

The general situation and countermeasures of tourism development in Lishui

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Abstract: Zhejiang Province is one of the most economically developed provinces in China. However, Lishui is one of the cities with poor economic development and tourism development in the province. Although its geographical location and economic development lag far behind other cities in the province, tourism resources in Lishui have unique advantages. This paper first introduces the general situation and tourism resources of Lishui, then uses SWOT analysis method to analyze the tourism industry. It clearly lists its own strengths, weaknesses, external opportunities and external threats. This paper focuses on the shortcomings of the tourism industry of Lishui and work out a more specific and operable solution. First of all, we must reposition the tourism industry in Lishui and establish an excellent tourism brand, then improve and optimize relevant aspects to promote the all-round development of tourism in Lishui.

Keywords: Lishui; Tourism development; SWOT analysis; Countermeasures

1. Introduction

Today's tourism has become a key development target of the country. The tourism market in China is gradually expanding. The development of tourism can drive the all-round development of related industries and social and economic activities, and the national demand for tourism is getting higher and higher, and the status and role of tourism are also becoming more and more important. The development status, future development and method strategies are of great significance. Therefore, it is of great significance to discuss the development status, future development and methods and strategies of tourism in various parts of our country.

The tourism industry in Lishui City started relatively late and has not received enough attention. Although from its own point of view, it has indeed achieved great development compared with the past, and the overall strength has also been greatly improved, but it is not comparable to other cities in Zhejiang Province. In contrast, Lishui's tourism industry scale and tourism industry framework are still in their infancy, and there is still a large distance from other cities.

2. Overview of tourism development in Lishui City

2.1. Basic overview of Lishui City

Lishui City is located in the Yangtze River Delta region, southwest of Zhejiang. Its land area is 17,276 square kilometers. By the end of 2020, its population has reached 2.81 million, of which the urban population is about 872,000 and the rural population is about 1.938 million. It is the largest and least populated prefecture-level city in Zhejiang Province. In 2017, Lishui City ranked 47th in the comprehensive well-off index of China's prefecture-level cities; in 2018, it was ranked 46th in the comprehensive well-off index of China's prefecture-level cities; in December 2018, it was chosen as the second batch of practice innovation bases named "Clear waters and green mountains are as valuable as mountains of gold and silver". Lishui City has gradually become a veritable "land of beautiful mountains and waters, a land of health and longevity".

2.2. Overview of tourism resources in Lishui

Tourism resources are an important part of tourism activities. If a region wants to develop tourism, its tourism resources are essential. Lishui City is very rich in natural ecological resources. The forest

resource coverage rate of the whole city accounts for 80.4%, and there are quite a lot of natural scenic spots. In the census of tourism resources organized by the Zhejiang Provincial Tourism Administration in 2018, Lishui City ranked sixth in terms of tourism resources. Lishui City is one of the most feasible areas to develop ecotourism and cultural tourism.

At the same time, there are also many famous historical sites in Lishui City. For example, Tang Xianzu served as the county magistrate of Suichang in the Ming Dynasty. At that time, the "Peony Pavilion" he made in Suichang was widely known, and there are many local folk stories about him. Lishui also has abundant tourism products, which has laid the foundation for the development of tourism. There are 22 national and provincial cultural relics protection units and 158 county-level cultural relics protection units. There are also 20 high-level scenic spots above 4A level in the city. So many beautiful villages are embedded in the clear water and green mountains, just like the paradise described by Tao Yuanming. This beautiful scenery attracts tourists from all over the world. In general, Lishui is a city with beautiful natural scenery, profound cultural heritage and full of vitality [1].

3. SWOT analysis of tourism development in Lishui City

3.1. Own advantages

Lishui City not only has the characteristics of high quality and strong monopoly in terms of tourism resources, but also has comprehensive advantages in ecological environment and folk customs. Lishui City is also an "ecological highland" in Zhejiang Province and the Yangtze River Delta. Although the terrain is uneven and industrialization is relatively lagging behind, Lishui still retains its unique traditional rural customs and ecological environment conditions. There are cultural tourism resources in all counties of the city, which are unique cultural tourism resources in Lishui City. Once successfully developed, it will surely attract tourists from all over the world with its unique charm.

The air quality in all parts of Lishui City has reached the national second-level standard, and the air quality in rural areas is higher. This is because Lishui has a rare large expanse of tall mountains in the Yangtze River Delta, clear water sources and fresh air, all of which are favorable conditions for developing holiday tourism.

With the continuous development of my country's tourism market and the maturity of tourists' consumption psychology, people's satisfaction with ordinary tourism is not high, and the current tourism demand is developing in the direction of personalization and diversification. Therefore, the comprehensive advantages of Lishui's ecological environment and local customs will become more and more influential in the market.

3.2. Self-disadvantage

The economic development of Lishui City is at a relatively low level in Zhejiang Province. Both the city's GDP and per capita GDP are located at the end of the province, and it belongs to a region with low economic development. The lag of economic conditions leads to the relatively weak endogenous driving force for the development of tourism, which puts a certain degree of pressure on the development of tourism in Lishui.

Lishui City is located on the edge of the Yangtze River Delta, far from other developed coastal areas. At the same time, the major scenic spots in Lishui City are far away from the urban area, the traffic conditions are relatively backward, and the tourist comfort is low, which makes it difficult to attract a large number of tourists.

The number of existing professional and technical personnel in Lishui City is much different from that in developed areas. Most of the professional and technical personnel are mainly education and health professional and technical personnel. In order to develop the local tourism market, there must be no shortage of hotel management talents and tourism management talents. However, due to the relatively backward economy of Lishui City and the relatively loose domestic talent flow policy, it is at a disadvantage in talent competition, and it is difficult to cultivate and introduce corresponding talents. To develop the tourism industry well, this is also one of the major challenges it has to face.

3.3. External Opportunities

At the national level, the release of the "Opinions on Accelerating the Development of Tourism" has

fully demonstrated that the country attaches great importance to the development of tourism. In order to promote the development of ecotourism in southwestern Zhejiang, a series of measures such as establishing comprehensive tourism pilot areas and accelerating the development of provincial resorts have entered the agenda of the provincial government, which will become an important development task for the tourism industry during the "Twelfth Five-Year Plan" period. In the context of promoting consumption, stimulating domestic demand, and increasing the per capita income of urban and rural residents, the tourism consumption demand in the Yangtze River Delta region will maintain a growing trend in the future. First of all, most of the Yangtze River Delta has entered the stage of mass tourism, and the total tourism demand has tended to increase for a long time. Secondly, the differentiation trend of passenger demand in the Yangtze River Delta region is becoming more and more obvious.

Transportation conditions play a very important role in the development of tourism economy. It not only determines the planning of tourist routes, but also determines the expansion of market space. With the completion of the Jinliwen Expressway, the construction of the Longli Expressway, and the completion of the Longqing Expressway and Yunjing Expressway, Lishui City will realize the county-to-county expressway, and the traffic conditions in Lishui City will be fundamentally and effectively improved. Even areas that deviate from the core customer source market in the Yangtze River Delta will be driven by convenient high-speed transportation. In addition, with the development of the economy, other regions outside the Yangtze River Delta can also become new market spaces to promote the development of tourism in Lishui. For example, the economic zone on the west coast of the Taiwan Strait is also one of the market development directions worth paying attention to in Lishui. In terms of the international market, European overseas Chinese tourists will also become an important market driving force for Lishui's tourism development, and at the same time, they can further share the province's overseas market [2].

3.4. External Threats

At present, Lishui is a relatively backward industrial area. In order to improve the city's economic aggregate and per capita income level, it is necessary to speed up the process of industrialization. However, when the industry develops rapidly, it will have a certain impact on the ecological environment and human resources. Therefore, whether Lishui City can retain its high-quality ecological conditions and unique cultural scenery while developing its industrialization is also a major challenge it has to face. A large part of the malicious competition in the region depends on whether the local government can effectively and reasonably integrate and regulate the tourism resources held by various departments.

In recent years, the surrounding areas of Lishui are also vigorously developing tourism, and the status of tourism has been raised to the leading position in the tertiary industry, which has also caused the tourism of Lishui to be greatly threatened by the surrounding areas. It has caused certain pressure to the development of tourism in Lishui City.

4. Countermeasures for tourism development in Lishui City

4.1. Reshaping the tourism market positioning

Lishui City is most suitable for the development of eco-tourism, and the core issue of developing eco-tourism is the positioning and understanding of the eco-tourism industry. From another angle, what is the goal of Lishui's ecological development or how should its evaluation system be formulated? From the perspective of the target evaluation system, both short-term and long-term goals should have a corresponding development orientation, and on this basis, the tourism system structure of Lishui City should be improved and renovated, so that Lishui City has a better development direction. According to the target direction, we should start from the ecological aspects, differences, leisure and cultural aspects of Lishui eco-tourism, and make a good positioning of the corresponding tourism market [3].

The ecological aspect is to shape Lishui City into a city full of passion, green and dynamic atmosphere. Such a high-quality atmosphere can make the eco-tourism in Lishui City develop more healthily and for a long time. However, compared with the surrounding areas, the ecological construction development status of Lishui City is at a disadvantage in terms of investment and effective implementation, so the planning and implementation of ecological construction must be strengthened.

The difference means that the development of Lishui's ecotourism industry should have obvious

differences with the surrounding areas. Its unique ecological resources can reflect the root of this apparent difference and character.

In terms of leisure, it refers to building Lishui City into a leisure resort that can be shared by local residents and foreign tourists. With the rapid development of leisure ecotourism, the status of the city's tertiary industry will also be improved to a certain extent, which will also greatly promote the ecological economy and urban-rural.

In terms of culture, there is not only a scholarly atmosphere, but also high-rise buildings, convenient road traffic, and stable network conditions. More importantly, it is necessary to combine the historical sites of Lishui with modern science and culture, so that the city's national cultural traditions can be better inherited, which can also make the eco-tourism project exude local profound traditional culture. While improving the cultural heritage, it can also enhance the taste and level of Lishui's eco-tourism industry [4].

4.2. Building a tourism brand system

In order to market tourism destinations reasonably and effectively, there must be a perfect brand system. And this is the basis for the coordinated and orderly development of tourism destinations. From the perspective of overall marketing, Lishui City should create a destination tourism brand system with distinct themes, clear supporting brands, and coordinated division of labor. To prevent frequent changes in tourism theme brands, so that Lishui City's tourism marketing has a solid foundation.

Lishui is a city with a slow pace of life and close to mountains and rivers, suitable for leisure and health care. Therefore, we should adhere to the tourism brand concept of "beautiful mountains and waters, healthy and blessed land", and strive to show the special charm of Lishui as the first ecological city in the country and the new fashion of Zhejiang tourism to the source market. And it can start from the aspects of health, sports and culture to create three supporting brands, and to edify the tourism theme image of Lishui City.

Regarding building a healthy brand, we can obtain and publish scientific information and real cases on the content of negative ions in the city and the health and longevity of residents through the investigation and analysis of professional institutions, so as to show tourists the theme of "Traveling to Lishui, Refueling for Health". To this end, various projects such as health paradise, vacation paradise,, and summer resort should be developed and constructed to make them an important carrier of the brand.

Regarding sports brands, we can develop and create some unique projects, such as: mountain camping, wild survival, mountain biking routes, ski resorts, and bases for extended sports, water gliding, seaplanes, etc. Make these outdoor adventure sports bigger and stronger.

In terms of cultural brands, we can focus on showing the She Township culture of Jingning in Lishui City, the sword porcelain culture of Longquan, the stone carving culture of Qingyuan and the local culture of Suichang. The scenic spot combining traditional culture enhances the unique cultural charm of Lishui City [5].

4.3. Strengthen the construction of ecotourism

Natural landscapes are the backbone of Lishui's ecotourism development. It not only contains forests, rivers, animals and other rich natural resources, but it also contains local cultural imprints, such as villages in the mountains and local folk customs. When using these factors to develop eco-tourism products, it should also combine the development of summer vacation construction, water entertainment and local entertainment in mountain areas, so as to improve the comprehensive utilization of resources.

It is necessary to make full use of the superior ecological environment of Lishui City, continue to construct scenic spots, design all-for-one eco-tourism products, promote the progress of rural tourism, drive the development of unique scenic spots in the region, and vigorously improve the level of tourism development in Lishui City.

In the construction of ecotourism, the protection of the ecological environment is also very important. We should advocate green travel. When traveling, we should promote green travel and protecting the natural environment to tourists. It is required to keep in mind the concept of protecting the environment from oneself, and to standardize relevant enterprises to use green and environmentally

friendly products as much as possible. In this way, Lishui City can protect its original green ecological environment while vigorously developing and constructing tourism.

4.4. Promote the improvement of the service system

The quality of tourism services and the level of industrial management are very important parts of the development of tourism. First of all, if we want to improve the quality of tourism services, we must improve tourism transportation conditions and traffic conditions, because the accessibility of tourist sources mainly depends on transportation, and we must establish the concept of "prospering tourism by traffic". Tourism traffic is also a major factor restricting the development of tourism. Due to the scattered tourist attractions in Lishui City, the contradiction between tourist traffic conditions and scenic spots is very obvious. Therefore, it is necessary to build roads first, making efforts to invest heavily in tourism transportation, and then strengthen the construction of tourism transportation network, so that each scenic spot is related to transportation and makes tourism more convenient. Furthermore, self-driving tours can be encouraged, and the self-driving service system can be improved. On the other hand, medium and high-end tourist vehicles should be introduced, new modes of transportation should be added, and transportation management should be strengthened to provide tourists with safer, more comfortable and high-quality services.

At the same time, the development of the transportation industry not only depends on the perfect planning of the tourism sector, but also through joint communication with other departments and institutions, following the leadership of the government, and doing a good job of coordination in all aspects, in order to continuously promote the healthy development of transportation and tourism [6].

Finally, for the better economic development of Lishui City and the planning of urban construction, the tourism industry should have scientific concepts and advanced awareness, which is better and more convenient to create better comfortable and safe tourism traffic conditions.

4.5. Strengthen the training of tourism talents

Strive for strong support from relevant departments and actively introduce relevant talents in the tourism industry. More attention should be paid to the introduction of excellent tourism management talents in tourism management, project planning and implementation and brand promotion from some more developed regions. Through renovation and improvement, we can make full use of the existing facilities, so as to create a better and more efficient training institution and training system. In cooperation with universities, we should train tourism talents in a more planned way, especially tour guides, tour guides and related staff of tourist attractions, because they are the people who are most closely connected with tourists, which is also one of the important factors in determining tourist satisfaction. At the same time, experts in the tourism industry from all over the world can also be invited to guide and teach the tourism practitioners in our city. We should implement incentives for tourism talents. On the basis of ensuring that tourism enterprises receive equal treatment, some additional incentives are given to tourism enterprises. Every year, a commendation meeting is held for some excellent tourism management talents and excellent tour guides, and provide spiritual and material support, so as to encourage people engaged in the tourism industry to continue to work hard and inspire everyone to make achievements. In this way, we will promote the development of tourism talent management system. And a Lishui City Tourism Development Expert Committee Organization can be established. This organization is best composed of experts from the city and experts outside the city. Its main function is to timely discover some problems existing in the development of tourism in Lishui City, and make reform and deployment.

4.6. Improve the construction of security system

Tourism includes six elements: Food, Hospitality, Travel, Visit, Shopping, Entertainment, which are related to many sectors. Without the government's attention, without the support and investment of policies, without the support and cooperation of relevant departments, without the concern, support and participation of the whole society, it will be difficult for the tourism industry to develop. Therefore, it is necessary to improve the division of labor mechanism of various departments and give full play to the role of relevant functional departments. In the process of promoting tourism projects, we must continue to implement the division of labor responsibility system of relevant functional departments, and further coordinate and standardize the tourism management work of relevant departments. It can also provide more high-quality and efficient services for tourism enterprises. To formulate and run a performance

appraisal system to improve the enthusiasm of enterprises and speed up the development of tourism.

Take tourism as the first industry to promote the city's economic and social development. In order to improve the enthusiasm of tourism enterprises and accelerate the development of tourism in the city, a corresponding assessment system can be formulated. The tourism work of the relevant departments and enterprises of the city should be assessed every year. Reward outstanding departments, enterprises and individuals materially and spiritually. This measure aims to expand the publicity of the tourism industry and motivate all tourism practitioners to strive to be strong. To further create an environment for promoting tourism and build a vibrant and passionate city.

Constantly explore, improve and perfect the tourism management system. We can learn from cities with better tourism management systems, such as Hangzhou, Suzhou and other cities with developed tourism. According to the actual situation of tourism development in Lishui City and the needs of its future development, a fully functional tourism management system will be built. Provide stronger support for the faster and healthier development of tourism in Lishui.

5. Conclusion

Through SWOT analysis, the strengths, weaknesses, opportunities and threats in the development of tourism in Lishui City are obtained. At present, the main problems of developing tourism in Lishui City are that the positioning of the tourism market is not clear enough, the lack of convenient transportation conditions, and the shortage of tourism talents. At present, the main problems of developing tourism in Lishui City are that the positioning of the tourism market is not clear enough, the lack of convenient transportation conditions, and the shortage of tourism talents. Furthermore, it is necessary to promote the improvement of the service system, especially the transportation conditions. In addition, relevant suggestions are put forward on building a brand system, strengthening the construction of eco-tourism, strengthening personnel training, and improving the security system, so as to promote the development of tourism industry in Lishui City.

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