

Opportunities and Challenges for the Development of Cultural Tourism Industry in Taihu County of Anhui Province

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Abstract

Taihu County in Anhui Province is rich in cultural tourism resources, forming a spatial agglomeration pattern with Huating Lake as the main core tourism area, supplemented by cultural leisure experience area, mountain forest eco-tourism area and rural customs tourism area. However, it also faces the problems of insufficient social power in introducing public cultural services and low comprehensive competitiveness of the industry. This paper summarizes the current situation and existing problems of the cultural tourism development in Taihu County, analyzes the opportunities and challenges faced by the cultural tourism development in Taihu County during the "14th five year plan" period, plans new ideas of cultural tourism integration development, and focuses on grasping the strategic directions of cultural tourism integration, global tourism, rural revitalization, and high-quality development, so as to provide forward-looking and comprehensive guidance for the development of cultural tourism industry in Taihu County during the "14th five year plan" period.

Keywords

Cultural Tourism; Opportunities; Challenges.

1. Introduction

"14th five year plan" period is Taihu county innovation, spanning development, to the basic elements of a critical period of socialist modernization, grasp China conveniently change strategy and the future trend of development of the brigade, to further implement the "14th five year plan" outline of Anqing city in Anhui province, accelerate the development of culture and tourism industry structure upgrading and change of the pattern, construction of modern culture and tourism industry system, support the county economy high quality development is of great significance. With the increasing demand of people to improve the quality of life, the development of cultural tourism is very promising. It is generally believed that traveling can relax one's body and mind, broaden one's horizon and knowledge. But the traditional tourism has not meet the personalized needs of tourists increasingly rich, "Internet +", the coming of the era of big data, binary new development pattern, Yangtze river delta integration development for traditional cultural tourism innovation provides a good opportunity, in the future, the marketing pattern of cultural tourism and the traditional way to travel is bound to change, the impact will be covered from the cultural tourism industry production to consumption of the whole tourism industry structure. At the moment when Taihu County cultural tourism is looking for a new way out, how to grasp the new opportunities to further develop Taihu cultural tourism and form efficient management mode and intelligent service mode will become the top priority for future development.

2. Current Situation and Existing Problems of Cultural Tourism in Taihu County

The 13th Five Year Plan Period is to build a well-off society in an all-round decisive phase, Taihu county earnestly implement the party central committee and the State Council and governments at all levels and departments of strategic decision and deployment, accurately grasp the profound change of the internal and external development environment, actively adapt to the new normal economic

development, the full implementation of the innovation, the coordination, the development of green, open, sharing ideas, to promote the county economy to a high quality development stage^[1]. To implement "the 13th Five Year Plan in Anqing city culture tourism development planning", "Opinions of the CPC Taihu County Committee and the people's Government of Taihu County on establishing a national tourism demonstration area and building a strong tourism economy county" and "interim measures for Taihu county cultural tourism industry investment support" and other documents, and communities in tone in "seek improvement in stability" work as a whole, Taihu county focus on integrated development of culture and tourism resources, development of culture, cultivating cultural tourism market, culture and tourism industry as a whole presents the speed, structure optimization, quality improvement of good posture, a significant boost to economic and social development support function.

2.1 Development Status

2.1.1. Cultural Development Realizes New Prosperity

During the "13th Five-Year Plan" period, Taihu County, based on enriching cultural resources and following the ideas of optimizing the overall image, displaying regional culture and promoting industrial development, vigorously implemented the integrated development strategy of culture and tourism to promote the vigorous development of the cultural industry. The scale of cultural industries has been gradually expanded. By the end of 2020, there were 372 legal entities in the cultural industry in the county, accounting for 6.5% of all legal entities in the secondary and tertiary industries, including 306 legal entities in the profit-oriented cultural industry and 66 legal entities in the non-profit cultural undertakings. The legal entity of the cultural industry has assets of 3.242 billion yuan, and achieved operating income of 1.051 billion yuan in the whole year. There are 13 cultural and related industrial legal entities above designated size, cultural industry Jiyou paper listed on the main board. A provincial characteristic town, SiqianZen Town will be built to form a development model of culture + tourism and culture + sports industries.

The construction of modern public cultural service system has stepped into the fast lane of development. During the 13th Five Year Plan period, county libraries and county cultural centers have successfully established national first-class museums, and the standard rate of comprehensive cultural stations in towns and townships is 100%. Taihu County Art Museum has been built, and the construction of general branch library system of libraries and cultural centers has been successfully completed. The completion rate of village level comprehensive cultural service centers in the county has met the provincial and municipal requirements, and the 15 minute public cultural service circle for urban and rural residents has been basically built; We should improve the mechanism of cultural voluntary service, and set up the volunteer service team of "sending culture" for civilized practice in the new era; Build public cultural service brands such as "Taihu night reading", "Taihu forum", "people's stage", "people's poetry stage", "people's star into the city", "rural Spring Festival Gala", and effectively achieve the organic combination of "sending culture" and "planting culture"; In 2018, it successfully passed the evaluation and acceptance of the first batch of public cultural service system demonstration areas in Anhui Province.

The construction of cultural digitization has achieved new technological breakthroughs. 174 digital rural libraries have been built. The county library, cultural center and Zhao Puchu's life story exhibition hall have successfully connected with the "Anhui cultural cloud" digital service platform. The digital resources available in the library have reached 4tb. The urban and rural books lending and returning platform has been built. The wireless WiFi full coverage of public cultural service places has been realized, and the local opera resource database has been actively constructed. In the wave of "digitization", we have actively explored and formed a number of influential new highlights in the integration of culture, science and technology, and the demonstration and driving effects have been expanding.

Great progress has been made in the inheritance of excellent traditional culture. We have completed the construction and exhibition of the memorial hall at the former site of the Liujiawan meeting of Liu

Dengdajun. We have added three new cultural relics protection units at the provincial level. The completion rate of the "Four Haves" work of cultural relics protection units at or above the provincial level and the elimination rate of major dangers have reached 100%; Eight intangible cultural heritage transmission and learning bases have been built, three intangible cultural heritage projects above the municipal level have been added, and the compilation of Taihu Quzi opera has been organized; Build two opera training bases, launch the talent training plan of Huangmei opera performance Co., Ltd., create and rearrange Huangmei Opera repertoire, and participate in all previous Huangmei Opera festivals; One drama supported by the National Art Fund, and three drama selected in the provincial drama incubation project.

2.1.2. The industrial strength has been improved

During the "13th Five-Year Plan" period, Taihu County's tourism industry has achieved steady and rapid growth, and its strength has been improved. The number of tourists and their income are increasing. In 2020, the number of tourists received in the whole year was 4.765 million, among which the number of domestic tourists was 4.7649 million, with an average annual growth of 4.87% compared with 2015. The tourism revenue reached 2.38 billion yuan, with an average annual growth of 12.8%. Investment in tourism continued to grow. During the period of the 13th Five-Year Plan, a total of 2 billion yuan has been invested. Development of major tourism entities was accelerated. By the end of 2020, Taihu County has established Huating Lake Tourist Area, two 4A level scenic spots, four 3A level scenic spots, three three-star hotels, five three-star homestays, two 2A scenic spots, 20 three-star farmhouses and 29 four-star farmhouses.

2.1.3. Spatial agglomeration for new results

During the "13th Five-Year Plan" period, Taihu County cooperated with the construction of tourist scenic spots, tourist hotels, tourist amusement facilities and other supporting facilities, and the spatial agglomeration effect of tourism industry was initially shown. A spatial agglomeration pattern is formed with the core tourism area as the main area, and the cultural leisure experience area, mountain forest ecological tourism area and rural customs tourism area as the auxiliary area. Taking the West Wind Cave, Fotu Temple, Lion Mountain, Zhaopuchu Cultural Park, Huating Lake and the ecological leisure area around the lake as the main areas, it forms the core tourist area of Huating Lake. Relying on Jinxi Town and Chengxi Township, it is connected with the core tourist area of Huating Lake to form a cultural leisure experience area with 5000 years Cultural Expo Park and Jinxi Ancient Town as the main projects. Relying on the advantages of resources, it will form rural tourism areas with ecological agriculture demonstration villages and featured aquaculture farms in the lake as the main body.

2.1.4. New progress has been made in project construction

By the end of 2020, Taihu County tourism project database has a total of 49 projects, including 30 planning projects, 10 projects to be approved, 8 projects to be built, and 10 projects under construction; There are 12 projects of more than 100 million yuan, including the tourism infrastructure construction and comprehensive development project of Taihu County in Anqing City, the sports ecological park construction project of Taihu County in Anqing City, etc. There are 3 projects of over 500 million yuan, including the comprehensive development project of Huating Lake Scenic Area in Anqing City and the scenic corridor construction project of Huating Lake in Taihu County in Anqing City. Significant achievements have been made in the construction of key tourism projects. A number of key tourism projects, such as the Huating Lake Tourist Area, the Five-Thousand-Year Cultural Expo Park, the Pastoral Complex and the Red Culture Tourism Series Supporting Projects, have basically achieved the expected goals.

2.1.5. Innovation of business formats ushered in new breakthroughs

On the basis of ecological advantages and the characteristics of Taihu, we will focus on the development of rural tourism and foster and expand a number of tourism carriers such as farmhouse entertainment, homestay accommodation and pastoral complex. Develop tourism commodities with local characteristics such as root carvings, soldering iron paintings and Taihu cuisine, extend the

industrial chain, and realize the integrated development of primary, secondary and tertiary industries. With cultural enabling tourism, historical culture, landscape culture, celebrity culture and so on as the core of the development of five thousand years of cultural exposition park, Zhaopuchu cultural park and other tourism carriers of the tour projects and tourism commodities, promote the deep integration of culture and tourism. Enabling tourism with science and technology, building an all-region tourism database, and realizing all-region tourism resources on the cloud; Develop Internet platform, web celebrity live broadcast, county magistrate with goods and other ways to sell cultural tourism products, promote Taihu culture. Taking full-time tourism as the blueprint, integrating time resources and developing nighttime tourism projects, the large-scale light and shadow live performance of "Heavenly Fairy Match New Legend" in Shili Gallery Scenic Area of Wen expo garden has been widely praised, becoming the "sample of Anhui Province" for the deep integration of culture and tourism.

2.1.6. New achievements in market development

During the 13th Five Year Plan period, Taihu County has paid close attention to all kinds of domestic tourism demand and expanded all kinds of tourism market. With the support of folk culture, we should develop rural tourism market and promote the vigorous development of rural tourism. Among them, Meihe village was rated as one of the first batch of provincial famous tourism villages and national key rural tourism villages, while Zhizihua Island, Anman, Chengling Zhuchi, caifan brigade and Zhenxi villa were rated as three-star B & B. At the same time, the research and study tourism market development has achieved remarkable results. There are more than 80 research and study bases, covering many fields such as Chinese culture, swimming, table tennis, planting, etc., giving full play to the "second classroom" role of the research and study base.

2.1.7. Cultural and tourism integration into a new landscape

During the 13th Five-Year Plan period, Taihu County implemented the Blue Book of Anhui Province Healthy Cultural Tourism Industry Development, Anqing City's Whole Area Tourism Development Plan and other documents, and comprehensively arranged the integrated development of culture and tourism. Vigorously implement the strategy of integration of cultural tourism development, the formation to a five thousand article expo garden, with flowers pavilion lake tourist area as the matrix, with the characters such as for the soul at the beginning, Huangmei opera as the charm, which are characterized by root, such as soldering pen drawing of industrial arts, performing arts, entertainment, cultural tourism as one of the county cultural tourism industry a new development pattern.

2.1.8. The service capacity has been improved

The construction of tourism service infrastructure is gradually moving towards scale and standardization. In 2020, the total investment in tourism service infrastructure in Taihu County will be 500 million yuan, 2.5 times that of 2015. Notable results have been achieved in the development of an integrated tourism transport network. By 2020, a transportation system consisting of railways, expressways, high-grade highways and waterways has been formed in Taihu County, providing strong support for the development of tourism in Taihu County. Good results have been achieved in the construction of tourism public information platform system. The tourism guidance system has been gradually improved, and the construction of the tourist traffic signage guidance system has achieved remarkable results, greatly facilitating the travel of tourists.

2.2 Existing Problems

2.2.1. The hardware facilities of public cultural services need to be improved and the introduction of social forces is insufficient

On the one hand, the county cultural and Art Center (one show and four halls) has not been built yet, especially in Taihu County, one of the birthplaces of Huangmei Opera, where there is no professional theater, which is a major weakness of public cultural services in Taihu County; The hardware construction of Township Comprehensive Cultural Service Center (cultural station) is relatively weak, and the management room, calligraphy and painting room, multi-functional activity hall, book reading room, sports activity room and other functional rooms are not equipped with high quality;

Public cultural services hardware facilities and equipment are old, the total amount is less, and there is no effective elimination and renewal mechanism. On the other hand, from the specific situation of Taihu County, the enthusiasm of social forces to participate in the construction of grass-roots public cultural infrastructure is not high, and the form of participation is relatively single; The incentive mechanism for social forces to participate in public cultural services is not perfect, its value orientation needs to be improved, and the cultural resources mastered by social forces are relatively scattered, so it is difficult to concentrate their advantages and ensure the sustainable development of the socialization of public cultural services.

2.2.2. The marketization of cultural heritage is not high

Taihu County has made great achievements in the industrialization of intangible cultural heritage, but it also faces the problems of low degree of marketization and lack of successors in the inheritance of intangible cultural heritage skills. In the process of market-oriented development of intangible cultural heritage, there are many problems from inheritors to relevant departments, such as lack of market practice experience, which leads to the low degree of market-oriented cultural heritage, the low grade of developed intangible cultural tourism products and the inferior situation in the tourism market competition. The market-oriented development of intangible cultural heritage relies on the imperfect construction of external market transformation mechanism and social public cultural service mechanism, as well as the insufficient market adaptability and investment ability of inheritors. Taihu County Government's support, guidance and management of intangible cultural industry is not enough [2,3].

2.2.3. Comprehensive competitiveness of the industry needs to be improved

The weak links of the comprehensive competitiveness of Taihu county tourism industry are mainly reflected in Taihu county tourism products, tourism location and traffic and tourism human resources. The product development level is relatively low, the product lacks cultural connotation and innovation, and the tourist tourism is the majority, the tourists lack the sense of experience and participation; Imperfect transportation infrastructure is still a major obstacle restricting the release of the development potential of the cultural tourism industry in Taihu County. Although the external transportation accessibility of Taihu County has been greatly enhanced, the traffic level in Taihu County needs to be improved, the traffic conditions need to be improved, and the traffic correlation between scenic spots needs to be strengthened. The talent structure of cultural and tourism industry is not reasonable, and there is a serious shortage of professional talents, managerial talents and compound talents, which affects the innovative and high-quality development of cultural and tourism industry.

2.2.4. Contradictions exist between ecological control and project implementation

The development of ecotourism is an important carrier for the construction of ecological civilization and a beautiful China. The focus of ecotourism is on "ecological protection" and efforts are focused on "civilization and harmony". Taihu county rich biological resources, many places have development of ecological tourism resource advantage, but in front of the development, must carry out thorough feasibility study, in the tourist scenic spot construction and management must establish respect nature, comply with the nature, protect the natural ecological civilization concept, red line always stick to ecological protection, solved the resources development and the relationship between the economic and social development and ecological protection. Before the state clearly put forward control measures such as ecological protection red line demarcation, a number of tourism development projects in Taihu County stagnated, and the projects were difficult to be implemented. There were contradictions between ecological control and project implementation.

3. Development Opportunities During the 14th Five-Year Plan period

3.1 The new pattern of double circulation provides a new driving force for the high-quality development of tourism industry

The proposal of a new development pattern with domestic circulation as the main body and domestic and international double circulation mutually promoting has brought a new demand direction for the

high-quality development of cultural tourism. Especially under the influence of the epidemic, the international cycle has been forced to stop, and it is necessary to pay more attention to the domestic cycle. The tourism consumption demand that has been spilt over in the international tourism market for a long time will inevitably turn to the domestic market, and put forward requirements for the quality of the domestic market, new tourism projects and new ways of experience. The new development pattern of double cycle objectively brings a new "consumption-driven" for the development of cultural tourism, which undoubtedly brings great opportunities for the future development of cultural tourism in Taihu County [4].

3.2 The integration of the Yangtze River Delta provides new opportunities for regional cooperation in cultural and tourism industry

The development of regional integration in the Yangtze River Delta has become a national strategy. At the same time, with the construction of high-speed rail, high-speed and other major infrastructure, Taihu County's traffic location advantage will be greatly improved, and it will be more closely linked with Hefei and Wuhan metropolitan areas. The development of culture and tourism industry will usher in a critical period of breakthrough. The strategic position of the Yangtze River Delta in the overall development pattern of the country has been improved unprecedentedly, and the strategic direction of culture and tourism development in Taihu County will be more accurate and clear. Unified planning and management, overall land management, free flow of elements and other policies are conducive to Taihu county to participate in building the Yangtze River Delta cultural tourism development community. With the acceleration of the process of integration, the development of Taihu County in regional cooperation, industrial division of labor, customer organization, factor market and other aspects will step onto a new stage, which will inevitably lead to the expansion of market scale and the deepening of market division, and produce a significant effect of $1 + 1 > 2$.

3.3 Normalization of epidemic situation provides new demand for rural health tourism

The epidemic situation forced people to enhance health awareness and wake up the concept of healthy consumption. Under the background of the normalization of the epidemic situation, health tourism, leisure tourism, sports tourism and other health tourism fields will usher in huge development opportunities, and new formats such as low-density tourism, ecotourism, cultural tourism, customized tourism and health care tourism will usher in new opportunities. This has brought major breakthroughs and development opportunities for Taihu county to vigorously develop health care tourism, leisure tourism and sports tourism, promote the multilevel integration of "health care + culture and tourism", and strengthen the construction of health care Town, B & B, holiday apartments, etc. [5,6].

3.4 Rural revitalization provides new space for in-depth integrated development of culture, tourism and agriculture

The vigorous promotion of rural revitalization strategy not only promotes the development of rural economy, but also provides new development space for the further integration of culture, tourism and farmers. Revitalization strategy in the country under the background, a lot of money policy, preferential policies, and social capital into the country revitalization, promote the integration of urban and rural culture and tourism market system, promote the related information, technology, talent, capital elements such as resources in the free flow of urban and rural areas, for Taihu county culture tourism development town, rural complex, beautiful countryside construction, rural tourism development brings the new space [7,8].

3.5 Innovation-driven to provide new ideas for creating new formats of cultural and tourism industry

A new round of scientific and technological revolution and industrial transformation is emerging, bringing new opportunities for the rapid growth of new technology, new business forms and new economy, and providing new ideas for the development of cultural and tourism industry in Taihu County. Driven by innovation, it will speed up the deep integration with the Internet, agriculture, education, sports, health and other related industries, give birth to a series of new tourism products

and new business forms with development prospects, and add new momentum to the high-quality development of Taihu County's cultural tourism industry. The construction of smart culture and tourism system based on 5G technology accelerates the emergence of new ways of culture and tourism in product building, public service facilities construction, new experience, new marketing, industrial extension and other aspects, and provides technical support for independent tourism and vacation tourism in Taihu County [9,10,11].

4. Development challenges during the 14th Five-Year Plan period

4.1 "Five Generations Superimposed" puts forward new requirements on the basis of industrial development

"Five generations superimposed" is a new environment for the development of Taihu cultural tourism industry, which puts forward new requirements for the development foundation of the cultural tourism industry in Taihu county. Must reverse no senior brand hotel settles, the source structure and the consumption ability is weak. It is necessary to change the situation that there is no high-speed railway landing service system, scenic spots in Taihu County are scattered, public transportation is not smooth, parking facilities and car rental service resources are scarce, and it is difficult to bear the large passenger flow. It is necessary to solve the current lack of night tour and market cultural experience projects, difficult to meet the needs of consumers. We must change the lack of 5G commercial smart tourism platform and limit the healthy and sustainable development of cultural and tourism industry in the Internet era. Safety and epidemic prevention measures must be taken in each scenic spot, as well as the corresponding emergency response and resource scheduling, so as to avoid the gathering of people and strictly prevent the occurrence of clustered epidemic.

4.2 Consumption upgrade brings new challenges to the high quality of cultural tourism products

It is inevitable that the change of tourism consumption concept leads to the upgrading of tourism consumption demand, which puts forward new requirements for the development of cultural tourism products in Taihu County. In order to establish the "high quality development concept", the cultural tourism industry needs to transform the top resources into excellent tourism products and build a high quality tourism product system. The development of cultural and tourism industry should have a "market view", build a tourism total factor system according to the needs of tourists, fully meet the diversified needs of consumers, pay attention to the creation of competitive brands and services in parent-child, research, health care and other market segments [12].

4.3 Market competition puts forward new requirements for tourism industry innovation

The fierce market competition in the tourism industry constantly leads to the emergence of new forms of business, which forces the tourism practitioners to constantly innovate the management mode and means to improve their core competitiveness and form new forms of business in the tourism industry. Although Taihu County has developed many cultural tourism products, such as ecotourism, research tourism, rural tourism, red tourism and hot spring tourism, the overall competitiveness of cultural tourism industry is not strong. We should always adhere to the innovation as the source power of industrial development, and actively develop new forms of tourism industry through new technology integration innovation, product development innovation, time integration innovation and intelligent transportation development innovation, so as to further seize the market and improve the core competitiveness of the tourism industry in Taihu County.

4.4 Brand effect puts forward new tasks for marketing promotion innovation

Domestic tourism brands emerge in endlessly, Internet marketing means bring forth new ones, Taihu County tourism brand promotion is facing a new environment, which puts forward new requirements for Taihu County tourism brand marketing means. Brand image building has become the primary problem, and the key to the formation of brand image lies in strong marketing promotion. Taihu County tourism brand marketing strength is not enough, marketing strategy is lack of innovation. Not making full use of Internet technology for tourism marketing restricts the development trend of

tourism standardization, intelligence and informatization, which greatly reduces the efficiency of brand marketing promotion; Brand marketing means lack of substantive breakthrough, tourism brand image positioning, advertising slogans, brand design and other aspects of homogenization phenomenon is serious, the market awareness of tourism brand, brand marketing promotion still has great room for progress.

4.5 Cultural and tourism integration presents new challenges to institutional innovation

The Fourth Plenary Session of the 19th CPC Central Committee for the first time included the integrated development of culture and tourism into the strategic height of the national system construction for positioning and planning, which also put forward a new test for the construction of cultural and tourism integration system in Taihu County. A systematic study is needed. The administrative management system, planning and construction mechanism, public service integration and transformation mechanism, talent training and incentive mechanism of the integration of culture and tourism will be studied and constructed in a systematic and comprehensive way. We need to maintain overall planning and coordination. The coordination of internal functions should be strengthened. Departments with tourism as the main function should consciously integrate cultural demands into them, while departments with culture as the main function should take tourism demands into full consideration. Enhance the coordination of external functions and work with relevant departments in some specific areas. We will continue incremental reform. The integration of culture and tourism should be promoted on the premise of not touching the existing interest pattern as far as possible [13,14,15].

4.6 Ecological environmental protection puts forward new requirements for the development of scenic spots

Good ecological environment is the basis and premise of the development of ecotourism. How to promote the coordinated and healthy development of ecotourism and environmental protection is a new task in front of the development of Taihu County scenic spots. In order to realize the sustainable utilization of tourism resources and the sustainable development of scenic spots, it is necessary to make a systematic study on the carrying capacity of tourism environment and the impact of tourism development. On the basis of investigation, it is necessary to apply modern technology to carry out feasibility demonstration and formulate the overall rules of development to ensure the reasonable utilization of resources after development. Using modern high-tech means to protect the precious natural and human heritage, reduce the natural loss of tourism resources, prolong their life cycle, and promote the sustainable utilization of resources [16].

On average, during the period of "difference", and more opportunities than challenges facing Taihu county cultural tourism development, overall in the further expansion of market demand, the transformation and upgrading of industries across the development period of strategic opportunities, also faces the service ability needs to improve, the product need to be upgraded, in urgent need of innovation and development of tourism forms new challenges such as the new task. We must grasp the opportunity, overcome the difficulties, scientifically and effectively arrange the work tasks during the 14th Five-Year Plan period, and constantly create a new situation for the development of Taihu County culture and tourism.

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