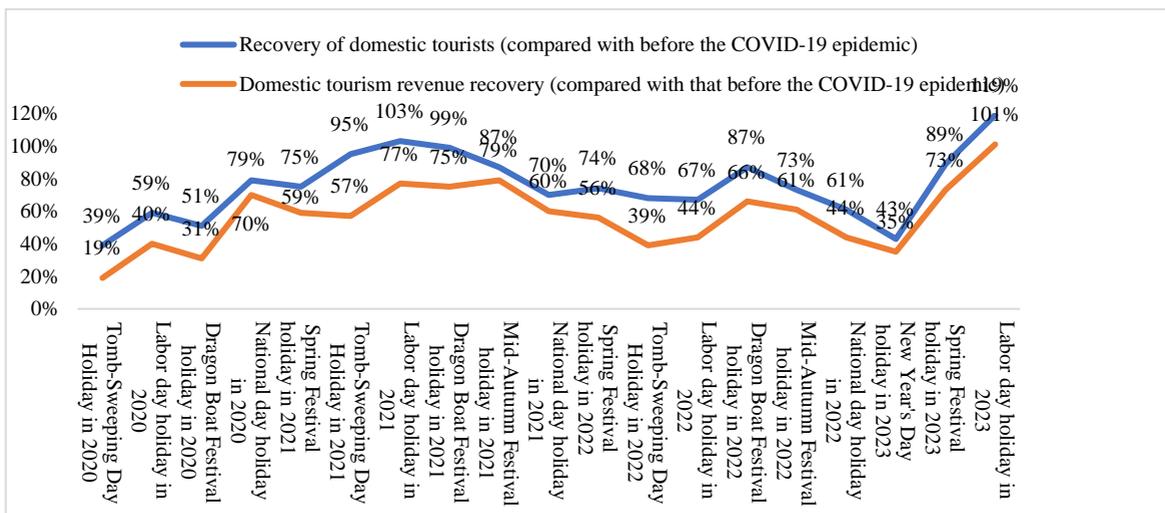


Figure 2: The recovery of domestic tourist arrivals and domestic tourism revenue during major holidays from 2020 to 2023.

(Source: China national bureau of statistics: Ministry of Culture and Tourism of People's Republic of China)

3.2. Characteristics and Destination Analysis of Commando-style Tourism Group

According to the report of Tongcheng Research Institute, as shown in Figure 3, Beijing has become the most concerned "special forces" tourist destination for young people. Chongqing, Changsha, Shanghai, Nanjing, and other cities with many landmark attractions and delicious food are popular "special forces" tourism destinations. At the same time, the most popular "special forces" tourist destinations are often cities with relatively dense scenic spots and convenient trains, high-speed trains, and public transportation in the city. Therefore, it may lead to the situation that the number of tourists far exceeds the capacity of scenic spots during holidays or weekends, and the demand for tourism consumption is greater than the market supply. This reflects the impact of commando-style tourism on the temporal and spatial structure of the tourism market, which will make the tourism market unbalanced in the short term. During the May Day period, the proportion of middle school students in the group of tourists increased significantly, and the proportion of middle school students in the same-way travel ticket orders increased from about 25% in the same period in 2022 to about 30% in 2023. Under the background of the overall recovery of the tourism market and the fact that the recovery of consumption in the domestic tourism market is not as good as the recovery of the number of tourists, the increase in the proportion of college students' trips shows that college students' commando-style tourism is gradually playing an increasingly important role in the tourism market.

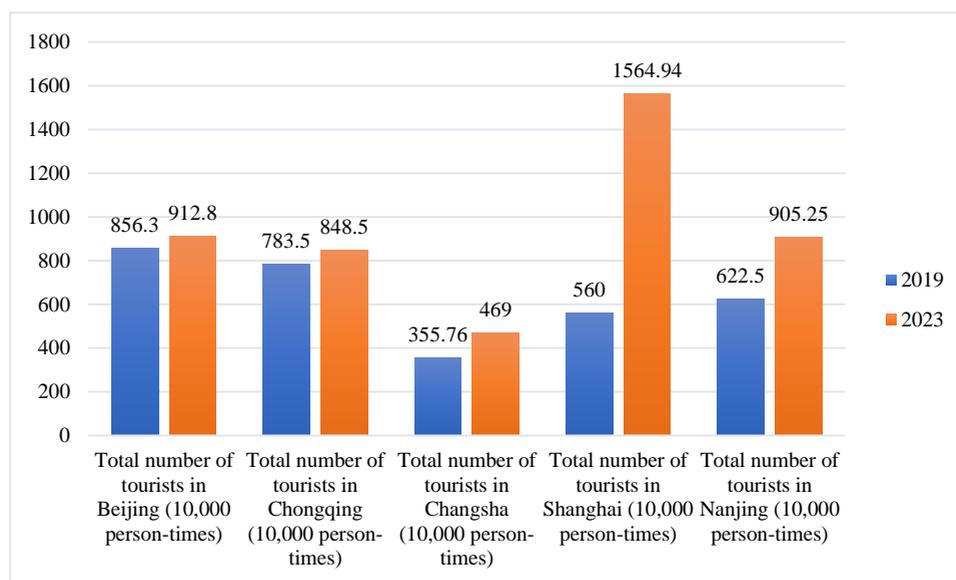


Figure 3: The total number of tourists in the main destinations of commando-style tourism during the Labor Day holiday.

(Source: Ministry of Culture and Tourism of People's Republic of China: Tongcheng Tourism Research Institute)

3.3. Analysis of the Influence of Commando-style Tourism on Tourism Market Structure

From the demand point of view, compared with other tourists, college students who use commando-style tourism pay more attention to the characteristics of short time, many scenic spots, low cost, and novel products and services. On the one hand, the way of large-scale cluster travel during holidays puts higher demands on the accommodation level and agglomeration degree of scenic spots, which in turn changes the temporal and spatial structure of tourist attractions; At the same time, this kind of tourism mode, which can produce a huge market-driven effect, also forces tourism enterprises to provide more differentiated products and services.

From the supply point of view, on the one hand, the main bodies of commando-style tourism who rely on the transportation infrastructure to commute quickly between scenic spots put forward higher requirements for the transportation infrastructure and supporting facilities around the scenic spots, thus encouraging the main bodies of the tourism market to actively unite with the surrounding supporting facilities and promote the establishment of a complete tourism industry chain; On the other hand, because college students' commando-style tourism pays more attention to individual needs and the quality of products and services, a large number of commando-style tourism subjects will flock to tourist attractions with diversified product structures, so the market competition among different tourism market subjects will intensify.

Of course, in addition to college students, other tourist groups have to participate in commando-style tourism because of the rising price of wine tours, which also reflects the shortage of supporting supply in the tourism market from another aspect. The tourism industry chain needs to be integrated, and the structural reform of the supply side needs to be vigorously promoted.

According to the above further analysis, we can find that: through the analysis of domestic tourist trips, domestic tourism income, and the tourism situation during the May Day holiday in each quarter, we find that the demand of the tourism market is in short supply, and the number of tourists exceeds the capacity of the scenic spot, which leads to the short detention time of tourists and the effective utilization of all nodes in the tourism industry chain. Compared with traditional tourism, commando-style tourism is more flexible in time and can meet the needs of different tourists. Although the May Day holiday is short, it can fully use this time to meet the diverse tourism needs of groups who choose special forces tourism. Therefore, taking commando-style tourism as an example, we can see that supply and demand greatly influence the market structure. According to historical data and existing information, we predict that the development trend of commando-style tourism will continue to rise, bringing more changes and opportunities to the tourism market structure.

4. Discussion

Young tourists favor the development of commando-style tourism. Especially in the post-epidemic era, this efficient, economical, and tight travel mode has gradually become the main choice for college students' tourism market.

Commando-style tourism has impacted the traditional market's supply and demand of products and services. Under the current tourism consumption situation, a large number of trips and consumption during short holidays or weekends have seriously impacted the supply side of the tourism market, resulting in short-term supply shortages. The main solutions are to vigorously promote the structural reform of the supply side, innovate the product structure, and improve the tourism industry chain.

The change in supply and demand of commando-style tourism mainly affects the tourism market structure in product innovation, industry consolidation, space-time structure, and market competition, promoting the innovation and development of the tourism market.

According to the research results, the suggestions and inspirations for the development of commando-style tourism are as follows:

In terms of government policies, the government should strengthen the guidance and support for commando-style tourism and promote tourism development. Introduce relevant policies to encourage enterprises to innovate and upgrade, improve the competitiveness of the tourism market, strengthen the supervision of special forces tourism, and protect the rights and interests of tourists [7]. Improve infrastructure construction and ensure the accessibility of scenic spots. The opening of high-speed railways has improved the accessibility of tourism, narrowed the gap in tourism development among regions, and balanced the development of the tourism economy. The supply and demand potential of the tourism market decreases with the increase of high-speed railway distance, which is beneficial to

the concentration of the tourism market along the high-speed railway and makes the characteristics of tourism space concentration and dispersion more obvious [8]. The government can invest in constructing roads, transportation, and other infrastructure, improve the accessibility and convenience of scenic spots, and provide tourists with a better travel experience. Carry out deep processing of scenic spot characteristic products, extend the industrial chain, and improve the utilization rate of resources. By developing characteristic products and deep processing, the added value of the tourism industry can be increased, and economic benefits can be improved—grant subsidies for Huimin performances. The government can provide low-cost or free performances for the masses by purchasing services that can enrich their cultural life and promote cultural tourism industry development. In addition, we can also innovate the service system of digital travel products, promote the development of online digital experiences products such as scenic spots and museums, build scenic spot monitoring facilities and big data platforms, and develop new travel services such as immersive experience, virtual exhibition halls, and high-definition live broadcasts [9].

In terms of enterprise strategy, enterprises should provide more flexible and personalized tourism products and services. At the same time, enterprises should improve the capacity of scenic spots, optimize the structure of tourism products and provide better tourism services [10]. Optimize the supply of tourism products and launch a series of boutique routes. Enterprises can combine local characteristic resources and market demand to develop attractive tourism products, build brand image and improve market competitiveness. Enterprises can strengthen the promotion of tourist destinations through traditional and new media platforms and improve their visibility and influence. Improve the quality of tourism services and strengthen staff training and management. Enterprises can strengthen the training and management of employees, improve service quality and professionalism, and provide better travel experiences for tourists. Promote smart tourism and improve the efficiency of tourism services. Enterprises can introduce advanced information technology and management systems, promote smart tourism, improve the efficiency and quality of tourism services, and meet the diversified needs of tourists.

From the consumer's point of view, consumers can pay attention to the quality and safety of tourism services, choose tourism enterprises with good reputation and reputation, advocate quality tourism, and promote the service quality of the tourism market; Consumers can pay attention to environmental protection and sustainable development, choose environmentally friendly tourism products and methods, and promote the development of green tourism; Consumers should pay attention to their safety while planning their travel modes reasonably, and choose their tourism products and services within the tolerance of their income level.

5. Conclusion

5.1. Research Conclusion

This study shows a dynamic promoting relationship between consumption and supply factors and the commando-style tourism market structure. The change in consumer demand promotes the innovation and upgrading of the tourism market, increases the competition in the tourism market, and promotes the change of product and service structure. At the same time, the supply factor has also promoted the innovation and upgrading of the tourism market and improved the competitiveness and attractiveness of the tourism market. This change in market structure has further promoted the innovation and development of the tourism market and provided more opportunities and challenges for the future development of the tourism market.

5.2. Future Research Direction

The future research direction can further study the development trend and influence of special forces tourism and how to meet consumers' needs better and improve the tourism market's competitiveness and attractiveness. At the same time, we can further study how to strengthen the government's guidance and support for commando-style tourism and promote the innovation and development of the tourism market. From the perspective of the main body of the tourism market, it is necessary to dynamically adjust the supply structure according to the changes in consumer demand, promote the coordinated development of the upstream and downstream of the industrial chain, and provide diversified products and services. In addition, we can also study the behavioral motivation analysis of commando-style tourism consumption from the perspective of behavioral economics and consumer psychology.

In a word, this study provides theoretical support and practical guidance for developing special forces tourism, valuable policy suggestions and enlightenment for the government and enterprises, providing consumers with relevant tourism consumption suggestions, and new ideas and directions for future research.

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