

## A review of political-administrative measures to reduce the impact of COVID-19 and restore travel in Lushan (China)

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**Abstract:** Based on large-scale five-year plans aimed at economic growth and the fight against poverty, Jiangxi Province in the People's Republic of China is trying to attract as many domestic and foreign tourists, through its tourism attractions. With the SARS-Cov2 Coronavirus pandemic, the number of tourists decreased a lot, which affected the local economy and, implicitly, the tourism industry. Mount Lushan Touristic Complex, one of the most valuable resorts, has managed, based on central and local orders, to overcome these pandemic problems with flying colors. The understanding of some laws and administrative acts, and the punishment of some officials who did not obey the law, led to a sudden return of tourism in several parts of country, although in some areas of China it is still a lockdown. The study reveals how, through a mechanism of coercion based on laws and regulations China has managed to overcome, in part, the negative situation created by COVID-19 and move forward in the development of its national programs.

**Key words:** *tourist, five-years plan, pandemic control, law, anti-COVID-19 regulations, reinvigorating tourism*

### 1. Introduction

Tourism, an industry extremely sensitive to various environmental, political, and socio-economic risks, has shown, along with other crises (earthquakes, Ebola, SARS, terrorism), that it can recover (Novelli et al., 2018). The crisis, as a trigger for change, is an exceptional transitional event in terms of tourism (Hall, Scott & Gössling, 2020), the major impact being the change in value systems, scientific paradigms, technological notions, and institutional logic, using interdisciplinary thinking (Wen et al., 2020), multidisciplinary research (Gössling, Scott, & Hall, 2020) or even anti-disciplinary research (Sigala, 2018).

During COVID-19 pandemic, low or no tourist demand, together with sanitation and regulations on the free domestic and international movement of people, tourism has significantly affected the profitability of the industry all over the world. But China, through its plans to restructure and revitalize tourism, has not only defied the forecasts of specialists, but even made a much higher profit than expected, so that this industry has prospered, while in other countries has diminished to the maximum, being in the verge of economic collapse and bankruptcy of the industry.

This study reviews the strategies adopted by the Chinese government, to recover and create a new "normal" of daily life, as well as to revive the tourism industry. Therefore, the topic of the study is divided into two parts: a) brief overview of the tourism industry in 2012-2021 a case of Mount Lushan, and b) the role of the government, local public administration's laws and regulations in mitigating the effects of the pandemic, recover daily activity and develop tourist destinations, especially for Lushan traveler area.

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