

Development and Sales of Tobacco Cultural Tourism Products Under the Background of Global Tourism

Peng Li, PhD

Aimin Deng, Professor

Fei Ren, Lecture

Peng Li, PhD, School of Business Administration, Zhongnan University of Economics and Law, Wuhan, Hubei, China. School of Tourism and Planning, Pingdingshan University, Pingdingshan, Henan, China. Aimin Deng, Professor, School of Business Administration, Zhongnan University of Economics and Law, Wuhan, Hubei, China. Fei Ren, Lecture, School of Tourism Management, Zhengzhou University, Zhengzhou, Henan, China. Correspondence Aimin Deng; dam99@163.com

Objectives: Through the investigation of tobacco development and tobacco sales, this paper studies the development and sales of tobacco cultural tourism products under the background of global tourism. **Methods:** Taking a scenic spot as an example, this paper takes the number of tourists received in 2019 and 2020 and the number of cigarette sales of retailers in the scenic spot as the original data. **Correlation analysis** is used to demonstrate the point of view. **Results:** The development efficiency of tobacco cultural tourism products is affected by sales volume. The increase in the number of tourists is in direct proportion to cigarette sales. When the number of tourists is large, the corresponding cigarette sales will be large. When the number of tourists is small, cigarette sales are also relatively small. Secondly, affected by some special activities and holidays, cigarette sales will also increase in a short time, but it has little to do with the change in the number of tourists. **Conclusion:** The development of tobacco cultural tourism products should be based on the sales volume and the cultural orientation of scenic spots. The large increase of tourists can bring considerable economic benefits to the scenic spot. Expanding publicity to attract tourists is an indispensable means for the development of the scenic spot. This is also the core concern of the development of tobacco cultural tourism products. When formulating relevant measures for the development and sales of tobacco cultural tourism products, managers should take into account the interests of all parties and achieve balanced development.

Key words: tobacco culture, tourism products, tobacco sales, tourism economy.

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With the rapid economic development after China's accession to the WTO, tourism is regarded as a "sunrise industry" because of its "environmental protection, low carbon, low pollution and can absorb a large number of employed people"¹. However, with the rise of tourism fever and the rapid increase of the

number of tourists, all kinds of uncivilized habits are becoming more and more prominent. Since China joined the Framework Convention on tobacco control in 1994, governments and departments at all levels have strengthened tobacco control²⁻³. However, due to a series of practical policies and environmental constraints, the effect of tobacco control is not ideal, and the

cigarette sales in some areas show an obvious upward trend⁴⁻⁵. Especially as a window of regional civilization, cigarette sales in scenic spots are closely related to the local tobacco economy and tourism economy. Therefore, reducing cigarette sales is facing many difficulties.

In recent years, with the standardization of the degree of civilization in tourist areas, uncivilized smokers have gradually decreased⁶. However, due to China's large population base and large number of smokers, smoking prohibition can not produce an immediate effect, and cigarette sales account for a large proportion of the income of scenic spots to a certain extent⁷. However, for a long time, we can not have a good correlation analysis between the number of tourists in the scenic spot and the economic benefits of tobacco sales.

In this context, taking XY Mountain scenic spot as an example, this paper makes a statistical analysis of the number of tourists and cigarette sales in the scenic spot, and puts forward reasonable opinions, which not only provides reference for the further sustainable development of the scenic spot, but also provides a favorable basis for the scenic spot to scientifically guide smokers⁸.

XY Mountain scenic spot is a famous Buddhist tourist attraction in China. It is located in the northeast of Shanxi Province, in XY County, X City⁹⁻¹⁰. It is known as "four famous Buddhist mountains in China" together with Emei Mountain in Sichuan, Jiuhua Mountain in Anhui and Putuo Mountain in Zhejiang¹¹. In 1982, it was announced as one of the first batch of "national key scenic spots" by the State Council; In 1992, it was awarded "National Forest Park" by the Ministry of forestry; In 2007, it was approved as AAAAA scenic spot by the National Tourism Administration¹²; in 2009, it was listed in the world heritage list as a cultural landscape by UNESCO¹³. XY Mountain is a famous scenic spot in Shanxi Province. Choosing this scenic spot as the research object of this paper has important reference significance.

METHODS

Research Hypothesis

It is of great significance to study the relationship between the number of tourists and the change of cigarette sales. Based on the previous research results and combined with the research perspective of this paper, the following assumptions are put forward.

Hypothesis 1: there is a positive correlation between tobacco sales in tourist areas and non tourist areas in the study area

Summarizing previous studies, most scholars have concluded that cigarette sales are very different between tourist areas and non tourist areas, so this paper also puts forward a similar hypothesis, that is, there is a positive correlation between retail cigarette sales and tourist areas and non tourist areas. It should be assumed that there is a positive correlation between the change of the number of tourists and cigarette sales¹⁴. Generally speaking, in the tourist area, due to factors such as holidays and weather, the time and space for tourists to visit are relatively concentrated. Accordingly, the cigarette sales are relatively large. In non tourist areas, most of the people who buy cigarettes are nearby residents and floating population. In a short time, there will not be a large number of people concentrated. Therefore, compared with scenic spots, cigarette sales are very few.

Hypothesis 2: there is a positive correlation between the number of tourists in the tourist area and the change of tobacco sales

In scenic spots, the year is divided into off-season and peak season due to different seasons and the fluctuation of the number of tourists. In different seasons, there are obvious differences in the number of tourists, and the tourism related income of the scenic spot also shows ups and downs. Accordingly, the sales of cigarette retailers, as the main sales body, also show ups and downs. Therefore, this paper proposes that in the light and peak seasons of tourism, the cigarette sales volume in the scenic spot changes with the number of tourists, and the sales volume and income of retail households also show a positive correlation, which is manifested in the

situation of large sales volume in the peak season and small sales volume in the off-season.

Model Setting and Variable Selection

This paper selects three variable indicators: the number of tourists, tourist areas and non tourist areas. When collecting basic data, this paper considers that the comparison between scenic spot and non scenic spot data as the source of basic data is obvious, so it focuses on distinguishing two types of data, so it is divided into tourist area and non tourist area. In order to verify the hypothesis and learn from the relevant models established by predecessors in the study of similar problems, regression analysis is used in this paper to determine the quantitative relationship of interdependence between two or more variables, which is analyzed according to the three variable indicators of tourist quantity, tourist area and non tourist area.

Data Source and Filtering

The data needed for this study, including tobacco sales data, comes from Shanxi tobacco sales management system. The tourist data of XY Mountain scenic spot in 2019 and 201 are from the statistical data of XY Mountain scenic spot administration. In addition, in order to verify the authenticity of the data, we conducted a field survey in retail stores and randomly selected some retail households for investigation

and verification¹⁵. This paper selects 10 representative basic sales data, including 3 large retail households, 4 medium-sized retail households and 3 small retail households, for comparative analysis. In terms of year selection, the latest data of 2019 and 2020 are selected for comparative analysis. In the analysis of demonstrating the relationship between cigarette sales and the number of tourists, the basic data of 2019 and 2020 are selected for vertical comparison, so as to make the data in this paper more realistic and the conclusion more convincing.

Correlation Analysis

(1) Analysis of tobacco sales in tourist and non tourist areas

Hypothesis 1 there is a positive correlation between tobacco sales in tourist areas and non tourist areas in the study area

Summarizing previous studies, most scholars have concluded that cigarette sales are very different between tourist areas and non tourist areas, so this paper also puts forward a similar hypothesis, that is, there is a positive correlation between cigarette sales and tourist areas and non tourist areas.

The following is a comparison between the sales data of 10 cigarette retailers in XY Mountain Tourist Area in 201 and that of 10 cigarette retailers in XY County.

**Table 1
Cigarette Sales Volume (Unit: Piece)**

2020	January	February	March	April	May	June	July	August	September	October	November	December
Scenic spot	4760	1890	2470	2890	3140	2624	3732	3456	3568	3112	2704	1306
Non Scenic Area	4595	1665	1970	1769	1797	1517	2110	2335	2485	2570	2695	670

**Table 2
Retailer Selection Classification**

Category	Big family	Middle household	Small household
Scenic spot	3	4	3
Non Scenic Area	3	4	3

Due to the large number of retail households in the scenic spot, in order to make the research results more scientific and rigorous, this paper selects the sales data of 10 representative retail households in the scenic spot and non scenic spot with good sales status for comparative analysis.

Since January is during the new year's day and Spring Festival holidays, tobacco sales have great volatility compared with other months, and the causes are also different from other months. Therefore, January can only be considered as a special case. In addition, the linear characteristics of the experimental model are very obvious, that is, the fitting line can explain and cover the measured data with more than 99.99%, which has obvious practical value and can be used as a standard working curve for the measurement of other sales data.

(2) Correlation Analysis Between The Number Of Tourists And Tobacco Sales

Hypothesis 2 there is a positive correlation between the change of the number of tourists in the tourism area and the change of tobacco sales in the region

Tourists in the tourist area can be simply divided into smoking tourists and non-smoking tourists. The only difference between them is whether they smoke or not. From the perspective of tobacco sales, smoking tourists can bring tourism revenue to the scenic spot on the one hand, and promote the positive growth of tobacco sales of retail households in the scenic spot on the other hand. Non smoking tourists do not have this attribute. Because they do not have smoking habits, they do not play any role or even hinder the tobacco sales of cigarette retailers in the scenic spot. In addition, due to the high proportion of smoking tourists in tourists, it can be considered that the increase in the number of tourists will lead to the increase in the number of smoking tourists. Therefore, this paper believes that there is a positive correlation between the number of tourists and tobacco sales.

Taking XY Mountain scenic spot as an example, the number of tourists received in 2019 and 2020 and the sales number of 10 cigarette retailers selected in the scenic spot are taken as the basic research data.

Table 3
Relevant Data In 2020

2020	January	February	March	April	May	June	July	August	September	October	November	December
Number of tourists (10000 person times)	14.3	18.6	12.3	15.1	37.5	34.9	43.1	43.6	40	31.6	22.6	20.2
Cigarette sales (PCs.)	4760	1890	2470	2890	3140	2624	3732	3456	3568	3112	2704	1306

Table 4
Relevant data in 2019

2019	January	February	March	April	May	June	July	August	September	October	November	December
Number of tourists (10000 person times)	12.3	17.8	12.9	14.1	35.6	33.6	41.2	42.5	38.8	30.4	22.7	19.5
Cigarette sales (PCs.)	5025	1865	2390	2860	3285	2595	3807	3665	3608	3075	2832	1474

Influence Of Tourists' Smoking Behavior On Scenic Spots

The number of tourists has a significant positive correlation impact on the sales of

cigarettes, that is, the more tourists, the more cigarettes sold by various types of retail shops in the scenic spot, and the more obvious the relevant economic benefits. Because the proportion of male smoking among tourists is

very high, male tourists can basically be regarded as smoking tourists. In addition, during the survey, it is found that a considerable number of female tourists are smokers, which leads to the fact that female smoking tourists can not be ignored in the process of statistical data, which is easy to cause untrue data. Because tourists will drive convenience stores to sell other related food, beverages and daily necessities by buying cigarettes and other scenic souvenirs, which will increase the sales of retail stores in a disguised way. Finally, because cigarettes are consumer food products, there is a big gap in the value of unit commodities. Therefore, after restricting tourists from smoking, the scenic spot will produce two results. On the one hand, the sales of retail stores have decreased significantly, because many tourists are unwilling to give up buying cigarettes and choose other alternative foods. On the other hand, the sales of retail stores have increased rather than decreased. After careful analysis of customers' purchase psychology, many customers give up buying cigarettes and buy other alternative foods and various souvenirs, which drives the sales of other products in retail stores and improves the sales of retail stores.

RESULTS

Tourists' positive influence on tobacco sales in tourist areas

(1) Drive the development of tobacco economy in this region

The high economic value of tobacco has always been recognized all over the world. It plays a prominent role in developing local economy and increasing national financial accumulation. Sometimes it can even significantly relieve national financial difficulties, which is another difference between tobacco and other crops. In recent years, the vigorous development of tourism, coupled with the increase of various holidays, has brought sufficient tourist sources to major scenic spots. The large increase of tourists has also driven the rapid growth of cigarette sales in the scenic spot. Relevant data show that the growth rate of the

number of tourists is basically the same as that of local tobacco sales, which shows the huge economic benefits brought by the increase of the number of tourists.

(2) Increase employment opportunities for cigarette salesmen

As tourism is a labor-intensive industry, it will not pollute the environment, but also provide a large number of employment opportunities to solve the employment problem of social personnel. According to international practice, the proportion of direct employment and indirect employment in tourism is about 1:5. Each additional guest room in the tourism industry can directly provide 0.75 employment opportunities and indirectly provide employment opportunities for 2.5 people in relevant departments (Hotel, commerce and transportation). Therefore, the large increase of tourists not only brings the prosperity of the tourist area, promotes the rapid growth of cigarette retail industry in the scenic spot, but also increases a large number of cigarette retail employment opportunities, solves a large number of surplus labor force for the scenic spot, drives the improvement of service level and income in the scenic spot, and effectively promotes the sustainable development of the scenic spot.

(3) Increase the income of local residents

Tourism has a great impact on increasing the income of local residents because it absorbs a large number of employed people. From the retail sales data of XY Mountain scenic spot, it can be seen that in the peak tourism season, the cigarette sales volume is several times or even several times that of the off-season, bringing considerable economic income to operators and employees. These are accompanied by changes in the number of tourists, so its role and effect are very obvious. In the survey of XY Mountain scenic spot, it is found that the employees of many retail stores are mainly family, and the increase of cigarette sales will inevitably drive the increase of relevant income, which shows its importance.

Negative impact of tourists on tobacco sales in tourist areas

(1) Negative impact on local economy

Tourists are the most basic source of income in the tourist area. If a large number of tourists are reduced, it will not only rapidly reduce the income of the scenic spot, but also reduce the sales of various cigarette retail stores in the scenic spot. Relevant employees are also faced with unemployment, income reduction and other problems. As the scenic spot service industry is a labor-intensive industry, it can absorb a large number of labor force. Only a large increase in sales revenue can support a large number of employees. Therefore, the decrease in the number of tourists not only has a great impact on cigarette sales, but also has a direct impact on the future development of the scenic spot and the livelihood of relevant practitioners. In the long run, many places regard tobacco tax as the main financial source for local economic development, especially in some concentrated tobacco producing areas and areas with relatively high tobacco sales. Although tobacco economy accounts for only a small part of the economy of scenic spots, it has a very important impact on the future development of tourist areas to a great extent.

(2) The increase of cigarette sales is easy to cause great pressure on the environment

Tourists smoke casually in public places, which is easy to pollute the local air, especially the cultural relics and historic sites such as temples and halls. Due to its narrow space and large flow of people, in addition, if tourists do not abide by the Civilization Convention of scenic spots and discard cigarette butts and other garbage at will, it is not only easy to pollute the environment, but also very easy to cause fire. For example, in XY Mountain Scenic Area, many temples have a history of hundreds of years. It is not easy to survive the war. If they are damaged due to the fire caused by tourists, the cultural relics will be greatly damaged. Therefore, while traveling in civilization, abiding by the Civilization Convention is not only to protect the environment, but also to have a green sightseeing

environment, relax and reduce the negative impact on the environment. The increase of economic benefits of tourism can not be at the cost of damaging the environment. We should also make the development of tobacco sales industry into a scientific, standardized and reasonable track and reduce the negative effects.

Reasonably guide and standardize tourists' uncivilized smoking behavior

First of all, from the perspective of tourists themselves, actively publicize the harm of smoking, so that the majority of smokers can scientifically understand the harm of smoking, especially in places prone to fire such as scenic spots, so as to encourage tourists to smoke less or try not to smoke. For example, XY Mountain scenic spot in autumn has a relatively dry climate, which is easy to cause forest fires, resulting in a large area of excessive fire in the scenic spot, which poses a threat to precious cultural relics. Therefore, the Management Committee of the scenic spot should reasonably delimit the smoking area and set up significant signs according to the actual needs of tourists, which not only meets the normal behavior habits of tourists, but also reduces the potential safety hazards caused by tourists' random smoking, so as to minimize the harm as far as possible.

Secondly, it is constrained by laws and regulations. For some tourists who do not comply with civilized public morality, in the case of ineffective persuasion, compulsory measures must be taken to stop their acts endangering others and the public environment, and the punishment shall be increased if allowed by laws and regulations.

Moreover, from the perspective of the long-term development of the scenic spot, tourists should realize that the ecological environment has its own unique constituent elements, which is composed of multiple independent organic individuals with life, that is, the ecological environment is also alive. The ecological environment has its own operation law, which is the unique law of the natural environment. As an external factor, people can only make use of it,

but can not change it forcibly. Tourism ecological environment is a valuable non renewable natural resource. Once it is lost, it will not come back.

In addition, various retail stores and supermarkets selling cigarettes should cooperate with various departments to carry out standardized management and reduce loopholes.

Scientifically handle the relationship between tourism development and environmental protection and smoking prohibition

Because in the development process of scenic spots, a large amount of funds are needed for early investment and infrastructure construction, and a large amount of funds are needed for later maintenance and development. There is a huge capital gap and a lack of various financing means, so the problem of funds has become a barrier for the development of scenic spots. Therefore, when scenic spot managers formulate rules and regulations, there are bound to be many measures that cannot be implemented, such as smoking ban measures.

As the main body of cigarette sales, retail stores in the scenic spot not only facilitate tourists' sightseeing and provide corresponding services, but also bring rich profits to the scenic spot and provide sufficient funds for the sustainable development of the scenic spot. However, selling cigarettes in the scenic spot itself violates the environmental protection measures of banning smoking in the scenic spot, so there are still many contradictions between sustainable development and practical considerations. Because of the objective economic benefits of cigarette retail stores in the scenic spot, they absorb a large number of surplus labor force, improve the employment rate, and play an important role in improving the income level of service personnel. If a one size fits all approach is adopted, it is also undesirable to ban all cigarette sales stores, which will cause the unemployment of a large number of people in a short time, and the economic income of the scenic spot will be affected to a certain extent.

After comprehensive analysis, this paper scientifically plans and distributes the space of

the scenic spot, selects suitable places for tourists to shop and rest, and centrally distributes cigarette sales stores. A number of smoking areas shall be set up accordingly to prevent tourists from moving to smoke and increase fire hazards in disguise. At the same time, eye-catching signs and warning measures shall be set up in the smoking area, and corresponding fire-fighting equipment shall be equipped to prevent accidents.

DISCUSSION

By analyzing the tobacco sales data of XY Mountain scenic spot and the number of tourists in recent two years, it can be concluded that the growth of the number of tourists is in direct proportion to the sales of cigarettes. When the number of tourists is large, the corresponding cigarette sales will be large. When the number of tourists is small, the cigarette sales will be relatively small. Secondly, affected by some special activities and holidays, cigarette sales will also increase in a short time, but there is no much connection with the change in the number of tourists. Due to the short data collection hand in this paper, some conclusions need to be verified in the future. As tobacco sales involves many industries of the national economy, it has obvious advantages in increasing local taxes, expanding employment and increasing residents' income. Therefore, while reasonably controlling smoking, the managers of the scenic spot also make scientific planning for the cigarette retail stores in the scenic spot to ensure the normal income of the future development of the scenic spot, and set up a "smoking area" in the areas and rest areas frequented by tourists to meet the personal needs of some tourists. On the other hand, it also improves the management of scenic spots, and has clear requirements for fire prevention measures and fire prevention requirements in special periods to prevent the occurrence of potential fire hazards.

In addition, this paper believes that the large increase of tourists can bring considerable economic benefits to the scenic spot. Expanding publicity to attract tourists is an indispensable

means for the development of the scenic spot. However, in recent years, the voice of "no smoking" has become higher and higher. When formulating relevant measures for cigarette sales, scenic spot managers should take into account the interests of all parties and achieve balanced development.

Finally, this empirical study only selects XY Mountain scenic spot as the research object, with few samples and single type. The understanding of the tourist management of other types and scenic spots in other regions in China is not comprehensive and sufficient, which leads to the reduction of the value of the experience reference part of the research results and the lack of wide applicability of the research results.

Conflicts of Interest Disclosure Statement

The authors declare no conflict of interest in the authorship or publication of this work. The authors declare no sponsored financial sources by any organization related to tobacco production for the undertaken study.

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