

## Research on The Development of Rural Tourism Resources Based on SWOT Analysis—— Take Xiping County as An Example

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### Abstract

In recent years, with the rapid economic development and the improvement of people's living standards, tourism has been recognized as a leisure way. As a new way of tourism and leisure, rural tourism has gained people's favor with its rural scenery, rural features, rural customs and other characteristics, and the country has attached great importance to the development of rural tourism. Henan Province has beautiful natural scenery and superior ecological environment. As a major agricultural province, Henan Province has rich rural tourism resources. Taking the development of rural tourism resources in Xiping County of Henan Province as the research object, this paper comprehensively uses the methods of literature collection and field investigation. Through on-the-spot investigation on the development of rural tourism resources in Xiping County, the SWOT model is used to analyze the development of rural tourism resources in Xiping County from four aspects: advantages, disadvantages, opportunities and threats. The present situation of the development of rural tourism resources in Xiping County is obtained, and the difficulties faced in the development process are summarized. Then the paper puts forward some suggestions to promote the development of rural tourism in Xiping County from the perspectives of government management, personnel training, product development, marketing mode and service optimization. Finally, the specific development and analysis of the key characteristic tourism resources in Xiping County are carried out. Hope to provide reference for the development of rural tourism resources and rural tourism in Xiping County.

### Keywords

Xiping County, Rural Tourism, Resource Development, SWOT Model.

### 1. Introduction

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General Secretary Xi Jinping put forward in the report of the Nineteenth National Congress of the Communist Party of China "the strategy of rural rejuvenation". In document No. 1 of the Central Committee of the Communist Party of China in 2018, "Opinions of the State Council on

the implementation of the strategy of rural rejuvenation", he emphasized "tapping the multiple functions and values of the countryside". In recent years, Henan Tourism Bureau has not only responded to the call of the National Tourism Administration to "Poverty Alleviation Project of Beautiful Rural Tourism", but also implemented the project of "enriching the people with a hundred villages and ten thousand households" in succession to promote the continuous growth of rural tourism.[1] The progress of society has provided conditions for people to pursue spiritual life. With the development of tourism, rural tourism has attracted more and more attention. Xiping County is located in the south-central part of Henan Province, bordering Yuanhui District of Luohe City in the north, Zhumadian City in the south, Shangcai County in the East and Wugang City in the west. It is 300 kilometers south of Wuhan and 130 kilometers north of Xinzheng International Airport. It is located in the "one-day economic circle" of Zhengzhou and Wuhan. Beijing-Guangzhou Railway, Beijing-Zhuhai Expressway and National Highway 107 run through the whole territory. It belongs to Zhumadian City. Xiping County, as the hometown of Chinese ancestor-worshipping culture, iron-smelting and sword-casting culture, the ancestor-worshipping home of silkworm god, emperor Zhengfei and Legalist Han Fei in pre-Qin Dynasty, has abundant tourism resources.

## 2. Literature References

There are more and more studies on rural tourism at home and abroad. Rural tourism, also known as agricultural tourism, rural scenery tourism, urban tourism, experience tourism, ornamental tourism, ecological tourism agriculture, farmhouse fun, etc. Bernard Lane, a representative foreign researcher, thinks that rural tourism is different from the traditional large-scale way of travel. It is a kind of small-scale tourism, and this kind of tourism has different types and characteristics.[2] Barke believes that the characteristics of rural tourism are embodied in the rural nature. Tourism activities have obvious rural nature, mainly reflected in the local people's own operation, relatively small scale of operation, with local characteristics and so on.[3]

Lu Xiaoli believes that rural tourism is the carrier of people's return to nature in post-modern society and the new growth point of rural economic development.[4] Guo Huancheng and Han Fei pointed out that rural tourism is a new attempt to extend modern tourism to traditional agriculture. Through the promotion of tourism, the organic combination of ecological agriculture and ecological tourism is a new industrial model.[5] Rural tourism refers to the tourism activities in rural areas with rural landscape as the tourist attraction. In the concept of rural tourism proposed by Zha Fang, it is reflected that rural tourism takes place in rural areas, and tourism attractions are rural landscapes.[6-11] Based on the comprehensive research results at home and abroad, it is concluded that rural tourism refers to a kind of tourism mode that takes urban tourists as the main service object and rural unique scenery and rural activities as the main service product, aiming to give tourists real rural experience and help them relax.

## 3. SWOT Analysis of Rural Tourism Resources Development in Xiping Country

At present, many rural tourism is just a single tourism sightseeing, farmhouse, etc. In this sense, the development of rural tourism resources is too simple to attract the product, and even caused ecological damage. The rational and scientific development of rural tourism resources is crucial to promote the sustainable development of rural economy. Tourism resources, as the object and object of tourism activities, is the fundamental reason to attract tourists. Tourism develops by processing, producing, organizing and selling tourism products. Therefore, without tourism resources, there will be no tourism activities. The condition of tourism resources influences the formation of regional tourism industry structure.

SWOT analysis is the situation analysis method, which was put forward by the management professor of the university of San Francisco in the early 1980s. It is often used in the enterprise strategy formulation, competitor analysis and other occasions. Through analysis, the internal advantages and disadvantages as well as external opportunities and challenges of the objects of analysis will be found, so as to help decisionmakers formulate reasonable and effective development strategies and focus resources on the areas with the most advantages and development opportunities. Through field investigation and onsite experience in scenic spots, the development status of rural tourism in Xiping county was understood, and the SWOT model for the development of rural tourism in Xiping county was summarized.

### **3.1. The Advantages of Developing Rural Tourism in Xiping County**

#### **3.1.1. Tourism Resources with Certain Quantity**

The tourism resources of xiping county are classified according to different causes, mainly including the following categories:

Natural tourism resources:

1. Tangxi source scenic spot: It is located 42 kilometers southwest of xiping county, henan province, with a total area of 38 square kilometers. The forest coverage rate is over 95%. It is divided into four tourist areas: tangxi gorge, tangxi lake, spider mountain and paomaling. It is a source of ancestors, sword and water, integrating beautiful natural scenery and profound yanhuang culture.

Humanistic tourism resources:

1. Historical relics - Iron smelting sites of the warring states period

Tangxi source, 42 kilometers southwest of xiping county, is surrounded by rolling mountains, full of flowers, towering ancient trees, and a tangxi river under the mountain. It looks like the winding of a silver snake, and the long tangxi water flows out into a magnificent sword culture. Tangxi, a place in xiping, has a developed iron smelting and sword casting industry, which has nurtured the history of iron culture and sword casting for more than 2,700 years. "History As A Mirror" evaluation: "the gold of tangxi, the benefit of the world. "The hometown of Chinese iron and sword culture".

2. Ancient architecture -- Baoyan temple tower

Baoyan temple tower, commonly known as "Dongguan tower", is located in the Dongguan county of Xiping county, Henan province. On November 21, 1986, baoyan temple pagoda was approved as a provincial cultural relic protection unit by Henan province. On May 25, 2006, baoyan temple pagoda, as an ancient architectural site of the song dynasty, was approved by the state council to be included in the list of the sixth batch of national key cultural relics protection units.

3. Humanities activities

There are mainly national culture, literature and art, marriage customs and characteristic food customs, traditional festival activities and modern festival activities. The Lei zu culture in Xiping county is the most representative. Xiping county lowlying wes high east, funiu mountain yuemai from the southwest continuous entry, western peaks stacked, mountain springs flowing, the east is a vast plain. In ancient times, Lei zu, the concubine of the yellow emperor, was said to be the hometown of lei zu, the concubine of the yellow emperor. In ancient times, it was said that lei zu, the concubine of the yellow emperor, invented the technique of sericulture and silk weaving here, which made lei zu, the concubine of the yellow emperor, emperor yao and emperor shun ruled the world with their clothes.

#### **3.1.2. A Certain Scale of Facilities Reception Capacity**

The reception capacity of facilities is a material guarantee for the development of tourism. In modern tourism, the quality of facilities may determine whether people are willing to buy

certain tourism products. Imperfect rural tourism supporting facilities will make tourism, the accessibility is not strong, can affect tourists travel experience province rural tourism tourist satisfaction and behavioral intention after swim relations research in recent years, as the xiping county construction and economic development, a large number of hotels also have mushroomed general appeared, such as Marriott international hotels and a batch of comprehensive commercial districts such as the royal international trade, etc. The new development of these hotels and business areas provides the basic conditions for the transformation of tourism resources into tourism products.

### **3.1.3. It Has Certain Accessibility**

Xiping county is 130 kilometers away from Xinzheng international airport in the north and 300 kilometers away from Wuhan in the south. Beijing-Guangzhou railway, Beijing-Hong Kong-Macao expressway, 107 national highway, Beijing Guangzhou highspeed railway longitudinal throughout the whole country, provincial highway gaolan highway across the east and west, transportation is very convenient. In recent years, Xiping county has built a number of county and township roads, such as Xijiu highway and eastwest ring road, and completed the "village to village" project for 140 kilometers. The county and township bus and urban taxi industries developed rapidly, and 11 rural passenger stations were built.

## **3.2. The Disadvantages of Developing Rural Tourism in Xiping County**

### **3.2.1. Tourism Resources Development Is Not Enough, Tourism Products Are Single**

Xiping county has rich tourism resources, beautiful tangxi source scenery. Lei zu culture, red culture and other diverse cultures. However, the backwardness of the overall economic level of xiping county limits the development process of tourism resources. Although the progress has been accelerated in recent years, it still lags behind the developed areas. Although the provincial and local governments have taken the development of rural tourism resources as an important development goal, the limited human and material resources, coupled with the decline of investment layer by layer, the investment in the development of tourism resources in xiping county is just a drop in the bucket. In addition, many scenic spots developed late maintenance efforts are not in place, scenic facilities update speed is not enough. At the same time, most of the tourism products are some farm food, products and services are seriously the same, the level is low.

### **3.2.2. Development Chaos, Management Is Extensive**

With the enthusiasm of rural tourism, a part of rural areas vigorously develop tourism resources, a number of rural tourist attractions have been born, but the unreasonable development has made the rural tourism area more and more chaotic. This is also a typical problem in rural tourism in Xiping county. Therefore, measures must be taken to solve the problems of extensive management and chaotic development in the process of rural tourism development.

### **3.2.3. Propaganda Is Not in Place, Propaganda Awareness Is Weak**

Publicity and recommendation is a necessary means to improve the visibility and reputation of tourist attractions, especially for later tourism areas, to increase the investment in this aspect. The limitations of the operators of rural tourism in Xiping county lead to the insufficient influence of rural tourism in Xiping county. The weak marketing awareness makes them satisfied with the status, and they only want to earn profits by policy support, but lack the vision of long-term development. The promotion of tourist attractions is not enough. They do not actively participate in the government-led market promotion, nor do they seek for a larger propaganda platform. As a result, they are not well known to the outside world and cannot open a larger market.

### **3.3. The Opportunities of Developing Rural Tourism in Xiping County**

#### **3.3.1. The Speed of Economic Development Has Been Accelerated**

With the rural revitalization strategy proposed, many rural areas in Henan province have been given opportunities for economic development, making full use of geographical advantages and rich natural environmental resources for development, and great achievements have been made in recent years. The economic growth rate of Xiping county has achieved a steady growth, which not only ensures the development of industry and agriculture, but also provides a strong guarantee for the development of other industries. As a new industry, rural tourism has been constructed by the government with a large amount of funds. The development of rural tourism in Xiping county also benefits from this.

#### **3.3.2. The Government Attaches Great Importance To It**

In recent years, the country has vigorously developed the tourism industry, rural tourism as an emerging part of the attention, a number of policies have been issued to support the development of rural tourism resources and industrial development. Policies implemented in place quickly, Xiping county government to implement national and provincial party spirit, positive for the development of rural tourism, active learning each file spirit, put forward the agricultural industrialization, garden land, farming mechanization, urbanization, rural migrant workers housing humanization "of the" five "goal, to" livable, appropriate, appropriate swim "the beauty of the new countryside as the development direction, on rural tourism development to provide enough support.

#### **3.3.3. The Change of Resident Consumption Structure**

With the development of economy, people's income increases year by year, and the consumption structure also changes. Great changes have taken place in Chinese people's living needs and lifestyles. From the previous maintenance of food and clothing to the current transformation of leisure and entertainment consumption, more and more people begin to pay attention to the improvement of the quality of life, pay more and more attention to the demand for leisure and entertainment activities, and are willing to spend money on tourism. The rapid growth of the number of tourists has strongly promoted the development of China's tourism industry, while the emergence of rural tourism has provided new options for people to travel. Especially for the residents who live in cities for a long time, rural tourism is very attractive, and the rural tourism mode has been rapidly popularized. The development of rural tourism resources in Xiping county has made rapid progress with the change of people's consumption concept and structure.

#### **3.3.4. Residents' awareness of Leisure and Entertainment Has Been Strengthened**

Chinese people's traditional forms of entertainment are chess and CARDS or parties. However, with the introduction of foreign leisure activities, people begin to strengthen their awareness of leisure and entertainment, and pay more attention to physical and mental health. In addition to traditional forms of entertainment, people begin to pay attention to new leisure fields. In addition to busy work, people find that a short time of rural tourism is a very good way of leisure and entertainment, which can meet the needs of relaxation and contact with nature. Weekend rural tourism is favored by the public. Convenient transportation in Xiping county meets the needs of local and nearby tourists. The popularity of people's awareness of leisure and entertainment indirectly promotes the development of rural tourism in Xiping county.

### **3.4. The Threats of Developing Rural Tourism in Xiping County**

#### **3.4.1. The Development of Homogeneous Tourism Resources in Surrounding Areas Is Intense**

The abundant natural resources and good development environment of rural tourism in Xiping county provide guarantee for the development of rural tourism resources, but the appearance

of homogeneous tourism products in surrounding areas increases the competitive pressure of Xiping county. At the same time, neighboring provinces such as Shandong and Hubei have launched many rural tourism routes. Homogeneous products provide more choices for tourists, and also bring challenges to rural tourism in Xiping county. Xiping county urgently needs to solve the problems of how to develop characteristic tourism resources, form its own tourism brand, improve popularity, and cope with the pressure of resource competition from inside and outside the province.

### **3.4.2. The Level of Leadership Varies**

The development of the tourism industry is more special, cross management involves multiple departments, multiple departments decision makers to not form a unified understanding of tourism, management level and there is a difference, multiple management makes coordination difficult. At the same time, the different understanding of financing wildly too, the rural tourism resources development cannot leave the enterprise's financial support, but Xiping county has not form a unified long-term financing mechanism, the development of villages have different financing situation, the use of money and no reasonable planning, the leadership of the decision is not clear, in addition to Xiping county rural tourism rapid development without careful planning, All these make it difficult to develop tourism resources in Xiping county and restrict the industrialization of rural tourism.

### **3.4.3. The Service Personnel Quality Is Not High**

The service level of rural tourism is the key factor. The tourism operators in xiping county are mainly local farmers, and the personnel providing tourism services are often the relatives and friends of the operators, who are all local residents. They originally are mostly dealing with land farmers for a long time, do not have a high level of popular culture, operators do not understand the operation and management of professional knowledge, no long-term development of consciousness, the pursuit of short-term gains, server without the system training, don't understand the key point, when providing the service cannot meet the needs of the passengers reasonable well. At the same time, they have a strong sense of pursuing interests and often ignore the feelings of passengers, resulting in forced sales and poor service attitude. The deficiency of tourism service quality and the restriction of management service personnel are not conducive to the development of tourism in Xiping county.

## **4. Suggestions on The Development of Rural Tourism Resources in Xiping County**

Through the field investigation and theoretical analysis, it is found that the rural tourism resources in Xiping county have been developed rapidly in the past year or two, and initial results have been achieved. In view of the problems of rural tourism resources development in Xiping county, the following Suggestions are put forward.

### **4.1. Diversified Development of Tourism Resources And Characteristic Tourism Projects**

With the rapid development of tourism, the tourism psychology of some tourists has become very mature, and they can make an objective evaluation of their own desires, without the interference of external things. Therefore, as a tourist attraction, it is necessary to have enough innovative spirit to create new, unique and special tourism products with brand effect, so as to attract tourists continuously. With "small but beautiful" and "made" affection is the development idea, development of outstanding characteristics of leisure agriculture, agricultural products deep processing, handicrafts, local food, shopping, natural education, cultural, rural holidays, such as rural tourism products, continue to expand rural tourism connotation and denotation, positive rich rural tourism new formats, according to market

demand to carry on the innovation and development of rural tourism products, has introduced more in line with the market demand characteristics of rural tourism products, realize the diversification of rural tourism product development. Allow visitors to experience the fun of rural life, rich life experience and experience, to achieve a true sense of rural leisure tour.

#### **4.2. Form An Efficient And Unified Management Mechanism**

On the issue of tourism resources development in Xiping county, the government has obvious leading role, but the government function has not been given full play. Therefore, in the future development and construction, we should strengthen the government's management function and actively participate in the rural tourism market. In the future development, all departments need to form a unified management system, strengthen communication between departments, give full play to the positive role of all departments in the development of rural tourism, achieve the same goal among decision makers, improve the efficiency of the management system, and orderly promote the development of rural tourism resources.

#### **4.3. Train High-quality Rural Tourism Talents And Improve Management And Service Level**

One of the important reasons that hinder the development of rural tourism is the lack of professional talents. At the present stage, most of the rural tourism management managers are local residents or enterprise managers, who lack professional tourism management knowledge, have one-sidedness and shortsightedness in the management of rural tourism, and the management efficiency is not high. In order to achieve the long-term development of rural tourism and form the characteristic industry, Xiping county must strengthen the cultivation of rural tourism management personnel, provide more personnel training programs, invite relevant experts to give lectures to the management personnel of rural tourism, improve their quality and cultivate reserve talents. At the same time, a group of talents with solid professional knowledge and strong management ability should be introduced to put rural tourism in Xiping county on a normal path.

#### **4.4. Rational Development And Scientific Management**

Rural tourism resources are very rich, but each scenic spot is operated independently, without the realization of the strong and strong combination, the result is relatively slow development. In the future development, attention should be paid to the development of tourism routes, the various attractions will be linked to create a number of boutique routes, to achieve one-stop tourism services. This can not only achieve the overall development of rural tourism, but also better unified management. In scientific management to improve the overall level of rural tourism.

#### **4.5. Rely on Media To Promote Rural Leisure Tourism**

Rural tourism is not an industry with strong arbitrariness. It is a systematic and complex tourism project. First of all, it is necessary to build an effective communication and promotion platform, give full play to the role of the network and social platform, strengthen online publicity, make beautiful web pages to attract tourists, and at the same time improve the online ticket purchase system, booking system, to meet the needs of tourists; Secondly, to strengthen the publicity in the print media, Xiping county rural tourism show to the public; Thirdly, some distinctive rural tourism themed activities should be carried out, such as the lei zu cultural temple fair and large bronze cultural festival, etc., to attract tourists with distinctive themed tourism and high-quality services and products. Finally, to strengthen the use of micro marketing.

The 21st century is the era of science and technology. The rapid development of the Internet has promoted the arrival of the "micro era" represented by new media. Microblog and WeChat have become an indispensable and important part of people's life. The government should

strengthen the support of network technology, create a media platform dedicated to the promotion of tourism in xiping county, and make the brand of rural tourism in xiping county bigger and better with the help of Internet technology.

## **5. Specific Development And Analysis of Key Characteristic Resources in Xiping County**

According to the field survey, when developing rural tourism in xiping county, considering the advantages and disadvantages of tourism resources and development costs, the following characteristic resources are selected from the existing tourism resources for development.

### **5.1. Silkworm Culture**

It is said that lei zu was the first person to produce silkworm and created the splendid and rich silkworm textile culture in China. Lei zu religious people planted mulberry, raised silkworm, made clothes, and promoted this technology to the whole country, creating a new era from the age of barbarism to the age of civilization. Therefore, in the development of tourism industry, Xiping county in the existing famous attractions, particularly in the key highlights wishing to the culture of the scenic area, such as wishing to park construction in mulberry field, tapestry of silkworm rearing room, amounting to a house, room facilities, reappearance wishing the parish of mulberry, sericulture, silk reeling and weaving silks scenarios, such as the visitors live on silkworm culture implication and relevant knowledge, and show the whole process of sericulture, silk. Although the textile industry in xiping county itself is not developed, it cannot be compared with Suzhou and Hangzhou. However, due to the different market, Xiping county mainly faces tourists from local and nearby areas, so we can try to develop it. The sericulture ecological park and silk culture museum will be built to present lei zu's story and its relationship with silkworm culture to tourists in various forms such as characters, paintings, sceneries, real objects, audio-visual materials, films and historical materials, so as to truly reproduce the sericulture scene in which lei zu founded sericulture.

### **5.2. Female Culture**

Lei zu was one of the most outstanding women in early China. She represented the diligence, courage and cultural creativity of Chinese women. Created to female culture as the theme of rural ecological beauty and healthcare service center (or called wishing to culture and leisure service center), the service center to for its appearance, the original ecological environment set hot spring bath, raise colour, beauty, health care keeping in good health, wedding photography, classical dance and sing, antique clothing sales to meet the contemporary women's pursuit of high quality life.

### **5.3. Chivalry Culture**

Since ancient times, swords have been closely related to swordsmen. "The sword to the hero" and other famous sentence is a favorable proof. As a representative culture of Chinese traditional culture, chivalry culture tends to be popular. Everyone dreams of becoming a martial artist when they are young. This unrealistic dream lives on for many people as they grow up. Because of this, the development of chivalry culture and tourism can not be limited. For the development of tangxi sword culture, we can also start with the development of chivalrous culture tourism to continue the childhood dream of martial arts for tourists.

### **5.4. Sword Culture**

As a representative weapon of China, it has a long history. Tangxi baojian production base -- you can learn from the experience of wuliangye or tsingtao beer factory. The factory will be open to visitors to some extent. Visitors can visit the production process of the sword on the spot, and even experience the production process of the sword in person. They can have a

sword of their own after the experience, and become a warrior of sword in all corners of the country. They can also cast products such as "male and female swords of the ancestor", and have the images of Huang di and lei zu engraved on the scabbard or body of the sword to make tourist souvenirs. However, due to the control of knives on trains, planes and other means of transportation, we can also develop some wooden models or unopened models for tourists to carry.

## 6. Conclusion and Prospect

In the development of rural tourism resources in Xiping county, it is very important to integrate the social public's own emotional cognition and value thinking. For the development of rural tourism resources, we should pay attention to the reasonable construction of the application of rural tourism resources, especially through the comprehensive expression of regional culture and values, so as to provide help and comprehensive support for the development and utilization of rural tourism resources with the maximum value. Xiping county, as the concentration of Lei zu culture, should form a perfect and systematic resource mechanism centering on the specific situation of natural resources and human resources in this area. In terms of the presentation and expression of rural tourism resources, we should see that these resources not only contain and interpret the connotation presentation of humanistic emotion and resource understanding in the region, but also provide important support for the public to understand the comprehensive improvement of xiping county and even the central plain culture.

We have reason to believe that with the support of national policies, the protection of local government and the continuous efforts of residents, the rural tourism in xiping county will base on the existing advantages, rationally use the abundant rural tourism resources, give full play to the advantages of region and personnel, seize the new opportunities of tourism development and reach a new level.

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