

# Global Scenic Spot Operation Service Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Scenic Spot Operation Service market size is predicted to grow from US\$ 8043 million in 2025 to US\$ 14100 million in 2032; it is expected to grow at a CAGR of 8.5% from 2026 to 2032.

Scenic spot operation services refer to the all-round management and service guarantee of tourist attractions, including the daily operation of scenic spots, facility maintenance, tourist reception, tourism product design and promotion, ticket management, catering and accommodation services, security and environmental protection. It aims to promote the sustainable development and economic benefits of scenic spots by optimizing resource allocation, improving service quality and tourist experience. Scenic spot operation includes not only traditional management functions, but also innovative services combined with local culture, ecological protection and tourism market demand, aiming to provide tourists with a rich and colorful tourism experience, while achieving the brand building and market competitiveness of scenic spots. In the modern tourism industry, scenic spot operation services pay more and more attention to the application of science and technology and intelligent management, such as improving management efficiency and convenience for tourists through big data analysis, intelligent guides, online booking and payment. In addition, scenic spot operation also needs to take into account factors such as seasonal fluctuations, diversified needs of tourists and policy changes, and ensure that scenic spots occupy a favorable position in the fiercely competitive tourism market by flexibly adjusting operation strategies and providing customized services.

The key to scenic spot operation services lies in integrating resources and innovative management to achieve long-term sustainable development of scenic spots. In today's fiercely competitive tourism market, it is not enough to rely solely on natural scenery or

cultural resources. Scenic spot operation services need to be tourist-centric, combining advanced digital technology and precise marketing strategies to enhance tourist experience and increase the attractiveness of scenic spots. At the same time, attention should be paid to environmental protection and cultural heritage to ensure that scenic spots protect the natural environment and cultural heritage while meeting economic benefits, and create value for society and the future. Scenic spot operation services are not only the daily management of scenic spots and the maintenance of basic facilities, but also the key to creating unique tourist experiences and promoting local economic and cultural development. As competition in the tourism industry becomes increasingly fierce, relying solely on the natural landscape and traditional services of scenic spots is no longer enough to attract tourists. Innovative and diversified operation services have become the key to the success of scenic spots. Modern scenic spot operation services should be tourist-centric, and refined management and personalized services have become the mainstream trend. For example, using big data to analyze tourists' behaviors and preferences, accurately push customized tourism products, and provide intelligent guided tours, mobile payment and other services, not only improve the convenience of tourists, but also make them feel intimate and professional care. At the same time, scenic spot operation services should also focus on ecological protection and sustainable development, closely integrate environmental protection and resource utilization with operations, and promote the long-term healthy development of scenic spots by guiding tourists to engage in environmentally friendly behaviors and advocating green tourism. In addition, the cultural experience of scenic spots is also an important part of their operation services. It integrates local characteristics and cultural elements to enhance tourists' emotional connection with scenic spots and further enhance tourists' loyalty. Ultimately, scenic spot operation services must not only meet tourists' material needs, but also touch their spiritual needs, and achieve a multi-dimensional integration of services with culture, technology, and ecology, in order to stand out in the fierce market competition.

LPI (LP Information)' newest research report, the “Scenic Spot Operation Service Industry Forecast” looks at past sales and reviews total world Scenic Spot Operation Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Scenic Spot Operation Service sales for 2026 through 2032. With Scenic Spot Operation Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Scenic Spot Operation Service industry.

This Insight Report provides a comprehensive analysis of the global Scenic Spot Operation Service landscape and highlights key trends related to product segmentation,

company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Scenic Spot Operation Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Scenic Spot Operation Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Scenic Spot Operation Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Scenic Spot Operation Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Scenic Spot Operation Service market by product type, application, key players and key regions and countries.

### **Segmentation by Type:**

All-Season Operation Service

Seasonal Operation Service

Others

### **Segmentation by Application:**

Paid Scenic Spots

Free Scenic Spots

### **This report also splits the market by region:**

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

OCT Group

China Tourism Group

Chimelong Group

Songcheng Group

BTG

Fosun Tourism Group

Guilin Tourism Corporation

Merlin Entertainments

The Walt Disney Company

Parques Reunidos

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