

Suggestions on the Development of Tourism Industry in Fuzhou

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ABSTRACT

In the consumer service industry, tourism industry is one of the most representative industries. Based on SWOT analysis, this paper studies the internal and external problems encountered in the development of tourism industry in Fuzhou, Fujian Province, and puts forward some suggestions such as new media operation, improving infrastructure, strengthening cultural and creative product creation and relevant policy support to promote the development of tourism industry. This paper hopes to improve the guidance for the development of tourism industry in Fujian Province by analyzing the most representative political and cultural centers in Fujian Province.

Keywords: *Tourism industry, SWOT, Fuzhou City, Consumer services.*

1. INTRODUCTION

In recent years, with the improvement of people's living standards, more and more people choose tourism as weekend time and holiday leisure. By analyzing the advantages, disadvantages, challenges and opportunities of the development of tourism industry in Fuzhou, this paper makes a qualitative research on the development of tourism industry in the two cities, explores the internal and external reasons that restrict the development of tourism industry in Fuzhou, and puts forward reasonable suggestions for improvement. Through the research and analysis of the most representative Fuzhou tourism industry development in Fujian Province, this paper hopes to explore a suitable tourism industry development plan for all cities in Fujian Province, hoping to better provide reference for government departments to formulate policies.

2. DEFINITION OF TOURISM INDUSTRY

Li Ying defines the tourism industry as a collection of activities to receive tourists and provide them with transportation, sightseeing, accommodation, catering and other related activities by virtue of tourism resources and facilities[1]; Kang Guohua believed that as a

comprehensive strategic industry, the tourism industry has a large degree of integration, strong driving force, low resource consumption and good comprehensive benefits, which can effectively promote the economic development and social progress of the region and even the country, and plays an important role in Sino-foreign exchanges and cultural exchanges[2]. The authors believe that the tourism industry is mainly with the development of China's tourism industry, various types of production factors are interrelated to form a tourism industry network. The growth of tourism property in a capital can increase the direct consumption of the capital, mobilize the growth of its property, and promote the growth of urbanization. And in this process, the growth of tourism property will also promote the local residents happiness index effect and brand effect.

3. LITERATURE REVIEW

Chinese scholars often determine the research object, using index system construction, using multi-index comprehensive evaluation system expenditure and income effect to analyze the economic effect of tourism development to social development. Based on the tourism industry demand potential, tourism industry supply potential, tourism industry economic support potential, tourism industry social support potential,

infrastructure and environmental protection potential in Qinghai Province from 2001 to 2008, Ding Yue selected 29 indicators to establish the evaluation system[3]. Huang Guanghui combines the practice of the development of tourism industry clusters and the characteristics of industrial clusters, constructs a multi-level evaluation index system of tourism industry clusters, establishes a comprehensive evaluation model of tourism industry clusters, uses factor analysis method to quantitatively analyze the index system, and establishes a comprehensive evaluation model of tourism industry clusters, in order to promote the rapid development of tourism industry clusters[4]. Finally, using three kinds of factor scores as new variables for cluster analysis, the tourism industry in Liaoning Province is divided into three regional types: developed tourism economy, more developed tourism economy and underdeveloped tourism economy[5]. Zhang Kangning quantified the industrial competitiveness by constructing an index system that is consistent with the tourism industry in Gansu Province. After a comprehensive analysis and multi-level analysis of the tourism industry competitiveness of 31 provinces, municipalities and autonomous regions in China by

using the principal component analysis method and the system cluster analysis method, he obtained the position of Gansu Province in the national tourism industry development competitiveness and compared it with other provinces[6]. Foreign scholars often understand the policy tools of research as a country or region, and use the input-output model to explain the economic effects of tourism growth on social growth with expenditure and income effects.

4. ANALYSIS OF FUZHOU CITY DEVELOPMENT STATUS

Located in the east of Fujian Province, Fuzhou is the political and cultural center of Fujian Province, the central city of the economic zone on the west coast of the Straits, and one of the earliest open ports in China. Located in the typical estuary basin, surrounded by mountains, the elevation between 600 ~ 1000 m. Fuzhou has 6 municipal districts, 1 county-level city and 6 counties with a total area of 11968 km², including 1219.37 km² of urban area and 357 km² of built-up area. The author collected 2014 - 2020 Fuzhou tourism industry development indicators such as "Table 1".

Table 1. Development of Tourism Industry Index in Fuzhou from 2014 to 2020

A Particular Year	Number of visitors (ten thousand people)	Total tourism revenue (RMB 100 million yuan)	Total railway mileage (km)	Total highway mileage (km)	The disposable income of urban residents (Yuan)	Star hotel rooms (rooms)	Number of Class-A scenic spots (individual)
2014	4114.07	468.03	275.00	11393.00	32451	10593	35
2015	4669.31	537.29	344.94	11716.00	34982	8455	38
2016	5522.34	663.30	344.94	11414.00	37833	8399	34
2017	6737.81	878.54	344.94	11456.00	40973	8633	45
2018	8233.31	1170.38	1070.00	11477.00	44457	8036	46
2019	9654.17	1450.58	475	11659	47920	8333	40
2020	6736.81	921.89	542.33	11617	49300	8269	57

a Note: This data source 2014 - 2020 Fuzhou Statistical Bulletin on National Economic and Social Development

Table 2. Distribution of A-level scenic spots in Fuzhou as of December 2020

Fuzhou city / county	5A	4A	3A	2A
Gulou District	1	1		
Jin ' an District		2	5	3
Taijiang District				
Mawei District		1		
Changle District			6	1
Cangshan District			2	
Fuqing City	1		3	1
Minhou County	1		3	3
Minqing County			1	
Lianjiang County		2	2	
Luoyuan County		1		
Yongtai County		2		1
Pingtian County			2	1

a Note: This data comes from the list of A-level tourist attractions in Fujian Province (up to 2020.12.30).

It can be seen from "Table 1" that with the economic development, people's income increases, which further promotes the rapid development of infrastructure such as public transport and indirectly promotes the development of tourism in Fuzhou. It can be seen from "Table 2" that the

distribution of scenic spots in Fuzhou is relatively scattered, and scenic spots above 3A level are almost all over the counties and districts of the city. This has a promoting effect on consumer consumption and promotes the increase of tourism income in county economy.



Figure 1 Total tourism income and disposable income of urban residents in Fuzhou.

From "Figure 1", it can be seen that the total tourism income of Fuzhou is proportional to the disposable income of urban residents from 2014 to 2020. With the increase of disposable income of urban residents, the total tourism income is on the rise.

5. SWOT ANALYSIS OF FUZHOU TOURISM INDUSTRY DEVELOPMENT

5.1 Analysis on the Development Advantages of Tourism Industry in Fuzhou

5.1.1 Deep Cultural Heritage

Fuzhou mainly plays Tanshishan Culture, Shipyard Culture, "Sanfang Qixiang" Culture and Shoushan Stone Culture as city business cards, and the city has more than 150 famous historical sites. The Three Lanes and Seven Alleys, Lin Zexu Tomb, Fuzhou Hualin Temple, etc., which have been listed as national key cultural relics protection units, create a unique "Fuzhou style".

5.1.2 Agglomeration of Institutions of Higher Learning

By the end of 2020, there were 36 ordinary colleges and universities in Fuzhou. General higher education enrolls 111566 students and 363738 students. Secondary vocational education enrolls 33918 students and 96992 students. The education of college students in Fuzhou has brought great influence on the development of tourism industry in Fuzhou.

5.2 Analysis of the Development Disadvantage of Fuzhou Tourism Industry

5.2.1 Single Tourism Product

Most tourist attractions in Fuzhou are plant protected areas, and the heterogeneity is not strong. Tourist products are either souvenirs or accommodations provided in scenic spots. The lack of brand construction in scenic spots leads to the formation of few surrounding products with high brand recognition and tourism.

5.2.2 Lack of Tourism Lines

Fuzhou scenic spots are scattered in various counties and districts, with their own characteristics, but the time cost of tourists' tourism is also consumed. For example: Fuzhou City Sanfang Qixiang to Fuqing South Shaolin Temple need to charter or transfer to arrive, assuming that passengers plan to start in the morning, in the

afternoon to arrive, which is very obvious to consume the time cost of tourists.

5.3 Analysis of the Development Opportunities of Fuzhou Tourism Industry

5.3.1 Policy Advantages

In order to further promote the development of cross-strait tourism industry, Taiwan Office of Fujian Province and Fujian Development and Reform Commission jointly issued and implemented 'Fujian Province Implementation Opinions' and 'Fuzhou City Implementation Opinions' in June 2018, which will better play the role of Fuzhou government in macroeconomic regulation and control, and continuously deepen the tourism exchanges and industrial cooperation between Rongtai and Taiwan. At the same time, the Fuzhou Municipal People's Government's three-year action plan on accelerating the growth of Fuzhou's global tourism (2018-2020) has played a positive role in stimulating the growth of Fuzhou's tourism property.

5.3.2 Annual International Summit

Since the first "Digital China Construction Summit" was held in 2018, Fuzhou will continue to be a platform for China's informatization development policy announcement platform, e-government and digital economy development effect display platform and other platforms. This attraction comes from tourists all over the country to visit and study in Fuzhou.

5.4 Challenge Analysis of Fuzhou Tourism Industry Development

5.4.1 Ecological Destruction During the Development of Scenic Spots

With the increasing number of tourist attractions in Fuzhou, the ecological environment of most A-level scenic spots has been damaged to varying degrees, and the carrying capacity of the scenic environment has become lower and lower. Excessive exploitation of available capital in scenic areas may cause serious crushing of natural ecology in scenic areas, which will affect the sustainable development of scenic areas.

5.4.2 Increase in Housing Prices and Gradual Loss of Talents

In recent years, the housing price in Fuzhou has increased year by year, and the housing price in urban center has exceeded 40,000, which has a serious impact on many newly graduated students to choose work units and has a great impact on the absorption of tourism talents in Fuzhou.

5.4.3 Uncertainty of Epidemic Situation

Since 2020, there have been outbreaks of new coronavirus pneumonia in different scales around the world. The outbreak of the epidemic has brought great threat to the economic development of Fuzhou, especially in tourism. Due to the impact of the epidemic, the total tourism income of Fuzhou in 2020 decreased by 36.5% compared with 2019.

6. SUGGESTIONS FOR THE DEVELOPMENT OF FUZHOU'S TOURISM INDUSTRY

6.1 Increasing the Creation of Cultural and Creative Products

At present, cultural and creative products in Fuzhou have been initially created, but the promotion of tourism in Fuzhou has not played a great role. Based on this, Fuzhou's creation of cultural and creative products is an item that can generate tourists' yearning, not a decoration. Let culture come alive, explore new ways to design and develop cultural and creative products, use cultural and creative products to narrow the gap between audiences and traditional culture, and deepen the public's sense of cultural identity in Fuzhou.

At the same time, based on Tanshishan culture, shipping culture, "Three Lanes and Seven Alleys" culture and Shoushan Stone Culture and other cultures, with the innovation and creativity of the new era, a series of themed postcards, mugs and other products have been produced. .

6.2 Improving Infrastructure

The construction and improvement of infrastructure and the support of tourism talents are indispensable factors in the upgrading and optimization of tourism development. Strengthening infrastructure construction, repairing roads, increasing plant signboards, visiting signs, increasing the input of garbage bins on main roads,

maintaining and repairing landscape facilities such as abandoned pavilions, transforming new and old houses to make homestays, and increasing the supply of accommodation in scenic spots can increase the experience superiority of tourists and promote more tourists to banyan. It is also necessary to accelerate the complete coverage of the perfect subway route, making it convenient for passengers to travel.

6.3 Improving Citizen Quality

The improvement of citizen quality is the first impression of a city to visitors. At present, Fuzhou is implementing garbage classification. Fuzhou citizens should actively respond to the government's call, consciously perform and actively participate in the volunteer team promoting garbage classification. Primary and secondary schools should guide students to have a sense of garbage classification and know how to divide and how to divide. Let tourists have a greater impression of Fuzhou, the 'Fuzhou' business card.

6.4 Related Policy Support To Promote the Development of Tourism Industry

The development of tourism industry needs the support of many forces, and the government is particularly important in these forces. The government's capital investment and policy support are the important cornerstone to realize the development of tourism industry[7]. The government should actively attract young people to Fuzhou innovation, young people to Fuzhou entrepreneurship, preferential treatment, personnel training, basic welfare and scientific and technological support and other aspects of the introduction of policies and regulations for the construction of Fuzhou, so as to attract more talents.

6.5 New Media Operation

With the development of science and technology, marketing advertising has changed from traditional TV advertising to new media advertising with the help of live broadcast, small video, H5 advertising, soft text implantation, small programs and other fashionable, which has brought new methods for the sale and promotion of tourism products. Compared with traditional media, the threshold of new media is lower, everyone can be the publisher of advertising, communication costs are relatively low[8]. In today's new media

environment, the traditional sales channels play a more complementary role in online sales.

7. CONCLUSION

On the one hand, the development and promotion of tourism industry in Fuzhou needs government guidance and financial support, on the other hand, it needs to improve the 'hematopoietic ability' of the tourism industry itself. By improving the enthusiasm of enterprises, relying on the natural resources and cultural heritage of Fuzhou's own characteristics, the brand of 'Fuzhou' has been formed, integrating humanistic history and culture, expanding and strengthening its own brand, and doing a good job in infrastructure protection, increasing investment in cultural and creative products and integrating new media operation ideas. In addition, the introduction of talents is also an important part of the growth of tourism.

AUTHORS' CONTRIBUTIONS

Sunbowen Zhang contributed to revising and editing, Shuhong Xie wrote the manuscript, Youcheng Chen analysed data.

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