

The Current Situation of Rural Tourism Development in Shangqiu City and Countermeasures

Jingna Zhao¹, Yang Li¹ Shuang Yu²

¹Shangqiu University, Henan, China

²Kaifeng Vocational College of culture and Arts, Henan, China

Abstract

Shangqiu is the source of Yinshang culture, a famous historical and cultural city in China, and an important capital city in ancient China where the "Chinese Sage Culture Circle" was born, occupying an important position in the origin of Chinese civilization and the history of Chinese culture and thought. The development of rural cultural tourism integration can, on the one hand, improve the beautiful countryside and rural infrastructure construction, and on the other hand, drive rural labor force employment and develop rural economy. According to the analysis of field research and relevant data, the development of rural cultural tourism in Shangqiu City has problems such as insufficient excavation of rural imagery, vague positioning of rural cultural tourism development, insufficient core competitiveness of brand, and lack of professional talents.

Keywords

Shangqiu; Countryside; Cultural tourism; Countermeasures.

1. The Current Situation of Rural Cultural Tourism Development

1.1. The Current Situation of Resource Development

Shangqiu City is located in the eastern part of Henan Province, looking east to Anhui Huabei, Jiangsu Xuzhou, west to Henan Kaifeng, south to Henan Zhoukou, Anhui Bozhou, and north to Shandong Heze, Jining. It has a relatively advantageous geographical location and a long history. As the source of Yinshang culture, Shangqiu City is rich in rural tourism resources, mainly in folk literature, traditional art, traditional dance, folk music, folk drama, traditional arts and crafts. Shangqiu has one national 5A-level scenic spot, four national 4A-level scenic spots and seven national 3A-level scenic spots. Shangqiu also has an influential temple fair, namely the Fire God Temple Fair, which has been evolved from the worship of ancestor Xiongnu (fire god) for more than 4,000 years. There are 6 counties in Shangqiu City, each with its own unique village culture and traditional skills.

1.2. Market Development Status

Shangqiu City has initially carried out the integration of rural culture and tourism, as of now (December 2021), Shangqiu City will initially divide the tourist attractions in each of the 6 counties into the ancient cultural tour represented by the ancient city of Shangqiu, the red tour represented by General Peng Xuefeng Memorial Hall, and the ecological tour represented by the Shangqiu Yellow River National Wetland Park. Shangqiu now has three national intangible cultural heritages, among which the representative one is the legend of Mulan, which is a household name in folk literature. Secondly, Shangqiu has 24 provincial-level intangible cultural heritages, which are distributed in various counties and districts. According to the Statistical Bulletin of National Economic and Social Development of Shangqiu City published in 2019, a total of 23,439,200 domestic and foreign tourists were received, an increase of 45.8% over the previous year. Total tourism revenue of 5.34 billion yuan, an increase of 56.4%. 2020

Shangqiu City received a total of 18.5% growth in domestic and foreign tourists and 8.0% growth in total tourism revenue for the year, with an overall upward trend. And at the end of 2020 the city has 13 art performance groups, 8 art performance venues, 9 public libraries and 14 museums (including memorials). As a national historical and cultural city and an excellent tourist city in China, Shangqiu City has gradually improved its tourism market development.

2. Problems of Rural Cultural Tourism Development in Shangqiu City

2.1. Insufficient Excavation of Rural Imagery

Rural imagery is the specific embodiment of rusticity in rural tourism, and the main audience group of rural tourism is urban residents, and the audience of rural tourism in Shangqiu mainly includes Zhengzhou, Kaifeng, Bozhou, which are nearby cities and other places. City residents, for special reasons such as fast-paced urban life, will have a strong interest in the slow life of rural tourism, and rural imagery is the core embodiment of rural tourism development. In the development of rural cultural tourism, it is easy to ignore the excavation of rural imagery. All counties in Shangqiu City are rich in tourism and cultural resources, but there is still insufficient excavation in the specific presentation of rural imagery. For example, the folk legend Mulan culture, Mulan is a household heroine, but in the actual rural cultural tourism development, this part of the content is missing. In the field research and interviews, we found that 70% of foreign tourists do not know that the Mulan legend originated in Shangqiu, and they do not know that the Mulan legend is a national intangible cultural heritage. As the legend of Mulan, Yucheng County should focus on digging this business card to make its rural imagery more concrete and let tourists know more about the local culture.

2.2. Vague Overall Development Orientation

Shangqiu is the birthplace of "Shang culture", and the overall external orientation has been mainly Shang culture. Secondly, Shangqiu city in recent years, domestic and foreign tourists increasing, mainly because of the changes in the general environment at home and abroad, that is, the social and economic growth and national policy support. Shangqiu tourism resources are numerous, now the development of the positioning is more vague, and publicity is not in place. In the process of field research, it was found that the development of cultural tourism integration in Shangqiu is in the preliminary stage, and is slow in the overall development. Shangqiu cultural resources and tourism resources should be integrated with each other to promote tourism with culture. Focus on the Shang culture, Mulan culture, Vulcan culture and other special cultures of Shangqiu integrated into the development of rural tourism. There is a clear positioning for the development of rural culture and tourism in Shangqiu.

2.3. Insufficient Core Competitiveness of Brand

The general environment of rural tourism development in Shangqiu is dominated by the surrounding areas of the city, and most of them are spontaneous small-scale development of farmers and villages, so the radiation range is small. In the process of rural cultural tourism integration development, the core competitiveness of the brand of cultural tourism in Shangqiu is insufficient. In the process of carrying out rural tourism development, it did not focus on the overall development of Shangqiu City, and did not develop according to the six counties of Shangqiu's own brand. Second, in addition to tourism, rural tourism should also develop other side businesses to enhance local rural income. According to the interviews, rural tourism tourists in Shangqiu are mainly day-trippers, spending less than 100 RMB per capita on tourism goods, and most of the tourism traffic is self-driving. In the whole tourism industry chain, there is no own brand of tourist place, tourist accommodation and tourist goods, which leads to its low income. Shangqiu has many famous specialties, but in the field research, we found that most tourists do not know what specialties Shangqiu has.

2.4. Fewer Rural Professionals

In the process of rural imagery excavation, rural cultural tourism development positioning and brand building, professional rural tourism planning talents are crucial. If the rural cultural tourism lacks professional talents to participate and guide in the development process, it will cause the local culture of Shangqiu not to be excavated deeply, and the planning and development will only be superficial, which is difficult to realize the high-quality development of local rural cultural tourism. Secondly, tourism professionals and rural professionals to organic combination of development, in the planning and development process, both to take into account the prospects of rural tourism development, but also pay attention to the rural local rural, farmers development. The most fundamental of the integrated development of rural culture and tourism is taken from the people with the people, professional talent can balance the development between the two.

2.5. Publicity Is Not in Place

Shangqiu has many tourism resources, but in the actual development most tourists do not know what culture and attractions Shangqiu has. In recent years, Shangqiu Municipal People's Government and Shangqiu City Culture, Radio and Television have held many festivals and exhibitions at the county level, such as Zhuangzi Cultural Festival and Suixian Beihu Tourism and Culture Festival, but due to the lack of publicity, tourists know less. During the field research, we learned that most of the tourists do not know that Shangqiu has held relevant activities, and only a small number of people know that there are relevant festival days, but they do not know the specific time and place to hold them. Secondly, most of the foreign visitors to Shangqiu are familiar with the ancient city of Shangqiu, while other rural tourist attractions are unheard of. In the related Shangqiu tourism reports, it was found that Shangqiu is mainly promoted by the ancient city of Shangqiu, and other attractions and cultural promotion are basically not found. Tourists in the interview said they do not know what tourist attractions, tourist lodges in other areas of Shangqiu, if there are other special attractions or culture, but also want to see. Shangqiu rural cultural tourism should seize this opportunity to speed up the development of Shangqiu local rural tourism after understanding the needs of tourists. Finally, a search for Shangqiu rural tourism on public platforms reveals that Shangqiu rural tourism does not have its own WeChat public number, no official website, no popular short video promotion, etc. In addition to the official website, the Bureau of Culture, Radio, Film and Tourism of Shangqiu City has only one WeChat public number, on which there are only a few articles introducing local tourist attractions and traditional culture, and the click rate is low.

2.6. Tourism Products Are Similar

Tourism commodities are the extension of the rural tourism industry chain, and tourism commodities are also the typical imagery presented by rural imagery. It is a material product that is rich in characteristics, attractive to tourists, monumental, artistic and practical, provided by the tourist destination. Tourist goods can show the life experience of tourists and remind tourists of local memories. In the research, we found that most tourists are still willing to spend about 500 yuan to buy tourist goods. However, most of Shangqiu's tourist souvenirs are still obligatory small goods wholesale, basically there are no Shangqiu special goods. In the visit to understand, most merchants also do not understand Shangqiu characteristic handicrafts. The Shangqiu tourism souvenirs and local specialties currently on sale are still mainly rough processing in small workshops, and no business chain of specialized tourism souvenirs has been formed. Shangqiu has relevant tourism green agricultural products, such as Minquan's wine and Zhang Gong wine, Ningling pear and other agricultural and sideline products with local characteristics, as well as handicrafts with local characteristics such as Liu Tenglong brush, paper-cutting and Xiayi palace lantern. Other counties and districts in Shangqiu also have many

local handicrafts with special characteristics, and the government should take the lead in the development of tourism souvenirs in the future.

3. Suggestions for Strengthening the Development of Rural Cultural Tourism In Shangqiu City

3.1. Integrating Rural Tourism Imagery Elements

In the actual rural tourism development, rural imagery elements are easily ignored. Shangqiu city can integrate the local imagery elements in the process of developing rural area tourism. The local culture is integrated in the presentation of rural imagery elements. In the interview of local rural tourism in Shangqiu, it is found that most of the tourists have great interest in the Vulcantai culture and Mulan culture in Shangqiu. Therefore, Sui County, which is the birthplace of Mulan culture, can integrate Mulan culture in the presentation of physical rural imagery and present the image of the heroine in three dimensions. Secondly, when developing rural tourism, we should not blindly pursue the new, but should make good use of the old local houses and objects to create Shangqiu's local characteristic rural culture. Rural imagery is an important element that can be easily overlooked in actual development. Many other regions are also engaged in rural tourism, but most of the rural tourism destinations that are accepted by the public are more specific places where rural imagery is presented, such as Xinyang Hao Tang Village. In the actual integration of rural imagery elements, we can refer to the more successful rural cultural tourism development places and learn from their more successful places.

3.2. Determine the Differentiated Development of Different Areas

Shangqiu city countryside can be differentiated according to the region's culture and tourism resources, so as not to let tourists produce tourism fatigue, and thus think that Shangqiu area rural tourism scenic spots are more or less the same. In the actual tourism planning, you can first clarify the characteristic culture of the region, draw the essence of the characteristic culture in the part melted into the specific presentation of rural imagery, different counties and districts to reflect their own traditional culture and rural tourism scenery. United in the differentiated development, the formation of a tandem tourism line, so that tourists are familiar with the local traditional culture of Shangqiu and rural tourism scenic spots. Secondly, in the differentiated development to focus on the infrastructure of the building, you can retain the local characteristic of the old house and other rural features on the basis of creating Shangqiu characteristic B&B. Finally, in addition to the more distinctive tourist places to visit and accommodation, projects that allow tourists to experience can be created. For example, different traditional skills can be opened to local smallholder families for visits, allowing tourists to participate in making local special techniques to attract an audience of parent-child families.

3.3. Establish the Brand of Shangqiu Cultural Tourism

Shangqiu has not yet formed its own exclusive cultural brand and characteristics. In the actual development process, Shangqiu can start from the cultural tourism brand, in addition to Shang culture, and then integrate with the fire culture and Mulan culture, respectively, to create their own "mascot", you can collect Shangqiu mascot portrait, Shangqiu cultural tourism slogan from the community. On the one hand, it can promote the current Shangqiu culture, and also make the society more familiar with the development of Shangqiu culture and tourism, and attract more foreign tourists to Shangqiu. In addition to tourism traditional sightseeing, accommodation, Shangqiu should also focus on the development of tourism transportation. After stringing Shangqiu tourist attractions into tourist routes, billboards can be set up directly at highway intersections, railway stations, bus stations, etc. to strengthen the awareness of this aspect.

3.4. Attracting Tourism Professionals

Because tourism in rural areas of Shangqiu is generally developed by farmers on their own initiative, there is a lack of tourism professionals for planning, guidance and management. Local farmers and working people have not received professional business training or lack of tourism and rural expertise, so it can cause the stagnation of rural cultural and tourism integration. In the process of carrying out Shangqiu rural tourism development, professional talents can be hired to train and manage local rural tourism developers and service providers, and appropriate certificates will be issued after completion of training to stimulate local farmers' interest in learning professional knowledge. Secondly, in the middle and later management services, local tourism professionals can be absorbed, so that the rural cultural tourism integration development can better serve the local farmers. Finally, the relevant government of Shangqiu can also send tourism professionals into the village for management work, so that the development of rural cultural tourism can go further.

3.5. Multi-platform Cooperation Publicity

Now in the era of the Internet, many people are from the cell phone to understand a variety of information. Shangqiu development of rural tourism, can start from the major network small video platform. Shangqiu City Culture, Radio, Film and Tourism Bureau can encourage each county and district rural tourism to establish their own official WeChat public platform, which can release relevant tourism advice. On the one hand, it can expand its influence and make more visitors familiar with the rural tourism and rural festival celebrations in Shangqiu area. When releasing the content, you can consider incorporating your traditional culture into it. On the other hand, in addition to the public number there should also be a platform for interaction with tourists such as the official website. To understand the real thoughts of visitors, it is more beneficial to the development of local tourism in Shangqiu. Now the big fire small video platform can also release relevant videos to attract tourists. Multi-platform interaction and cooperation development, the development of Shangqiu local rural culture and tourism integration development.

3.6. Develop Shangqiu Local Special Tourism Souvenirs

Local special tourist souvenirs are still more attractive to tourists. In Shangqiu region, there are many special handicrafts and agricultural by-products. In the development process, the government can guide the development and encourage the participation of small and micro enterprises. At present, the agricultural and sideline products in Shangqiu have not formed their own brands either. In the development process, the government can support these enterprises with relevant policies. Secondly, local county and township governments can encourage small family workshops, such as the production of traditional paper-cutting, brushes and palace lanterns. Special tourism souvenirs can drive the employment rate of local farmers and promote the economic development of rural areas. In the process of developing local rural tourism development, emphasis should be placed on the development of local special tourism souvenirs and the continuous development of new local commodities with special characteristics. For example, Shangqiu's paper-cutting can be transformed as a cultural and creative product, making paper-cutting into various types of bookmarks and pendulums, which not only extends the industrial chain and promotes the increase of local farmers' income, but also makes it interesting for tourists. Special souvenirs play an important role in tourism, and we should pay attention to the development of special souvenirs. Many local museums have marketing methods and strategies that we can learn from, such as the blind box of Henan Museum, lipstick and school bag of Beijing Museum, etc. It is more common in life and has local characteristics of culture.

4. Summary

Rural tourism occupies an important position in the process of rural revitalization development. As a city in Henan Province with Shang culture and Mulan culture, Shangqiu should vigorously develop rural cultural tourism integration based on its unique culture and tourism environment, vigorously develop rural tourism, and then drive the local economy. According to the field research and analysis of relevant data, the development of rural cultural tourism in Shangqiu City has problems such as insufficient rural imagery mining, vague positioning of rural cultural tourism development, insufficient core brand competitiveness, lack of professional talents, inappropriate publicity, and similar tourism commodities, etc. In order to promote the development of rural cultural tourism in Shangqiu City, we analyze the current situation and problems of rural cultural tourism development in Shangqiu City, and propose to integrate the elements of rural tourism imagery, determine the differentiated development of different areas, and establish the local economy. In order to promote the development of rural cultural tourism in Shangqiu, we analyze the current situation and problems of rural cultural tourism development in Shangqiu, and propose measures to integrate rural tourism imagery elements, determine the differentiated development of different regions, establish Shangqiu cultural tourism brand, absorb tourism professionals, cooperate with multiple platforms to promote and develop Shangqiu local special tourism souvenirs.

References

- [1] Zhao Jingna. Research on the application of rural typical imagery creation in the construction of Wuxi Tianguyuan East [D]. Henan Normal University,2019.
- [2] Zhao Ying,Zhao Weifeng. The realistic bottleneck of industrial integration in Xiaogang Village under the background of rural revitalization strategy and measures to break it[J]. Journal of Hubei College of Economics (Humanities and Social Sciences Edition),2020,17(05):31-34.
- [3] Zhong Jiali,Zhang Lizhi,Ying Shouying. Current situation and countermeasures of rural tourism development in Janyang City under the background of rural revitalization[J]. Anhui Agronomy Bulletin,2021,27(23):148-149.
- [4] Lou ZQ, Zhang DANDAN. Study on the development strategy of rural tourism in Pingdingshan City under the background of rural revitalization[J]. Gansu Agriculture, 2021, (11): 29-33.
- [5] Liu Chunying. The upgrading path of rural tourism industry development in the context of cultural tourism integration--a review of "How to develop rural tourism" [J]. Journal of Tropical Crops,2021,42(11):3401.
- [6] Fu Caiwu, Cheng Yumei. The role mechanism and policy path of cultural tourism integration in rural revitalization: a macro framework[J]. Journal of Huazhong Normal University (Humanities and Social Sciences Edition),2021,60(06):69-77.