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Analysis of the special phenomenon of “special forces style tourism” in China's post-pandemic: new trends in tourism consumption

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Agradecimiento

Quiero dedicar mi agradecimiento a mis padres, que me han proveído esta oportunidad de estudiar en España, un país tan distante, de un idioma y una cultura tan distintos.

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El análisis del fenómeno especial del “turismo estilo de fuerzas especiales” en la postpandemia de China: nuevas tendencias de consumo turístico

L'anàlisi del fenomen especial del “turisme estil de forces especials” a la postpandèmia de la Xina: noves tendències de consum turístic

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Resumen / Resum /Abstract

El "turismo estilo de fuerzas especiales" (特种兵旅行) ha desarrollado con ritmo acelerado en la China postpandemia como un nuevo modo turístico. La característica principal del "turismo estilo de fuerzas especiales" consiste en visitar a más paisajes con tiempo y coste limitado. La mayoría de los turistas de este tipo son estudiantes

universitarios. Actualmente, debido a su experiencia de coste bajo, tiempo corto e itinerario eficiente, este nuevo modo de turismo se ha convertido en un fenómeno cultural. La investigación pretende analizar los siguientes aspectos que ilustran una demanda especial de turismo en la China postpandemia:

1. Características principales del turismo estilo de fuerzas especiales y su motivo.

2. Impacto de nuevas tendencias de consumo turístico en el sector turístico tradicional y sus productos culturales.

3. Reflexión sobre las medidas que favorecen la reanimación turística.

El "turisme estil de forces especials" (特种兵旅行) ha desenvolupat amb ritme accelerat a la Xina postpandèmia com una nova manera turística. La característica principal del "turisme estil de forces especials" consisteix a visitar més paisatges amb temps i cost limitat. La majoria dels turistes són estudiants universitaris. Actualment, a causa de la seva experiència de cost baix, temps curt i itinerari eficient, aquesta nova manera de turisme ha esdevingut un fenomen cultural. La investigació pretén analitzar els aspectes següents que il·lustren una demanda especial de turisme a la Xina postpandèmia:

1. Característiques principals del turisme estil de forces especials i el motiu.

2. Impacte de noves tendències de consum turístic al sector turístic tradicional i els seus productes culturals.

3. Reflexió sobre les mesures que afavoreixen la reanimació turística.

"Special forces style tourism" (特种兵旅行) has developed at a rapid pace in post-pandemic China as a new tourism mode. The main feature of "special forces style tourism" is to visit more landscapes with limited time and cost. Most of these tourists are university

students. Currently, due to its experience of low cost, short time and efficient itinerary, this new mode of tourism has become a cultural phenomenon. The research aims to analyse the following aspects that illustrate a special demand for tourism in post-pandemic China:

1. Main characteristics of the special forces style tourism and its motif.

2. Impact of new tourism consumption trends on the traditional tourism sector and its cultural products.

3. Consideration of measures to promote tourism.

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1 Introduction

1.1 context

The covid-19 pandemic affected the world economy for a long time, and China also suffered its effects. During the crisis, the country took strong measures to control areas with contagion, such as severely limiting travel between cities and to other countries. While these actions helped curb the virus, they caused lasting problems for the tourism sector.

Tourism has always been key to the Chinese economy. The government therefore considers it vital for economic growth and regional development. For example, both the 2016-2020 and 2020-2024 development plans highlight the importance of boosting this industry and blending it with areas such as culture, sport and health.

According to official data, in 2019 the Chinese made 155 million trips abroad. In the same year, tourism contributed 11.05 trillion yuan to the national GDP, or 11.05% of the total. This shows how important this activity is for China.

But during the pandemic, these Numbers went down a lot because of travel restrictions. In this situation, tourism within the country became key to keep the sector active. After the worst of the crisis, the government understood that tourism would help recover the economy and launched measures to encourage it. For example, it gave travel vouchers and lowered ticket prices to tourist sites to promote local travel. In addition, in important events such as the government report of 2023, it was stressed that tourism serves to revive the economy and create jobs.

But recovery after the pandemic has been slower than planned. Chinese international travel has not yet returned to its previous levels. This is due to problems such as fewer flights available, more expensive travel and changes in what tourists prefer. That is why tourism within China and new styles of travel such as “special forces

style tourism", especially popular among youth and students, are now more successful.

In China, this term "special forces style tourism". refers to visiting many places in a very short period. And there are two main reasons why the popularity of this travel phenomenon has spread so rapidly in the post-epidemic phase: first, travellers' lack of time and money and, second, the influence of social networks. This phenomenon not only shows the changes in people's travel methods, their budgets, etc., but is also closely related to the special economic and cultural situation in China after the epidemic. The pressure of work, anxiety among young people, social oppression and the desire to share experiences in applications such as TikTok and Redbook have driven this new form of travel.

1.2 Objectives

The main objective of this study is to analyse the new tourism phenomenon of "special forces style tourism". in China and understand its impact on traditional tourism, as well as its characteristics, causes and impacts on Chinese society. To achieve this, we focus on four specific objectives:

First, we will examine how social, economic and cultural changes in China after covid-19 (such as economic recessions, increased social pressure and promotion of social networks, etc.) contribute to the development of this type of travel.

Second, we will focus on "special forces style tourism". Through questionnaires, key data and characteristics are analysed. For example: what are the characteristics of the participants in this new form of tourism? For example, age, occupation, etc. Why do young people choose this style of travel? What factors contribute to the popularity of this short-time travel model?

Third, we will study cases of tourism in specific cities in China to understand how

this phenomenon of tourism development helps economic development and cultural diffusion.

Finally, we are looking for improvement solutions for China's post-epidemic tourism industry. We will make Suggestions to help the traditional tourism industry adapt to this new tourism model and promote the recovery of China's tourism industry in the post-epidemic era.

1.3 Hypothesis

Based on these objectives, the following assumptions are proposed:

a) "Special forces style tourism". reflects the cultural and economic adaptation of China's younger generation in the post-epidemic period, due to hampered economic development and increased social pressure.
b) We believe that this trend is directly related to two key factors. Influence of social networks like TikTok and Redbook, and the economic recession. Travelers want new models to reduce costs but get a unique travel experience.
c) This type of tourism can bring short-term economic and socio-cultural benefits, but it also poses challenges for traditional tourism and long-term economic sustainability.

1.4 Methodology

To achieve the research objectives, we used a method that combines quantitative and qualitative analysis.

First, we collect data in two ways: on the one hand, we survey 338 people (mostly 18-30) to understand how they travel and why they chose the "special forces style

tourism". industry. On the other hand, we reviewed more than 200 TikTok and Redbook posts to learn how to promote the travel style of this social network. Then we do data analysis. By comparing the age, job and region of respondents, etc., we can discover the characteristics of this special travel model and the characteristics of the audience. For example, we discovered that university students and those just starting work are the people who like this type of tourist industry the most.

Then we will propose a specific case, Zibo, a special city of the province Shandong. According to the traditional tourism model before the epidemic, this city has not had a highly developed tourism industry. But after the rise of "special forces style tourism", the tourism industry has become a mainstay industry in the local area, helping the local government better publicize the culture and helping economic development quickly after the epidemic. We will analyse this case from multiple perspectives to study how China's tourism industry develops and improves in the post-epidemic era.

Finally, we will summarize all the previous analyses, compare the characteristics and advantages and disadvantages of traditional tourism and "special forces style tourism", and propose more strategies to help China improve tourism and economic development in the post-epidemic era.

1.5 Status of previous issues

Although the emerging phenomenon of "special forces style tourism". has attracted the attention of researchers in recent years, systematic research on its formation mechanism, socioeconomic impact and cultural importance is still relatively limited. Existing research focuses on the analysis of driving factors and basic characteristics, but there is still an obvious academic gap in deeper debates.

1.5.1 Main contents and contributions of existing research

Micro adventure tourism emerges as an important topic in tourism studies. The early works of Urry (1990) and Cohen (1979) help us understand why people look for new experiences in nearby places. These authors explain that tourists want to live something different from their daily life, but do not always need to go far to find it.

Pritchard and Morgan (2001) add that these short trips also influence how people relate to cultures. For their part, Horner and Swarbrooke (2004) analysed these travel patterns in Europe and found that more and more people prefer to make several short journeys rather than a long one.

The newer studies have changed the focus. Yang and so on (2016) studied tourism in island areas. Richards and Wilson (2004) observed how travellers look for real experiences close to home. Goeldner and Ritchie (2011) confirm that this trend is part of a larger shift in global tourism.

Tourism research has changed a lot over time. At first, studies focused on long and distant journeys. Now, there is more interest in understanding why people seek short adventures near home. However, there is a lack of specific studies on micro-adventures. This is especially important after the pandemic, when many people changed the way, they travel. More research is also needed on how these micro-adventures can help sustainable tourism.

Current studies tell us that micro-adventures can be good for both travellers and the places they visit. But we need more research to better understand their benefits and how to develop them responsibly.

Most current research in China on the topic of “special forces style tourism”. focuses on the factors driving the phenomenon of “special forces style tourism”. Guo jia (2023) pointed out that the demand of Chinese youth groups for low cost and high efficiency modes of travel is the main reason driving the boom in this type of tourism. At the same time, the ‘check-in culture’ on social media has further promoted the

popularity of this model. Shu tian (2023) analysed the patterns of experience of tourists under this tourism model from the perspectives of psychology and behaviour and believed that it reflected the psychological need for ‘instant gratification’ in modern society.

Zhang Sanbao and Li Kexin (2024) compared and analysed “special forces style tourism”. and traditional models of tourism in depth, noting that this phenomenon has had an impact on the traditional tourism industry. In particular, the high efficiency of “special forces style tourism”. in terms of time and economic costs has gradually reduced the attractiveness of traditional tourism models among young people. However, this accelerated form of travel also poses problems such as insufficient depth of experience and high environmental consumption.

Urry’s ‘theory of the tourist gaze’ (1990) starts from the cultural construction of tourist behaviour and reveals the symbolic meaning of the ‘culture of check-in’ in “special forces style tourism”. Richards’ (2007) research on youth tourism emphasized the openness and flexibility of youth, which provided theoretical support for the popularity of ‘special force style tourism’. In addition, Cohen’s classification model of tourist types also provides an analytical framework for studying the psychological needs of tourists and the motivations for this phenomenon.

1.5.2 Blank areas of academic research

Although existing studies have provided important theoretical support, further exploration is still needed in the following areas:

First, analysis of the social and cultural impact.

Current research pays little attention to the profound impact of “special forces style tourism”. on local culture. Regarding the role and conflict of local cultural heritage: will this accelerated tourism model affect the in-depth diffusion of local culture? Will

the “check-in” behaviour of tourists weaken the true value of local culture and transform it into a unique symbolic product of consumption?

In terms of creating and innovating cultural products: as an efficient way of travelling, will “special forces style tourism”. pose new requirements for innovating cultural products, such as faster delivery of experiences or more eye-catching design? These issues require further study.

Secondly, research on economic sustainability.

Although “special forces style tourism”. has brought short-term economic benefits, its long-term impact on the local economy is still unclear. Regarding the use and maintenance of tourism resources: will the high density of tourism flow aggravate the excessive consumption of tourism resources? What strategies should local governments and businesses adopt to maintain resource sustainability?

On economic contributions and imbalances: the pattern of accelerated consumption can be concentrated on a few popular attractions, resulting in an unequal distribution of tourism revenues. It remains to be explored whether this model can effectively promote the overall development of the regional economy.

1.5.3 New developments

To fill the academic gaps, this paper will conduct an in-depth investigation from the following directions:

First, it combines local culture with innovation in tourism models. This article will explore how to integrate deep cultural experiences into a fast-paced tourism. For example, through innovative interactive cultural projects or virtual reality technology, cultural heritage can be combined with a fast-paced model to maximize cultural diffusion in a short period of time.

Secondly, it is research into the integration of environmental and economic sustainability.

This article will analyse the impact of “special forces style tourism”. on tourism resources, the environment, and the economy through case studies, and present policy recommendations that consider economic development, resource protection, and tourism tax policies.

1.5.4 Importance of research and practical application

Through in-depth research in the fields mentioned above, we can not only fill existing academic gaps, but also provide practical policy recommendations for government departments, tourism businesses and communities. For example: designing more efficient and sustainable tourism products for tourism managers; Formulate balanced policies between cultural protection and resource development for local governments; And provide tourists with more comprehensive travel guides to meet diverse needs.

In summary, while “special forces style tourism” is an emerging phenomenon and existing research has provided preliminary support to its theoretical framework, there is still not enough debate about its far-reaching impact. This study should pay more attention to the multidimensional impact of this phenomenon and provide a scientific basis and practical guidance for its sustainable development within the framework of the intertwining of globalization and localization.

1.6 Research Ideas and Significance

This study takes the structural transformation of China's tourism industry in the post-pandemic era as the background, focuses on the typical phenomenon of “special forces style tourism”, and constructs a mixed research framework with an

interdisciplinary perspective. By integrating quantitative analysis (data from 338 questionnaires and over 200 pieces of social media content) and qualitative research (typical cases such as Zibo barbecue), the generation mechanism and social and cultural implications of this tourism model were systematically deconstructed.

The research finds that under the dual squeeze of time scarcity and economic constraints, working youth and college students aged 25 to 30 achieve rapid accumulation of cultural capital through high-intensity and symbolic check-in behaviours. The essence of their behaviour is the product of the combined effect of social media algorithm recommendations, collective anxiety among youth, and digital consumerism. The research innovatively introduces Lefebvre's spatial production theory into tourism studies, revealing the logic of the reconstruction of tourism space by algorithmic power behind the phenomenon of “influencer cities”, the platform recommendation mechanism shapes the symbolic experience space, and the government marketing strategy catalyses the cultural consumption field where the virtual and the real interweave. Compared with existing studies, this paper breaks through the Western theoretical paradigm of traditional tourism analysis and proposes a dual explanatory framework of “accelerating modernity” and “platform capitalism” based on the local context of China. It not only demonstrates the universal law of the global tourism acceleration trend but also highlights the special shaping effect of local elements such as the 996-work system and social involution on the phenomenon of tourism alienation.

By revealing the mutual construction mechanism between tourism practice and social mentality in the digital economy era, this study not only provides multi-level optimization solutions for the policy-making of the integrated development of culture and tourism (such as the construction of a digital governance system and the platform-government collaboration mechanism), but also contributes theoretical paradigms and decision-making basis with Chinese characteristics to practical issues such as the breakthrough of non-traditional tourism cities and the innovative transformation of

cultural heritage.

2. Theoretical framework

After contextualizing the phenomenon of “special forces style tourism” in post-pandemic China and justifying its academic and social importance, this chapter aims to build a theoretical basis that allows a rigorous analysis of this phenomenon. Through a review of studies on youth tourism, cultural consumption, digital platforms and models of tourism acceleration, it is intended to lay the analytical foundations that will guide subsequent empirical observations.

2.1 Transformation of the tourism industry in the post-pandemic era

The Chinese tourism industry is one of the most important markets of the world tourism industry. Before the pandemic, China was the world’s largest export market for tourism. The Numbers are impressive: in 2019, Chinese tourists made 155 million trips abroad. The main reasons for this boom are the rise of China’s middle class and the easing of travel restrictions. Many countries have also facilitated visa procedures. Preferred destinations are nearby Asian countries such as Japan and Thailand, as well as western destinations such as France and the United States.

During the pandemic, the situation has changed dramatically. China has implemented a strict “zero covid” policy, which has imposed restrictions on international travel. This measure has completely changed the world tourism industry. Business that depends on Chinese tourism must adapt to find new markets. During this period, domestic tourism in China has become more important.

Travel restrictions will continue until China reopens its borders in early 2023. The post-pandemic period presents a different picture. The recovery of Chinese outbound tourism is slower than expected. Several factors may explain this. Situation: reduction

of international flights, increase in travel costs and changes in consumer preferences. Today's Chinese travellers show new patterns of behaviour. They prefer more personalized trips and trips in small groups. Quality of medical services. This change has laid the groundwork for the rise of "special forces style tourism".

"Special forces style tourism" as a new phenomenon has attracted wide attention from academics. This type of tourism is characterized by intensive visits to multiple attractions in a short period of time, generally dominated by young people, especially university students. Demand after the epidemic, this phenomenon has aroused academic interest and debate at the social, cultural and economic levels.

2.1.1 Background to tourism research in the post-epidemic era

The epidemic has had profound impacts on the global economy and society, including the tourism sector being one of the most affected in China. Under the confinement policy, China strictly restricted international and transregional travel, many places that were frequent tourist destinations were closed or limited, and the aviation and hotel industries faced large-scale closures. At the same time, due to obstructions to travel, tourism businesses face bankruptcy crises. Rising travel costs and heightened safety concerns for tourists have led to a sharp decline in the number and frequency of travel, and the tourism market has fallen into recession.

With the gradual relaxation of epidemic prevention and control policies, pent-up tourist demand from tourists has been released, especially in the post-epidemic era, people's desire to travel has increased significantly and they expect short distance travel to relieve psychological stress. The pressure caused by the city's confinement has generated short-term, flexible, and low-cost tourist methods, such as "Tours of the surroundings" and "Tours of the city," providing ground for the development of "special forces style tourism".

As the main pillar of the economy in many parts of China, the tourism industry

has faced unprecedented pressure during the epidemic. To promote economic recovery, many local governments have introduced policies to encourage tourism consumption, for example, by regulating travel vouchers they have succeeded in reducing the price of attraction tickets and in developing local tourism products to attract tourists. In addition, rural tourism and urban micro tourism have also become new access points, injecting new vitality into the tourism industry.

2.2 Characteristics of youth tourism in China

In China, young people are the main driver of tourism consumption, and their tourism behaviour is deeply influenced by socio-economic changes and subcultural trends.

2.2.1 Consumption characteristics of university students

Youth tourism in China has unique characteristics that several studies have identified. Young Chinese travel differently from their parents. They prefer new experiences and are more willing to try adventure or sports activities. This change reflects a new way of thinking in China's younger generations. In Richards' study (2007), youth groups are seen as the driving force behind cultural tourism. They are open, flexible and more focused on diversity of experience. They seek a high-density experience in a short period of time, which is in line with the characteristics of "special forces style tourism".

Likewise, Guo Jia (2023) argues that "special forces style tourism" is emerging because it fits in with Chinese university students' consumption concepts of low cost, short time, and quick achievement. At the same time, college students and young people are often influenced by social networks and see tourism as a social resource, which increases their "social capital" by checking in to popular attractions. Studies show that young Chinese spend more on experiences than on shopping. Unlike traditional Chinese

tourists, who used to focus on visiting famous places and shopping, the new generation seeks to live unique moments. They are more interested in local activities, authentic food and adventures that they can share on social networks.

2.2.2 The promotion of social networks for youth tourism

The rise of social networks has given a big boost to the spread of "special forces style tourism".

Shu tian (2023) analyses data on social networking platforms like Weibo, Redbook and TikTok to reveal how the "check-in culture" is a key factor driving this model. Youth groups exhibit strong "ritualized behaviours" on social platforms. Through mechanisms such as likes and sharing, social platforms make users willing to complete as many attractions as possible in a short period of time to gain recognition and rewards on virtual social networks. This phenomenon has accelerated the popularity of "special forces style tourism" and turned it into a social behaviour, a demand for "display consumption," and social networks have provided them with a channel to gain attention and recognition, which has also further fuelled the popularity of this travel model.

2.2.3 The rise of subcultures

According to Guo Jia (2023), "special forces style tourism" is essentially a sub-cultural phenomenon reflecting young people's need for "quick satisfaction" in a highly competitive environment. The popularity of this model reveals the collective behaviour and psychological characteristics of Chinese youth driven by social networks.

Shu Tian (2023) further pointed out through psychological and behavioural analysis that "special forces style tourism" shows strong ritual characteristics in the media environment. Tourists often do not care about the cultural importance of exploring the landscape, learning about the culture and understanding the popular

customs in traditional Chinese tourism, but just take pictures. In other words, tourists expect to show their sense of achievement of “overcoming difficulties” and “comprehensive coverage” through “check-in” of high-density attractions. This model is also disseminated and further recognized through social platforms. To a certain extent, this tourism model manifests itself as a rebellion against the traditional form of leisure tourism, forming a unique group cultural identity.

2.3 The phenomenon of accelerated tourism on a global scale

As an important branch of the modern travel mode, accelerated tourism stems from the balance between travel demand and time, cost and other constraints. Although similar phenomena exist in many countries around the world, China’s “special forces style tourism” shows a differentiated path of development due to its unique socio-cultural and consumption concepts.

2.3.1 Characteristics of the international model of accelerated tourism

In Europe and North America, accelerated tourism has formed a certain market base, the most typical forms being island hopping and weekend getaways. Island hopping reflects the intensification of accelerated tourism. This concept involves visiting multiple islands in a short period of time. Tourists seek to maximize their experiences in nearby destinations. This practice is common in regions such as the Caribbean, Greece and southeast Asia. Tourist agencies design routes that allow visitors to visit several islands in a few days.

Meanwhile, the “weekend getaways” represent another manifestation of the accelerated model. This modality arises from the fragmentation of free time. Tourists prefer several short trips instead of a long holiday. This trend responds to changes in work patterns and urban lifestyles. This type of tourism usually revolves around the following characteristics:

First, efficient itinerary: tourists maximize their efficiency in a limited time and usually choose famous landmarks or popular attractions for quick visits.

Second, low-cost travel: reducing travel costs by reducing the length of stay, opting for public transport or low-cost flights.

Third, the combination of independent travel and personalization: by focusing on itinerary flexibility, some tourists plan their own “pop-up” itineraries through digital platforms to cope with the increasingly tight pace of life in modern society.

Fourth, individual or small group travel: to increase flexibility, fast-paced travel is most often done in the form of individuals or small groups, avoiding the time constraints of large-scale traditional tour groups. The core of these models is to seek “cost-effectiveness” in a limited time to meet the dual needs of modern people in terms of efficiency and expertise.

2.3.2 Comparison with international models

While accelerated tourism around the world shares similar characteristics, China’s “special forces style tourism” has developed a unique model due to its specific socio-cultural background and stage of development:

First, the “check-in culture” driven by social media.

Compared to the emphasis on personal experience and freedom in western “emerging” tourism, China’s “special forces style tourism” emphasizes its social attributes. The goal of tourists visiting landmarks in a short period of time is not only for personal experience, but also to enhance their “social capital” by taking photos and Posting content on social networks. This “check-in culture” is highly integrated with social platforms (such as TikTok, Redbook, etc.) and has become a way of showing off and gaining recognition.

Second, the combination of high density and sacrificed comfort.

Zhang Sanbao and Li Kexin (2024) point out that, under China's "special forces style tourism" model, tourists often sacrifice the comfort and cultural depth of travel in favour of high-density itineraries for historical experiences. This phenomenon is especially concentrated among young people, who are willing to "push the limit" physically to maximize the number of attractions to complete.

Finally, the concept of consumption is combined with that of culture.

The concept of consumption of young Chinese, the pursuit of low cost and high efficiency fits perfectly with this model. Moreover, this form of tourism exemplifies the "collective behaviour pattern" that prevails in Chinese society: when a certain form of tourism is widely disseminated through social networks, many people see it as a trend to try out, which in turn boosts the model's popularity.

2.3.3 The challenge of the accelerated tourism

Although accelerated travel is in line with modern society's quest for efficiency, it also brings with it a few challenges.

First, the "special forces style tourism" will lead to the superficiality of the travel experience. Since accelerated tourism requires time and cost optimization as the main goal, tourists fall too short on attractions, resulting in a severe lack of cultural understanding and deep experience. Whether it's China's international model or "special forces style tourism", this problem is widespread.

Secondly, it can lead to excessive consumption of the environment and resources. Accelerated tourism can exacerbate the environmental pressure of scenic sites, increase traffic emissions and the maintenance burden of scenic sites due to frequent traffic arrangements and visits to high-density scenic sites. In China, the concentration of "special forces style tourism" for popular attractions is more likely to cause the problem

of resource overutilization.

Thirdly, this new type of tourism can lead to low tourist satisfaction and great psychological pressure. The high density of the itinerary can cause physical and psychological fatigue for tourists, especially in “special forces style tourism”, and the travel experience of some tourists may even be replaced by stress and anxiety. This phenomenon is particularly pronounced among younger people, and more research is needed on its long-term effects.

3. “Special forces style tourism” (特种兵旅行)

Having established the theoretical framework that allows us to understand the general context of youth tourism and the tourist acceleration, we proceed in this chapter to analyse specifically the central object of this research: the “special forces style tourism”. Its definition, public profile, popularization factors and motivations are described, supported by data obtained through questionnaire and observation on digital platforms.

3.1 Definitions

“Special forces style tourism” is a mode of travel that consists of intensely visiting multiple destinations in a very short period, with an emphasis on high intensity and efficient itineraries. This mode of travel can be understood as a challenge to the limits of physical strength and time, to spend the least amount of time and money to visit the greatest number of attractions. As a result, with this mode of travel it is easy to reach 30,000 steps in a day without wasting a minute or a second. Although this mode means leaving early, returning late and moving from one place to another frequently, after traveling during the weekend, he can return to the original life of work and school.

image 1 An Example of a post on Zhihu explains the popular ways of “special forces travel”[1]



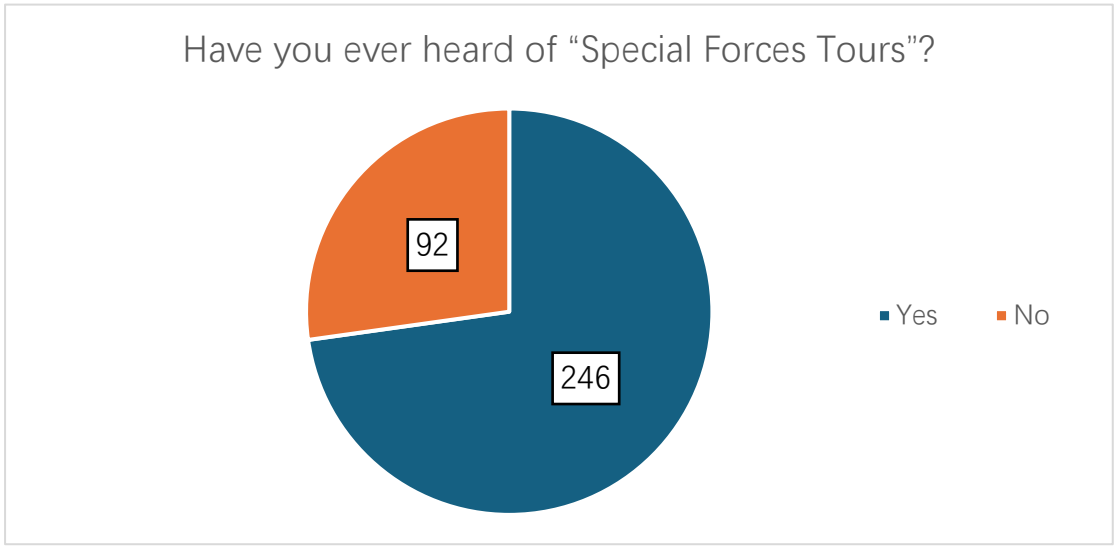
Sources: Zhihu by ly.com

This mode of travel has rapidly gained popularity following the outbreak of covid-19, especially among China’s younger population, which seeks to check in more tourist landscapes within their limited holidays and budgets.

The total sample size in this questionnaire is 338. The main group is concentrated in the 25-30 age group (40.53%), followed by those aged 31 years and over (29.59%). Employees accounted for 51.18%, followed by university students (29.59%). The majority of those interviewed come from the second level cities (44.67%), followed by the first level cities (30.47%).

Graph 1 Awareness analysis

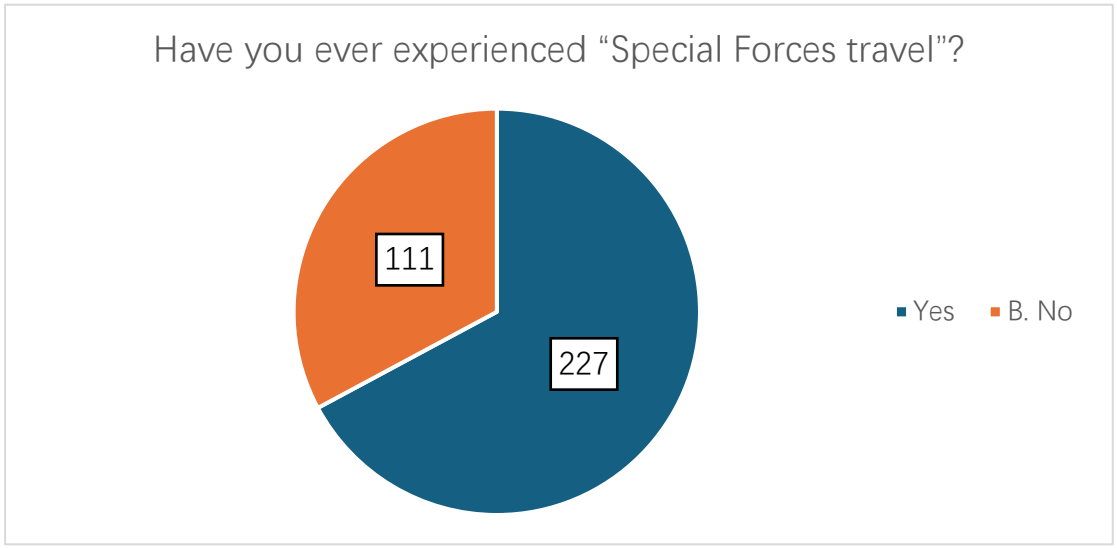
[1] In this image, the popular ways to travel for “special forces style tourism” are explained, including taking the train at night, quickly visiting scenic spots, checking in at local delicacies and city hiking.



Sources: Made by author

According to the questionnaire, 72.78% of people have heard of special forces tourism, indicating that this model has entered general knowledge.

Graph 2 Participation analysis



Sources: Made by author

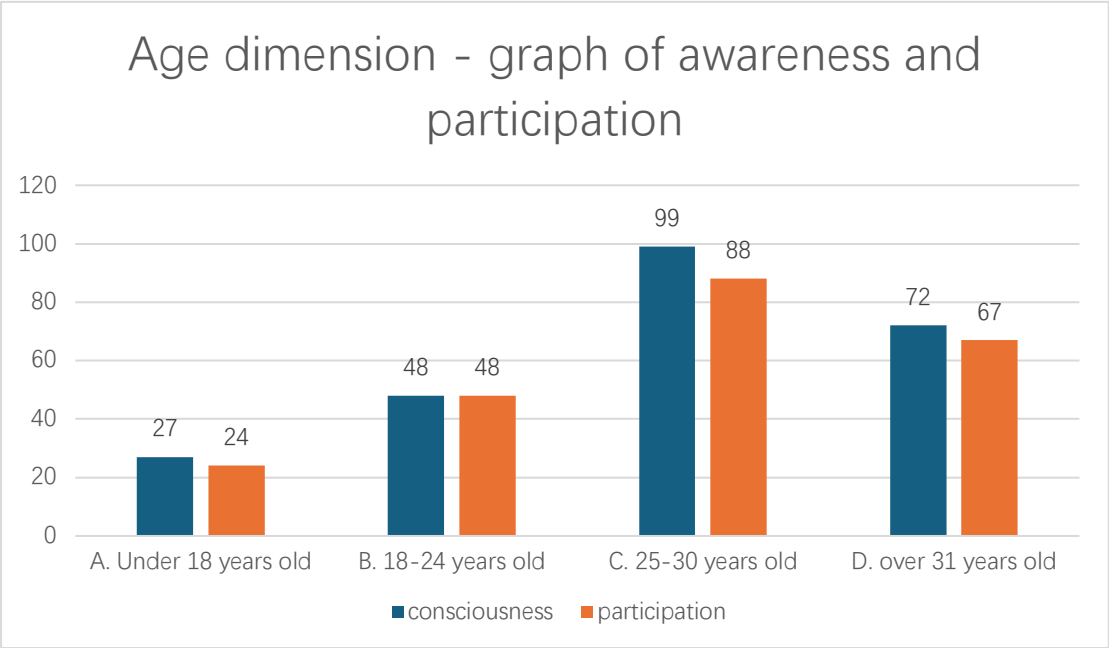
In total, 67.16% of respondents have practiced this mode of travel. Meanwhile, the cognitive-behavioural conversion rate is high, indicating that this model is very attractive. This high turnout indicates that “special forces style tourism” has become a widely recognized travel trend among Chinese.

This model differs from traditional leisure time travel in that it focuses on speed and efficiency rather than immersive experiences. The objective of the traveller is usually to check in, that is, to arrive quickly at an attraction, take a photo and move quickly to the next destination. This type of travel is strongly driven by social networks (e.g., TikTok and Redbook), and many people seek to gain recognition and social capital through sharing their travels.

3.2 Profile of the audience

As a new model of tourism, the audience of “special forces tourism” have certain characteristics of age, occupation and region, which are closely related to the competitive pressure of contemporary society, the culture of social networks and infrastructure development.

Graph 3 Analysis of Age Group



Sources: Made by author

Graph 4 Analysis of Awareness and Participation among Different Age Groups

Indicator/age group	A. Under 18 years old	B. 18-24 years old	C. 25-30 years old	D. over 31 years old
consciousness	10,98%	19,51%	40,24%	29,27%
participation	10,57%	21,15%	38,77%	29,52%

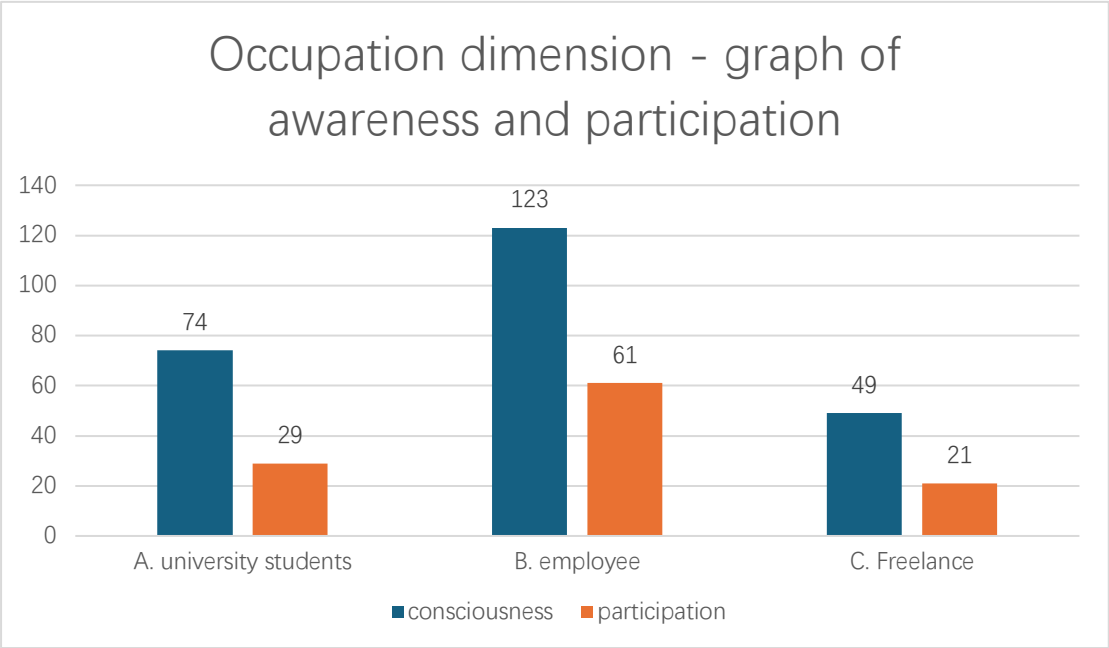
Sources: Made by author

In terms of age, employed young people between the ages of 25 and 30 are the core group of "special forces tourism". Both the percentage of awareness (40.24%) and participation (38.77%) are the highest, indicating that this group is the most interested in "special forces style travel". In China, most of this group work more than 10 hours a day, and short distance travel has become a way to resist and save themselves from

work pressure. It also reflects the “anxiety of the thirties” in Asian society, for example, the formation of behavioural patterns in the window period of marriage and birth of children or professional promotion. People aged 25 to 30 tend to accumulate cultural capital through visiting famous universities and provincial museums. That is essential to dealing with social anxiety with the “depreciation of academic scores.” In addition, they are more likely to purchase cultural and creative limited-edition products and to accumulate cultural capital materially.

In contrast, the consciousness (29.27%) and participation (29.52%) of the group older than 31 years are highly equalized, which indicates that the travel behaviour of this group is relatively stable. The travel behaviour is relatively mature, more for social needs or short-term relaxation. University students aged 18 to 24 have an average level of awareness (19.51%) and participation (21.15%) and pay more attention to the experience and novelty of tourism. The participation of the under-18 group is lower (10.57%) due to financial capacity and time constraints, but the potential for the future is greater.

Graph 5 Analysis of Occupations



Sources: Made by author

Graph 6 Analysis of Awareness and Participation in Different Occupations

Indicator/Occupation group	A. university students	B. employee	C. Freelance
consciousness	30,08%	50,00%	19,92%
participation	31,28%	49,34%	19,38%

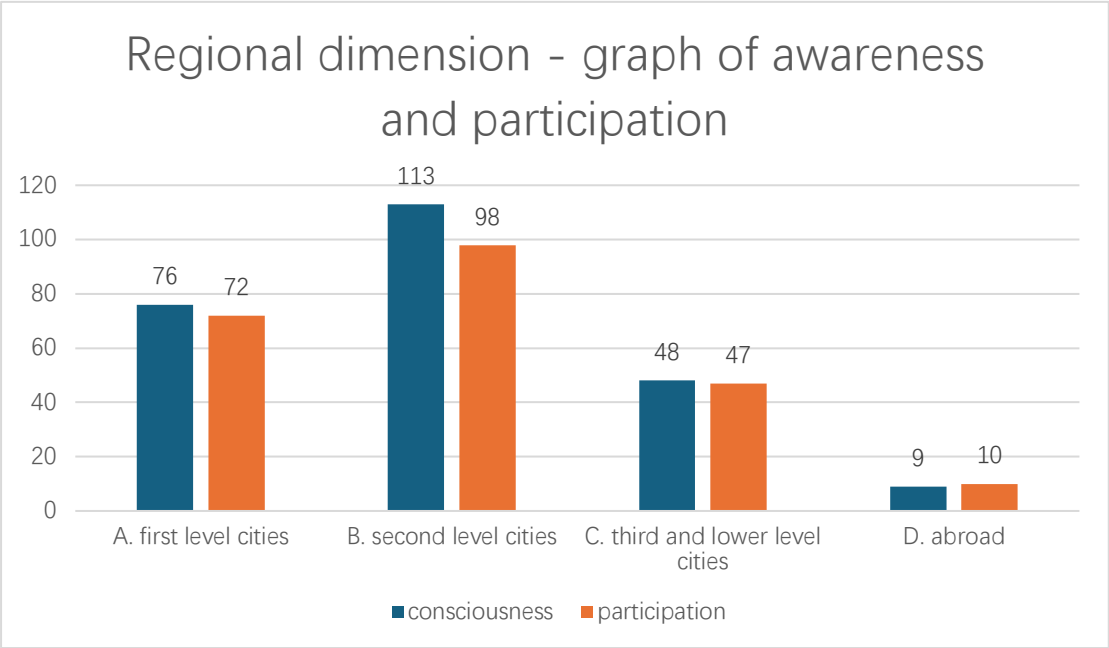
Sources: Made by author

From the point of view of the occupation, the staff employed are the main participants of the "special forces style tourism", with consciousness (50.00%) and participation (49.34%) in first place. The cognitive engagement conversion rate of the employed staff was as high as 98.68% (50.00% → 49.34%), indicating that this group used special forces tourism as a way of dealing with stress in the workplace. The high participation rate of employed people also reflects the phenomenon of "work stress

consumption” described by Japanese academic Koji Morioka in “work till you drop”, which reflects the mechanism of psychological compensation within the framework of high intensity social competition (Morioka, 2004). Morioka's research on Japanese salarymen revealed how white-collar workers engage in compensatory consumption patterns - including excessive drinking, luxury purchases, and adrenaline-fueled activities - as symbolic rebellion against corporate oppression. These behaviours create illusory autonomy while ultimately reinforcing work devotion. In other words, it is a kind of compensation psychology. Special forces style tourism has become a kind of “ritual resistance” under the 996-work system (specific term, means working from 9 in the morning to 9 in the afternoon, 6 days a week). Traditional vacation travel requires continuous vacation (only 50% of Chinese companies obey the paid license rule), while “48-hour trans provincial travel” manages to “break institutional gaps” by using fragmented time. Travel itself involves controllable risks (such as time pressure and physical challenges), which helps ease anxiety about job uncertainty.

For university students, the participation rate (31.28%) is slightly higher than the awareness rate (30.8%), reflecting the “learning through experience” characteristic.

Graph 7 Analysis of Different Regions



Sources: Made by author

Graph 8 Analysis of Awareness and Participation in Different Regions

Indicator/region group	A. first level cities	B. second level cities	C. third and lower-level cities	D. abroad
consciousness	30,89%	45,93%	19,51%	3,66%
participation	31,72%	43,17%	20,70%	4,41%

Sources: Made by author

From a regional perspective, second-tier cities have become major markets for "special forces tourism." Both awareness (45.93%) and participation (43.17%) are high, forming a reference market. At the same time, it reflects those special forces style tourism is spreading from top cities to a wider market. It also reveals the struggle for cultural competence among young people in "quasi first-tier cities" (such as Nanjing

and Chengdu) in China's re-urbanization process. The awareness (19.51%) and participation (20.70%) of the residents of third level and lower-level cities are low, but the acceptance of "special forces tourism" is gradually increasing. The awareness of foreign groups (3.66%) is low, but the participation rate (4.41%) is increasing, indicating that the cross-border tourism scene has potential.

3.3 Reasons and factors driving its popularity

As already mentioned, in recent years special forces tourism has gradually become a popular travel modality among Chinese youth groups.

In the following, we will analyse in depth the phenomenon that shows an apparent profile of the audience. It can be found that their main motives focus on four aspects: time management, economy, social media drive and psychological motivation. These factors constitute the central logic of the model and drive its development in a specific socio-cultural context.

3.3.1 Limited time and efficiency

The core of special forces style tourism lies in its high intensity and its use of time. 58.59% of respondents indicated that limited time is the main reason why they choose this model.

In modern society, especially in China's big cities, young people face enormous job competition and time constraints. Due to the few public holidays, many people find it difficult to devote several consecutive days to traditional travel, so short trips and high density have become a strategy to adapt to "fragmented time." Through carefully planned itineraries, tourists can visit multiple attractions in a short time, experience a diverse culture and satisfy their need to make the most of their holidays.

Modern technologies, such as smartphones, social media apps, and online booking

platforms, also support this type of trip. For example, they help tourists plan their itineraries easily and get information in real time. In general, special forces style tourism not only reflects young people's goal of using time efficiently but also reveals the profound impact of time scarcity in modern society on lifestyles.

3.3.2 Low cost and high cost-effective

Another distinctive feature of special forces style travel is its emphasis on affordability. The survey results show that 55.07% of respondents opt for this mode of travel due to their financial capabilities. This trend reflects the changing spending habits of millennials and the generation z, who are more interested in cost- effective than in traditional luxury spending.

Special forces style tourism is characterized by three features: first, the model relies on low-cost methods such as high-speed train, night transport and Shared accommodation to minimize accommodation and transportation costs. The density of China's high-speed rail network (45,000 kilometres by 2023) favours the "jump from city to city," which is different from the "travel within metropolitan areas" function of Japan's Shinkansen. Tourists travel at high speed between large cities, forming a pattern of space use of "short time and multiple points". For example, most travel guides related to special forces style tourism tend to recommend using high-speed train and living in hostel or Airbnb accommodation to reduce travel costs.

In addition, this mode of travel puts more importance on the number of landscapes they visit rather than having an immersive experience in each landscape. Therefore, the model emphasizes the efficiency of the trip, trying to design a tight trip plan. According to the questionnaire, 28.99% of respondents prefer short distance products and have high profitability, which has resulted in standardized travel routes. In addition, more and more tourists buy tickets online, therefore, the ancient landscapes or lack of economic support were disappearing from the public view.

3.3.3 Influence of social networks

Social media has played a key role in popularizing special forces style travel. 76.21% of participants were influenced by social networks, and the travel experience has become a closed circuit of "platform data → recommendation algorithm → user behaviour - > data reproduction".

In the digital age, social platforms are not only the main channel of access to travel information but also shape individual travel preferences and behaviour patterns. Users' seemingly autonomous itinerary choices are implicitly controlled by popular TikTok tags and algorithms. When Redbook's recommendation notes become the new standard for selecting travel destinations, the attractions recommended by the algorithm are key to entering digital communities. This alienation has led to the transfer of decision-making power in tourism from personal aesthetics to an algorithmic rating system, creating a choice dilemma.

For example, an article in the Redbook app entitled "exploring Nanjing on a day of special force style"(南京特种兵一日游) published in 2024 recommends an itinerary that connects all the landscapes without turning back. That is, it forms a highly compressed time management model to increase the number of "check-in" attractions.

image 2 An Example of a Travel Guide for Special Force Style Turismo in Nanjing-1[2]

[2] In this image, one possible route for "special forces tourism" in Nanjing is explained and introduced.



Sources: Xiaohongshu

image 3 Examples of a Travel Guide for Special Force Style Turismo in Nanjing-2[3]

[3] In this image, the names of scenic spots, transportation methods and other information in the route mentioned in the previous picture are explained in detail.



Sources: Xiaohongshu

From there, other articles about travel in Nanjing were following this route and you rarely see recommendations from other Nanjing landscapes. On the one hand, these items help tourists save time and cost of travel by including all the details such as the fastest mode of transport or the cheapest restaurants. However, it has caused McDonaldization in the sense that it has left only one option. McDonaldization is the process by which the principles of the fast-food restaurant — efficiency, calculability, predictability, and control — come to dominate more and more sectors of American society as well as the rest of the world (Ritzer, 2018)

Applications (such as TikTok and Redbook) recommend popular attractions based on users' interests, creating a "traffic concentration effect" whereby certain destinations quickly become popular destinations due to the viral spread of short videos. For example, the popularity of Zibo's barbecue is a typical case of social media driving tourism trends.

3.3.4 Novelty and trend

The results of the survey show that 80.62% of those polled said they chose special forces style tourism because of the novelty and sense of challenge it brings.

This shows that more and more people regard travel as social capital. Under the influence of social networks, they abandon traditional, relatively comfortable travel itineraries and opt for a more intensive type of “check-in” trip. For young people, the number of landscapes they have visited means the experience gained. They then transform the experiences of travel in physical Spaces into a social capital that can be quantified and disseminated.

image 4 Examples of How to Take Photos of the Corner Towers In the Forbidden City[4]

[4] This image is a screenshot from a page on Xiaohongshu. The search keyword is “Photo Check-in at the Corner Tower Coffee in the Forbidden City (故宫角楼咖啡拍照打卡)”. It shows that many bloggers recommend that people visit coffee shops and teach how to take photos and post them on social media to get more likes.



Sources: Xiaohongshu

For example, the photos in the corner tower coffee in the Forbidden City, the 15-second short video in Hongyadong in Chongqing. Survey data also show that some special forces style tourists choose “academic check-in” (for example, one-day trips to Peking University and Tsinghua university) or “speed-touring culture” (for example, visiting several museums in one day). After Posting them on social networks, it gives them an opportunity to build a virtual character characterized by their interest in culture and humanity and allows them to communicate with people who have the same experience. When the number of “likes” becomes a new rating system, the trip has already lost its original entertainment function.

At the same time, individuals gain a greater sense of self-satisfaction after completing difficult challenges. In special forces tourism, tourists tend to aim for extreme challenges, such as “48 hours of travel through a province” and “24 hours without sleep to visit 10 attractions,” to increase the excitement and sense of accomplishment of the trip.

4. Impact on the traditional tourism industry and new trends

Based on a detailed analysis of “special forces style tourism” and its motivations, this chapter examines its structural impact on the traditional tourism industry. The aim is to understand how this new model of consumption is transforming the logics of production, distribution and tourism consumption, and what tensions it generates between conventional and emerging tourism, with special attention to the dynamics of digitalization and cultural capital.

Under the influence of globalization, the popularization of social media and the transformation of the socio-economic structure, China’s tourism industry is undergoing profound changes. “Special forces style tourism” has developed rapidly. Due to its characteristics of fragmented time, intensive travel and symbolism, it has generated a systemic impact on the traditional tourism industry. From the perspectives of the sociology of tourism, the theory of cultural capital and the theory of space production, this phenomenon not only reflects changes in consumption patterns, but also signifies a profound adjustment in the structure of the tourism industry.

4.1 Comparison between “special forces style tourism” and the traditional tourism model

The “special forces style tourism” and the traditional tourism model differ significantly in multiple dimensions. These differences not only reflect changes in

consumer behaviour but also reveal the underlying logic of the structural transformation of the tourism industry. The following is a comparative analysis from the dimensions of itinerary planning, form of experience, use of resources and tourist behaviour:

4.1.1 Itinerary planning

Route planning in traditional tourism is often characterised by “deep personalisation”. Traditional tourists tend to design flexible, long-term travel plans. This traditional model emphasizes personalization and immersion, allowing tourists to gain unique cultural experiences through interaction with local communities. For example, a trip to Yunnan often includes destinations like Dali, Lijiang, and Shangri-La, with extended stays at each location for a more detailed and complete cultural experience.

In contrast, “special forces style tourism” emphasizes efficiency, where tourists visit multiple attractions in an extremely limited time, with tight itineraries and clear objectives. For example, the itinerary “Beijing palace - Great Wall - art zone 798” is a typical example of “special forces style tourism”. This model relies on algorithmic recommendations and social media guides, where tourists get “must-see lists” across platforms and quickly complete their travel goals according to pre-established itineraries. In 2023, related searches increased by 320% year on year (Ctrip data). The average length of stay for “special forces style tourism” tourists was only 1-2 days (data from China’s ministry of culture and tourism, 2023).

Graph 9 Analysis of the Main Differences between Special Forces Style Tourism and Traditional Tourism

	Traditional tourism	Special forces style tourism

Duration	It varies from short term to long term	Usually, short-term
Cost	According to the requirements	Relatively limited
Number of landscapes you visit	Depends on the participant	Much more at the same time
Depth of the journey	High	Simple and simplified

Sources: Made by author

4.1.2. Technological impulse

Traditional tourism depends on the service sector, such as the design of itineraries by travel agencies, explanations by guides and reception in hotels, where the interaction between tourists and the service sector is mainly through face-to-face communication.

On the other hand, “special forces style tourism” is driven by technology, with guides in short videos, online reservations and intelligent recommendations by the algorithm. For example, platforms like TikTok allow users to hashtag articles; when multiple users put the hashtag “#Delicious Restaurant” to the same restaurant, the platform tends to collect data and recommend it to users who are in the same city or visitors who feel like visiting. The data is so powerful that the market share of OTA platforms (such as Ctrip) and social networks increased from 30% to 52%. Meanwhile, the market share of traditional travel agencies fell to 28% (report by China’s tourism research institute).

4.1.3. Participants

Traditional tourism has families as its main participant group, emphasizing the

collective experience and emotional connection. For example, “family trips” during the Chinese New Year are an important setting in traditional tourism, where tourists tend to travel together to strengthen the family bond.

In contrast, “special forces style tourism” is dominated by young individuals, especially people in their 20s or 30s in the workplace or college, who prefer to travel alone or in small groups. This change is reflected in the data: according to China’s ministry of culture and tourism, in 2023, the 25-30 age group accounted for more than 60% of participants in “special forces style tourism”, while the proportion of family trips decreased from 45% in 2019 to 28%.

4.1.4. Form of tourism

Traditional tourism emphasizes “immersive exploration.” Through extended stays and deep engagement, tourists can experience the destination’s culture, history and natural landscapes. For example, tourists visiting the terracotta warriors in xi ‘an often spend time learning about the history and culture of the qin dynasty and even participating in local cultural activities. This model focuses on the accumulation of knowledge and emotional connection, allowing tourists to acquire cultural capital through experience.

On the other hand, “special forces style tourism” focuses more on the number of landscapes they visit and the likes they receive when they post their trips on social networks. For example, the average time spent in the Beijing palace decreased from 2 hours to 45 minutes, but sales of cultural products increased by 120% year on year (data from the museum association of China). In addition, “special forces style tourism” focuses more on “social exhibition,” where tourists construct personal identity tags through “check-in” and “sharing”, and the tourist experience is quantified by the number of likes and shares.

4.1.5. Resource use

In the traditional tourism model, tourists distribute their time and energy between different attractions and activities, thus avoiding excessive concentration on a single destination. For example, a tourist in Yunnan could spend 3 days in Dali, 4 days in Lijiang and 3 days in Shangri-La, a relatively balanced itinerary. This model helps to disperse the flow of tourists and relieve pressure on destinations.

In contrast, “special forces style tourism” consumes resources in a concentrated manner. Tourists who flock to popular attractions in a short period of time, this has caused the overload of destinations and excessive consumption of resources. For example, according to data from China’s ministry of culture and tourism, during the labour day period in 2023, the maximum daily capacity of Huangshan Mountain was exceeded by 47%, severely affecting the tourist experience and the environment. This model, while generating economic benefits, also exposes the challenges of sustainable development.

4.2 Transformation of the tourism industry

4.2.1 Reconstruction of the logic of the tourist consumption

In the past, tourism was considered an important way of acquiring cultural capital and accumulating life experiences. Therefore, the traditional tourism model in China emphasized immersive experience and extended stays. However, in the digital age, tourism consumption has evolved into a highly efficient symbolic model. Tourists no longer seek deep experiences but rather maximize the “return on cultural capital” at the lowest possible cost.

One of the key factors driving this trend is the logic of content production in social networks. Short video platforms, through precise algorithms and traffic distribution, have converted certain symbolic places for “check-in”. The behaviour of tourists has been shaped as a process of “social capital exchange”, that is, tourism is no longer an

individual experience, but a way of exhibiting personal identity through social networks. Unlike the traditional model of “tourism for experience,” today the logic of “tourism for show” prevails, forming a closed cycle: “the algorithm shapes the tourist experience → tourists reproduce cultural capital → consumption in the digital space intensifies.”

4.2.2 Adjustments in the industrial

The commercial logic of the tourist industry has also been affected by this change in the consumption model. The development of the platform economy has weakened traditional travel agencies, now social networks and OTA (online travel agents) have become the dominant mechanism in the tourism sector. Unlike in the past, where tourists relied on agencies to plan itineraries and guide services, today travellers rely on short video guides and social platforms to design their own “efficient travel plans.” Traditional agencies are losing their importance. However, “special forces style tourism” has given rise to a new ecosystem dominated by platform capitalism.

The consequences of this change are concentrated on two points:

First is the decentralization of the flow of information. Individuals have greater decision-making power, so they prefer to rely on User Generated Content (UGC) to plan their trips, rather than fixed itineraries from traditional agencies. Tourists find the “travel guides” created by other consumers more authentic and reliable. In addition, this mode allows greater autonomy in the selection of routes based on labels or keywords, resulting in freer routes. However, what appears to be an individual decision is a more subtle form of control: platforms like Ctrip and social networks like TikTok create echo cameras through algorithmic recommendations, UGC, and advocacy of influencers. For example, the popularity of the Harbin ice and snow park was no accident, but the result of a concentrated campaign of labels like “ice economy” (data from the Heilongjiang Provincial Bureau of Statistics show that in 2024, the total output of Heilongjiang’s snow and ice economy reached 266.17 billion yuan, of which the

output of snow and ice tourism was 182.33 billion yuan).

Second, is the reconfiguration of competition between tourist destinations: second and third tier cities have risen as new destinations thanks to the influencer's economy. Examples such as the "Zibo barbecue" and the "Harbin ice economy" show that the social network has become a crucial variable in the tourism market. The effect of influencers has led more people to visit cities that are not traditionally tourist destinations, allowing them to enjoy the short - and even long-term benefits of the "influencer economy." However, there is also a "dependence of the economy on influencers": the average life cycle of popular attractions is only 8 months according to a report by the Chinese culture and tourism research institute.

This shift towards disintermediation has generated a crisis of survival for traditional travel agencies. The agencies' route design functions have been replaced by "algorithmic recommendations + live streams of influencers", and the guide explanations have been replaced by short video guides. In 2023, the bankruptcy rate of traditional agencies increased by 17%, while the number of travel bloggers on Redbook grew by 43%.

4.2.3 Competition for cultural capital

"Special forces style tourism" reflects a change in the way cultural capital is accumulated. In the past, cultural tourism emphasized the accumulation of knowledge, historical understanding and artistic appreciation. Today, this model has been replaced by an intensive intake of short-term information. Tourists prefer to quickly tour museums, prestigious universities and historical sites to obtain visible social capital, rather than real knowledge. In other words, the core of cultural tourism has shifted from "experience and learning" to "display and symbolism," which has led to a superficialization of cultural meaning.

This trend is particularly evident among young people. On the one hand, there is

the boom in visits to universities. Visiting institutions such as Tsinghua and Peking have become a symbolic way of accumulating cultural capital, creating a consumer label in “academic tourism”.

On the other hand, it is the popularity of the fast tour in museums. Tourists focus more on photographing iconic exhibits than on understanding their content. In 2023, more than half of the buyers of cultural products at the Beijing palace were young people.

This shift in cultural consumption not only affects the quality of individual experience but also drives destinations to adopt model of “cultural production of rapid consumption.” Local governments are also accelerating the construction of fast-paced infrastructure, such as themed restaurants and shopping streets, to enhance the short-term “check-in” experience.

The platforms, while apparently reducing the barriers of tourism, create new cultural divisions through their algorithm. Ancient villages not selected by the algorithms are disappearing at a rate of 8% annually (data from China’s ministry of culture and tourism), while in “influencer city” (Internet famous city) like Lijiang, tourist complaints increased by 34% in 2023, which shows that the experience is highly related to the algorithm.

4.2.4 Reproduction of the tourist space

Traditional tourist resorts (such as Beijing, Shanghai, and xi ‘an) depend on historical and cultural resources, as well as an internationalized tourist industry. However, its high costs and infrastructure overload make it difficult to adapt to “special forces style tourism”. Therefore, some visitors began to visit cities that are not traditional destinations. These second - and third-tier cities (such as Changsha, Zibo, and Harbin) have taken advantage of Internet trends to create urban tags that appeal to the social network. For example, the popularity of the “barbeque DE Zibo” was the

result of a joint government marketing strategy, promotion of Kols and dissemination of UGC.

Lefebvre's (Ye, 2018) theory of space reveals contradictions: First, the development of the transport system has benefited from the compression of the perceived space. The network of high-speed trains (45,000 km in 2023) allows for "instantaneous movement between cities", fragmenting the tourist space into connections between "check-in" points and transportation centres. For example, the phenomenon of "five-minute check-in at the Huangshan welcome pine" has made this site 5A a mere physical support for algorithmic tags (#AmanecerEnHuangshan).

Second, in the digitization of the conceived space, governments and platforms collaborate to create "influencer-friendly" Spaces. For example, the temple of Confucius in Nanjing introduced art projections for a light show called "night on the Qinghua river". In fact, it is transforming a historic space into a "place for short videos." However, in 2023, the length of stay of tourists at this attraction decreased by 28% (data from Jiangsu Provincial Department of Culture and Tourism).

Third, the virtual colonization of the lived space. Tourists complete the goal of "visiting Chongqing" with a 15-second short video at Hongyadong but are completely disconnected from the local culture. Some visitors don't even visit other attractions after leaving Hongyadong. This Debord has created a gap between the "tourist destination" and the "real place": most participants admit that they will not return after "check-in".

This transformation forces the industry to rethink the essence of tourism: when "special forces style tourism" becomes a social trend of the digital age, finding a balance between algorithmic hegemony, anxiety for cultural capital and sustainable development will be the main challenge for the cultural and tourism industry in the next decade.

5. Case study

To empirically illustrate the effects of "special forces style tourism" in a particular context, this chapter presents the case study of the city of Zibo. Through the analysis of the phenomenon of "Zibo BBQ", it examines how a non-traditionally tourist city can become a viral destination thanks to the combination of social networks, government strategies and an emerging youth demand. This case allows us to observe in a practical way the transformations discussed in the previous chapters.

5.1 Context

The "Zibo BBQ" has become a phenomenal event in the post-pandemic era, reflecting the Chinese people's search for local specialties and the great potential of social media to promote regional economy and tourism. In the context of normalizing epidemic prevention and control, promoting domestic tourism and local specialties has become a key tool for local governments to win over tourists and increase the influence of their cities. Through accurate marketing strategies and services, Zibo's government has managed to turn "Zibo BBQ" into a new national phenomenon, providing a successful example in shaping the city's image and local economic revitalization in China's post-epidemic era.

image 5 Examples of the Posts for Zibo BBQ on Xiaohongshu[5]

[5] This image is a screenshot from a page on Xiaohongshu, with the search keyword being "Zibo BBQ (淄博烧烤)". The picture shows which barbecue restaurants are recommended by the blogger (this is called "must-check-in (必打卡)"), how to enjoy Zibo barbecue, and so on.



Sources: Xiaohongshu

The set meal of three pieces of Zibo barbecue (grilled meat, Onions and cupcakes) has a strong presence on the web, which has become the basis for the formation of this phenomenon. On March 5, 2023, the topic of “college students gathered on high-speed trains to go to Zibo for a barbecue meal” appeared on Weibo. The number of views that day reached 1.5 million, circulation reached 180 million on the same day, which quickly attracted many bloggers to come to Zibo to participate in the event and film videos. At first, this topic was only popular on a small scale, but with the energetic promotion of online food bloggers, the influence of Zibo’s barbecue spread rapidly. It gradually became a hot topic throughout the country.

image 6 Examples of the Search Data for Zibo BBQ on Weibo[6]



Sources: Xiaohongshu

A few days later, the main barbecue shop in the city of Zibo also welcomed many tourists from other provinces. According to statistics, at the barbecue shop in Zhoucun district, tourists from other provinces accounted for more than 70% of the total capacity. In addition, the store’s turnover increased by 20%-30%. This phenomenon shows that

[6] This image is a screenshot of the page from Weibo. It shows the data such as the number of searches, related discussions, interaction volume and page views of the search keyword “Zibo Barbecue” on Weibo.

the news of barbeque Zibo not only brings “virtual interest”, but also successfully realized the actual transformation of the market, promoting economic restoration and tourism industry. (The Paper, 2023)

5.2 Success factors

First, since 2015, the city of Zibo has been monitoring outdoor barbecues for eight years, promoting the development of the barbecue sector through measures such as promoting the prosperity of the night economy, the creation of a civilized city, as well as the formation of a good environment for consumption and honesty in doing business. Based on good urban governance, the city of Zibo has begun to build a franchise of barbeque food (Mok, 2000), gradually accumulating attention through different ways such as celebrity recommendation and food documentaries. Thus, it promotes the positive interaction between the news and tourists (Sofield and Li, 1998). As a result, a solid foundation has been established for subsequent successes.

Secondly, since the Spring Festival of 2023, the national tourist market has recovered strongly. Young people, especially the “generation z”, have become the main force of tourism consumption. They focus on the personalized travel experience and the experience of local life, which has led to the fashion of visiting famous cities and sampling local food. The gastronomic experience has gradually become one of the main motives of tourism (Yan and Bramwell, 2008).

The Zibo BBQ responds precisely to this market demand, attracting many young tourists with affordable prices, thick fireworks and a relaxed and lively atmosphere. Especially in the fast-paced modern life, the Zibo barbecue is adapted to the demand of young people to take a short break from the intense daily life. The appearance of the phenomenon of university students traveling to the jolt seems accidental, however, if one takes into consideration the preparation that Zibo has made, it is not a surprising result.

In the end, initially, the city of Zibo, through the governance of the outdoor barbecue and the management of urban normalization, retained the friendly atmosphere of the city. The barbecue is not only a type of food consumption but also represents a simple and lively lifestyle. This environment is the key to attracting tourists. Although the Zibo barbeque has not yet become a national franchise, the effective governance of the city has laid the groundwork for further development (He et al., 2023).

5.3 Advertising strategies

In the rise of the "Zibo BBQ", social networks and mainstream media played a major role in advocacy. Since March 5, the topic # group of college students eating barbecue in Zibo has hit the top news list. On March 10, the information office of Zibo municipal government held a press conference to announce the opening of the BBQ bus line. Also scheduled to be held in May, the festival of barbecue Zibo (Xie and et, 2024).

On March 26, a blogger posted a video "Zibo BBQ, a method of eating plus" that quickly helped spread the word. With more and more blogger visiting Zibo, the news about Zibo barbeque reached another peak. On April 9, another blogger released a series of videos talking about the quality and service of the Zibo barbecue (Yue, 2023). The videos received positive responses from users on social media and triggered a lively debate, the volume of search for related topics reached an all-time high on the same day.

The creation of proprietary content has driven the rapid growth of the volume of the Zibo BBQ network. According to statistics, the amount of content published with the keyword "barbeque of Zibo" reached more than 11 million articles, indicating that the event has accumulated an enormous amount of debate and attention in a short period of time. The changes in the WeChat index also reflect the continuing rise in heat from the Zibo barbecue. According to the WeChat index, data related to the Zibo barbecue have increased dramatically since February 2023. On April 14, the index's peak data reached more than 82 million, showing strong growth in online interest. At the same

time, the flow of passengers from Zibo railway station has also increased rapidly, especially on April 15, the number of passengers arriving at Zibo railway station in a single day reached 83,635, a record number of passengers sent to the station in a single day (Wang, 2023).

The data shows that the “Zibo BBQ” is not only a simple gastronomic phenomenon, but also an online event with wide social influence. According to the data, the influence index of the event “Zibo BBQ” is 88.3, exceeding 98% of social events. This index reflects the degree of discussion, coverage and social attention of the issue on social networks, indicating that the barbeque of Zibo has successfully crossed the boundaries of geography and culture, and has become a national social hotspot thanks to the wide dissemination of the network.

Behind this phenomenon lies the power of the personal media and the big media to jointly promote the direction of social opinion. The personal media instantly spread hot content and triggered public interaction, while the traditional media further expanded the influence of the event by virtue of its authority and broad audience base, providing a stable exposure and thematic outreach for the continued fermentation of the phenomenon.

In addition, the government plays a crucial role in the phenomenon of the “Zibo BBQ”. Faced with a sudden outbreak of barbecue boom, the Zibo city government quickly took effective action. Not only does it ensure a good experience for tourists and consumers, but it also adequately promotes economic development.

First, to ensure good order, the municipal government of Zibo launched a series of regulatory measures. For example, the cultural and tourism department launched a special action on 13 April to combat fraud in all tourism-related sectors, with the aim of creating a safe and credible consumer environment. By cracking down on illegal behaviour, the government ensures that tourists can consume in peace. In addition, the city of Zibo, through a press conference, announced the creation of the “barbecue

association", and published a detailed map of the barbecue. During the working day vacation, the Zibo city government organized the "Zibo barbecue festival", further promoting the theme of the Zibo barbecue. To facilitate tourists traveling to Zibo, the local government specifically launched a high-speed train barbecue line and bus services to improve the travel experience of tourists (Wang and et, 2023). Trains and buses work together to take tourists from the station to the barbecue shops without worrying about public transport. These initiatives provide comfort to tourists but also promote the standardization and construction of the Zibo barbecue brand (Lian, 2023).

In addition to direct market regulation, the Zibo government has also promoted the sustainable development of the phenomenon by optimizing the business environment. According to reports, the city of Zibo greatly simplifies the processing of the restaurant store business license and the food business permit approval process, further reducing the market entry threshold. These efficient government services increase market confidence and promote the rapid expansion of the barbecue industry in Zibo. At the end of April, the number of BBQ shops in Zibo exceeded 1,000, employing more than 5,000 people, demonstrating their important role in promoting the local economy.

Finally, this event has brought profound inspiration for local reform. The city of Zibo, in response to the barbecue boom, through pragmatic reform thinking, effectively mobilized the energy of various government departments, showing its innovative capacity in modern governance. This not only solves the challenges brought about by the sudden rise of the BBQ, but also lays the foundation for further long-term management, which has become the deep story behind the BBQ in Zibo.

5.4 Summary of the case

The success of Zibo's barbecue is not only based on its unique culinary culture but also benefits from the aggressive marketing strategy of the Zibo government and the

widespread promotion of social media. Thanks to the joint efforts of the government and various stakeholders, Zibo has managed to transform this local phenomenon into a national Internet craze, which has greatly increased the city's popularity and promoted the development of tourism and related industries, while providing valuable lessons for other non-traditional tourist cities. The Zibo municipal government, in response to the Zibo BBQ boom, through strict market supervision, the construction of an integrity system and efficient government services (Wang and et, 2023), has succeeded in promoting the sustainable development of the Zibo BBQ. This transformation and reform of government functions provides an important benchmark for future economic recovery, as well as experience for other places to boost the economy and optimize the governance structure.

In short, in the process of promoting economic development, non-traditional tourist cities need to have precise urban governance and build intellectual property. The success of the Zibo barbeque fully demonstrates that the participation of multiple actors, such as government, business, consumers and citizens is indispensable. In addition, the strong promotion of social media can significantly increase the city's popularity and its competitiveness in the market (Zhang and et, 2024). At the same time, the introduction of special cultural and tourist products and diversified tourist experiences can not only improve the emotional connection and satisfaction of tourists but can also play a solid foundation for the long-term development of the city brand. Therefore, cities must thoroughly explore their unique cultures and lifestyles, create up-to-date and attractive intellectual property brands, and adjust their branding strategies in a timely manner by monitoring online public opinion and sentiment analysis, to achieve sustainable and high-quality development of the tourism industry.

6. Reflection and discussion

Considering the empirical and theoretical analysis developed in the previous

chapters, this final chapter proposes a critical reflection on the benefits, risks and possible futures of “special forces style tourism”. In addition, possible solutions are considered at the individual and institutional levels, with the intention of promoting a more sustainable and balanced tourism development in the post-pandemic digital age.

60.65% of respondents are optimistic that it will become a popular trend, especially among young people (aged 18-30) in second-tier cities. This trend indicates that, with the accelerating pace of life and the popularization of digital technology, special forces style tourism will continue to be supported by the younger generation.

Also, 24.26% of the participants said they felt tired, although it is an efficient mode of travel, it is accompanied by physical and emotional charge. This also underlines that the future development of the tourism industry needs to balance the intensity and depth of the experience.

6.1 Benefits

First, improved tourism efficiency: special forces style tourism compresses itineraries efficiently, allowing tourists to experience multiple attractions in a short period of time, meeting the needs of fast-paced modern life. This model is especially suitable for professionals with limited time, as it allows them to achieve their travel goals in a short time and maximize the use of their holiday.

Secondly, emergence of new tourist destinations: through the algorithmic guide on social networks and platforms, many second - and third-tier cities and attractions that previously went unnoticed have rapidly gained popularity, driving the development of local tourism. For example, the rise of the Zibo barbecue and the ice and snow economy of Harbin has not only increased the visibility of these cities but also generated significant economic benefits.

Third, driving the digital transformation of the tourism chain: special forces style

tourism depends on algorithmic recommendations and online platforms, which has driven the process of digitalization of the tourism industry. Traditional travel agencies are gradually being replaced by online tourism platforms and social networks. Meanwhile, the flow of information is more efficient, and the decision-making process of tourists is more autonomous and convenient.

Fourth, rapid accumulation of cultural capital: although special forces style tourism focuses more on taking photos and exhibiting them, it also offers tourists a quick way to accumulate cultural capital. By visiting multiple cultural attractions in a short period of time, tourists can showcase their cultural experiences on social media, gaining social recognition.

6.2 Challenges

First, superficiality of the tourist experience: due to crowded itineraries, tourists often cannot deeply experience the culture and history of the destination, resulting in a superficial tourist experience. This model of superficial experience can weaken the cultural value of tourism, gradually turning it into an act of symbolic consumption.

Second, overexploitation of tourist resources: the arrival of large Numbers of tourists in a short period of time to popular destinations causes the overload of sites, the depletion of resources and even damage to the environment.

Third, centralization of platform power: while special forces style tourism gives tourists more autonomy in decision making, route planning and attraction selection are largely controlled by platform algorithms. Through recommendation mechanisms, platforms shape the tourist behaviour of visitors, creating a new information bubble.

Fourth, survival crisis for the traditional tourism industry: with the rise of the digital economy, traditional travel agencies and tour guides are being marginalized, many employees in the traditional tourism sector face a risk of unemployment.

6.3 Possible solutions

In the digital age, tourism has undergone profound transformations driven by technology and the dynamics of the global market. However, these changes have also generated significant challenges, such as the superficiality of the tourist experience, the concentration of power in digital platforms and the lack of theoretical frameworks that reflect more diverse realities. To ensure more balanced and sustainable tourism development, these problems need to be addressed from a critical and multidimensional perspective.

The risk of cultural emptying is a growing concern, as 80.62% of users prioritize the search for “novelty”. As a result, the trips lose depth and unique experiences. The tourism sector must prevent travel from becoming controlled only by popularity data and stop the accelerated erosion of cultural value and the loss of its meaning.

On the other hand, the regulation of platform power has become an urgent issue. The dependence of 89.64% of users on social networks exposes the hidden dangers of “opaque algorithms” (secret operation). It is recommended to follow the example of the European Union’s digital services act, requiring platforms to explain how they recommend tourism content, to ensure transparency and equity in their systems.

Finally, it is necessary to address the direction of theoretical reconstruction in the field of tourism. This implies breaking with the framework of western centrism and establishing a new paradigm of tourism research in east Asia that combines “accelerated modernity” (rapid social change), “platform capitalism” (control of technological enterprises) and “local cultural resistance” (protection of traditions). This approach would allow a better understanding of tourism dynamics in specific contexts and promote a more balanced and sustainable development.

6.3.1 Solutions at the individual level

a) For employees: promote “anti-stress” products (such as Suzhou zen meditation and night tour of the old city) to meet psychological needs and free themselves from work anxiety.
b) For university students: develop cultural products such as social experiments (visits to urban villages, exploring intangible cultural heritage) not limited to “check-in” trips.

6.3.2 solutions at the industry level

a) Traffic feedback mechanism: platforms should use part of their earnings in tourism promotion to modernize lesser-known areas (such as improving their technology or visibility). This avoids the Matthew effect (popular places receive more attention and strangers are forgotten), achieving a fairer distribution of tourist resources.
b) Learn from the east Asia experience: copy the south Korean model with k-tourism routes, where government and platforms work together. For example, platforms can highlight routes recommended by the government to balance commercial interests and the public good, avoiding overexploitation of certain places.

6.3.3 Solutions at the policy level

a) Protection of labour rights: governments should enforce laws on paid days off (such as Japan’s paid holiday promotion act) to reduce short and chaotic trips caused by work stress. This helps people rest well and avoid extreme trips of just a few days.
b) Digital governance: create a cultural and tourism data centre to monitor in real time how many people visit each place and suggest to platforms to distribute

tourists to less saturated areas. For example, Hangzhou's "urban brain" system works well for managing cities and could be used in tourism.

7. Conclusions

The rise of "special forces style tourism" is a typical product of China's tourism market adapting to social and economic pressure, the digital wave and the transformation of youth consumption culture in the post-pandemic era. This study, through empirical investigation and theoretical analysis, indicates that this tourism model is characterized by high intensity and high efficiency, reflecting the behavioural adjustment of contemporary youth under the circumstances of fragmented time, economic pressure and the need for social display. The research findings are as follows:

a) Social media algorithms have reconstructed the tourism decision-making chain through the "check-in economy", giving rise to the phenomenon of internet-famous cities, but have exacerbated the symbolization and superficialization of cultural experiences.
b) The traditional tourism industry is facing the crisis of disintermediation dominated by the platform economy, and the allocation of tourism resources shows the Matteian effect.
c) Behind the short-term economic gains lie the long-term risks of cultural inheritance breakage and environmental overload.

Based on this, this paper proposes a multi-level optimization path. First, at the individual level, promote balanced travel products that combine efficiency with cultural depth (e.g., anti-stress tours). What's more, at the industrial level, a date feedback mechanism needs to be established, drawing on the experience of "government-platform" collaborative governance in East Asian countries. The policy level should improve the paid vacation system and the digital supervision system. Future studies can

further explore the dialectical relationship between tourism accelerationism and cultural sustainability in the context of globalization, as well as the construction of the localization theoretical paradigm.

The academic value of this study lies in revealing the mutual construction mechanism between tourism practice and social mentality in the era of digital capitalism, providing a Chinese sample for understanding the phenomenon of tourism alienation in the context of postmodernity. At the practical level, it provides a critical thinking framework for policymaking and business model innovation in the integrated development of culture and tourism.

In response to the hypotheses proposed in this study, the research results of this paper confirm that “special forces style tourism” does indeed reflect the cultural and economic adaptation of China’s youth in the post-pandemic period. Through empirical data and theoretical analysis, the paper further confirms that the interaction between social media platforms such as TikTok and Xiaohongshu and the fragmented time and limited budget of the youth group constitutes the core driving force for the rapid expansion of this tourism phenomenon. Meanwhile, although this tourism model has brought positive effects at the social and economic levels in the short term and activated several non-traditional tourist destinations, it also hides long-term challenges such as cultural shallowness, increased environmental pressure and the marginalization of traditional tourism behind it. Thus, the hypothesis has been substantiated by both quantitative data and theoretical reflection throughout the research.

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Annex 1: Questionnaire

问卷调查：关于”特种兵式旅游”的消费行为与态度调查

正文：

亲爱的朋友：

您好！我们正在进行一项关于”特种兵式旅游”现象的研究，旨在了解年轻人在疫情后对这种新型旅游方式的看法和体验。**您的回答将对我们研究中国旅游消费的新趋势非常有帮助。问卷仅用于学术研究，所有信息将严格保密。**感谢您的参与！

第一部分：基本信息

1．您的年龄是？

A. 18 岁以下

B. 18-24 岁

C. 25-30 岁

D. 31 岁及以上

2．您的职业是？

A. 大学生

B. 在职人员

C. 自由职业者

D. 其他（请注明）

3．您所在的地区是？

A. 一线城市（如北京、上海、广州、深圳）

B. 二线城市

C. 三线及以下城市

D. 海外

第二部分：旅游习惯与偏好

4．您是否听说过”特种兵式旅游”？

A. 是

B. 否

5．您是否参与过”特种兵式旅游”？

A. 是

B. 否

6．如果您参与过，您选择”特种兵式旅游”的主要原因是什么？（可多选）

A. 时间有限，想高效利用假期

B. 预算有限，追求高性价比

C. 喜欢挑战和新鲜感

D. 受社交媒体影响

E. 其他（请注明）

7．如果您没有参与过，您是否愿意尝试”特种兵式旅游”？

A. 是

B. 否

C. 不确定

第三部分：旅游体验与动机

8．您认为”特种兵式旅游”与传统旅游方式相比，最大的区别是什么？

A. 时间安排更紧凑

B. 花费更低

C. 体验更刺激

D. 社交分享更多

E. 其他（请注明）

9．您认为”特种兵式旅游”对您的旅游体验有何影响？

A. 增加了旅游的乐趣和挑战

B. 感到疲惫，体验不够深入

C. 节省了时间和金钱，但牺牲了舒适度

D. 其他（请注明）

10．您认为”特种兵式旅游”是否会成为未来旅游的主流趋势？

A. 是

B. 否

C. 不确定

第四部分：社交媒体与旅游决策

11．您在规划旅游时，是否会参考社交媒体（如小红书、抖音、微博等）上的旅游攻略？

A. 经常参考

B. 偶尔参考

C. 从不参考

12．您认为社交媒体对”特种兵式旅游”的流行有何影响？

A. 极大地推动了其流行

B. 有一定影响，但不是决定性因素

C. 影响较小

D. 没有影响

13．您是否会在社交媒体上分享您的”特种兵式旅游”经历？

A. 是

B. 否

C. 视情况而定

第五部分：对旅游业的看法

14．您认为”特种兵式旅游”对传统旅游业有何影响？

A. 促进了旅游业的创新和多样化

B. 对传统旅游业造成了冲击

C. 影响不大

D. 不确定

15. 您认为旅游业应如何应对"特种兵式旅游"这一新趋势？

A. 推出更多适合年轻人的短途、高性价比旅游产品

B. 加强旅游景区的管理和服务

C. 利用社交媒体进行宣传和推广

D. 其他（请注明）

第六部分：开放性提问

16. 请用三个关键词来形容"特种兵式旅游"：

关键词 1：_____

关键词 2：_____

关键词 3：_____

非常感谢您的参与！

Annex 2: Answers

Part one: basic information

1. How old are you? [single choice question]

Option	Subtotal	Percentage
A. Under 18 years of age	33	9.76%
B. 18-24 years old	68	20.12%
C. 25-30 years old	137	40.53%
D. 31 years or older	100	29.59%
Total of valid answers	338	

2. What is your occupation? [single choice question]

Option	Subtotal	Percentage
A. University student	100	29.59%
B. Employee	173	51.18%
C. Self-employed	65	19.23%
D. Other (specify)	0	0%
Total of valid answers	338	

3. In what region is it located? [single choice question]

Option	Subtotal	Percentage
A. First level city (e.g., Beijing, Shanghai, Guangzhou, Shenzhen)	103	30.47%
B. Second level city	151	44.67%

C. City of third level or lower	69	20.41%
D. Abroad	15	4.44%
Total of valid answers	338	

Part two: travel habits and preferences

4. Have you heard of “special forces style tourism”? [single choice question]

Option	Subtotal	Percentage
A. Yes	246	72.78%
B. No	92	27.22%
Total of valid answers	338	

5. Have you participated in the “special forces style tourism”? [single choice question]

Option	Subtotal	Percentage
A. Yes	227	67.16%
B. No	111	32.84%
Total of valid answers	338	

6. If you have participated, what is the main reason you chose “special forces style tourism”? (you can select multiple options) [multiple choice question]

Option	Subtotal	Percentage
A. Limited time, desire to make the most of holidays efficiently	133	58.59%

B. Limited budget, search for good value for money	125	55.07%
C. Taste for challenges and novelty	183	80.62%
D. Influence of social networks	173	76.21%
E. Other (specify)	0	0%
Total of valid answers	227	

7. If you have not participated, would you like to try “special forces style tourism”? [single choice question]

Option	Subtotal	Percentage
A. Yes	68	61.26%
B. No	23	20.72%
C. I’m not sure	20	18.02%
Total of valid answers	111	

Part three: travel experience and motivation

8. What do you think is the biggest difference between “special forces style tourism” and traditional tourism? [single choice question]

Option	Subtotal	Percentage
A. The time planning is more accurate	108	31.95%
B. The expenditure is lower	88	26.04%
C. The experience is most exciting	76	22.49%
D. There is more social exchange	66	19.53%
E. Other (specify)	0	0%
Total of valid answers	338	

9. What impact do you think “special forces style tourism” has on your travel experience? [single choice question]

Option	Subtotal	Percentage
A. It helps to increase the fun and challenge of the trip	164	48.52%
B. I feel tired, the experience is not deep enough	82	24.26%
C. It saves time and money, but sacrifices comfort	92	27.22%
E. Other (specify)	0	0%
Total of valid answers	338	

10. Do you think the “tourism style command” will become a major trend in the future of tourism? [single choice question]

Option	Subtotal	Percentage
A. Yes	205	60.65%
B. No	81	23.96%
C. I’m not sure	52	15.38%
Total of valid answers	338	

Part Four: social networks and travel decisions

11. When planning a trip, do you often consult travel guides on social networks (such as Redbook, TikTok, Weibo, etc.)? [single choice question]

Option	Subtotal	Percentage
A. I consult frequently	135	39.94%
B. I occasionally consult	168	49.7%
C. I never consult	35	10.36%
Total of valid answers	338	

12. What impact do you think social media has on the popularity of "special forces style tourism"? [single choice question]

Option	Subtotal	Percentage
A. It has greatly boosted their popularity	130	38.46%
B. It has some influence, but are not a decisive factor	104	30.77%
C. It has little influence	75	22.19%
D. It has little influence	29	8.58%
Total of valid answers	338	

13. Would you share your "special forces style tourism" experiences on social networks? [single choice question]

Option	Subtotal	Percentage
A. Yes	176	52.07%
B. No	99	29.29%
C. Depends on the situation	63	18.64%
Total of valid answers	338	

Part five: opinions on the tourism industry

14. What impact do you think “command style tourism” has on the traditional tourism industry? [single choice question]

Option	Subtotal	Percentage
A. It promotes innovation and diversification in the tourism industry	92	27.22%
B. It has caused a negative impact on the traditional tourism industry	130	38.46%
C. It does not have much impact	71	21.01%
D. I am not sure	45	13.31%
Total of valid answers	338	

15. How do you think the tourism industry should respond to this new trend of “command style tourism”? [single choice question]

Option	Subtotal	Percentage
A. Offer more short-term tourist products and good value for money for young people	98	28.99%
B. Improve the management and services of tourist destinations	131	38.76%
C. Use social networks to promote and disseminate	109	32.25%
D. Other (specify)	0	0%
Total of valid answers	338	

Part six: open question

16. Please describe the “tourism style command” with a keyword: [open question]

Word	Frequency
Low cost	93
Extreme challenge	38
Time management	27
Social networks	25
Trend	23
...	...