E-ISSN: 2682-7964 (Online)
CODEN : SVSOC5

Social Values and Society (SVS)

DOI : <http://doi.org/10.26480/svs.04.2019.15.17>

RESEARCH ARTICLE

SWOT ANALYSIS OF RURAL TOURISM DEVELOPMENT IN HENAN PROVINCE UNDER THE BACKGROUND OF RURAL REVITALIZATION STRATEGY

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ARTICLE DETAILS

Article History:

Received 10 September 2019
Accepted 15 October 2019
Available online 12 November 2019

ABSTRACT

With the continuous promotion of the construction of beautiful countryside, rural tourism, as a new form of tourism, has emerged. Under the background of the beautiful countryside construction, this article analyzes the actual situation of Henan rural tourism development, using the SWOT analysis method, namely from the strengths, weaknesses, opportunities and threats in four aspects. At the same time, this paper also puts forward some measures to promote the sustainable development of rural tourism in Henan Province.

KEYWORDS

Beautiful countryside, Rural tourism, Optimization measures.

1. ANALYSIS ON THE RELATIONSHIP BETWEEN RURAL TOURISM AND RURAL REVITALIZATION

1.1 Rural Revitalization Strategy is the Catalyst of Rural Tourism

Since the 18th National Congress of the Communist Party of China put forward the goal of building a "beautiful China" for the first time, the construction direction of "beautiful countryside" was determined immediately and became its main force [1]. In the ecological sense, the construction of "beautiful countryside" mainly includes three aspects: ecological economy, ecological culture and ecological environment construction.

1.2 Rural Tourism is the Booster of Rural Revitalization Strategy

Rural tourism is the booster of beautiful rural construction, which is mainly reflected in two aspects. First, rural tourism requires to improve the ecological environment, improve infrastructure construction, build a comfortable rural environment, and build beautiful rural areas; Secondly, rural tourism can promote the integration of urban and rural areas, cater to the upgrading of residents' consumption structure, realize the effective integration of tourism and agriculture, and make urban technology, capital, information and other resources flow to the countryside.

2. SWOT Analysis of Rural Tourism Development in Henan Province

2.1 Advantages of Rural Tourism Development in Henan Province

2.1.1 Resource advantage

Henan Province is rich in rural tourism resources. In terms of natural resources, the whole province not only crosses the warm temperate zone and the north sub-tropical zone, but also crosses the second and the third steps of China. The Yangtze river, the Yellow River, the Haihe river and the Huaihe river also flow through our province, which form the diversity of agricultural ecological landscape. In terms of human resources, the agricultural culture is profound, and there are many old and famous

villages and towns in here, giving birth to rich and colorful folk customs such as opera juggling, folk crafts and temple fair festivals.

2.1.2 Traffic advantages

Henan has become an important inland transportation hub due to its superior and convenient location. By the end of 2018, the total length of highway traffic in Henan was 269,000 kilometers, ranking the third in China. There are 6,600 kilometers of expressways, 31,000 kilometers of ordinary national and provincial trunk roads, and 231,000 kilometers of rural roads. In Henan Province, every country has convenient roads, which help to realize the rural development.

2.1.3 Market advantage

Henan has a large and dense population. According to the analysis of the composition, distribution and economic conditions of the population, Henan has a broad market prospect in the development of rural tourism. By the end of 2018, the province had a total population of 108.52 million, a permanent resident population of 94.8 million, and per capita disposable income of urban residents was 25,576 yuan and per capita consumption expenditure was 17,154 yuan.

2.2 Disadvantages of Rural Tourism Development in Henan Province

2.2.1 Tourists Have Poor Experience

The unique advantage of rural tourism is that it can provide tourists with multi-level and diversified tourism experience. The majority of rural tourism in Henan province still only treat tourists with simple visit and sightseeing, and do not really integrate into the rural life, so the tourists experience is poor.

2.2.2 Tourism Products Lack Creativity and Characteristics

Henan has rich rural tourism resources, but at present, it is still in the stage of single rural tourism product development and similar forms. Blind imitation between regions have drowned out the local unique folk culture

and strong local feelings. The tourism development is more limited to fishing, orchard picking and farmhouse.

2.2.3 Low management level and small scale

Rural tourism in Henan Province was based on the family unit. The regional distribution is scattered, and the scale is small. Some places are not to make effective use of the scenic spots nearby and lack the overall development planning. The overall rural tourism operation state is fall into a low level, which has damaged the environment, pulled down the taste of rural tourism products. So it is difficult to form a tourism brand in Henan.

2.2.4 The Management System is not Standard

Most of the rural tourism management in Henan province is mainly conducted by local villagers, who lacked professional training and education. The local villagers has outdated ideas in management methods, business philosophy and aesthetic judgment [2]. Administrative management agencies have not established a sound management mechanism, so the level of service is low, the reception capacity is poor.

2.2.5 The Infrastructure is not Matched

Henan province has invested a lot of financial resources and energy in the construction of infrastructure in the development of rural tourism, but it is still far from meeting the needs of tourists, especially in terms of health conditions. Many areas adopt the standard of family service, without special training or sanitary inspection, and the accommodation conditions are not satisfactory to tourists. On the other hand, due to the lack of environmental protection facilities and equipment, domestic sewage and solid waste cannot be treated in a timely manner, which will cause certain pollution and damage to the local environment.

2.2.6 The Understanding of Rural Cultural Connotation is Insufficient

Henan province rural tourism development has not deeply explored the local rural culture, resulting in blind reference. In addition, the marketing of rural tourism products is not in place, relying too much on the village committee, and there is not a set of its own reservation and sales system for the sales of tourism products, and there is not enough contact with surrounding cities or local tourism agencies, which has not yet formed a large-scale overall marketing.

2.3 Development Opportunities of Rural Tourism in Henan Province

2.3.1 Policy Support

In 2016, the No.1 document of the CPC Central Committee listed the construction of beautiful countryside and rural tourism as the key work to be arranged, which provided strategic guidance for the development of tourism products and rural tourism planning. This means that China's rural tourism, as an important growth factor of the current tourism economy, faces huge development opportunities.

2.3.2 Industrial Upgrading and the Promoting of New Urbanization

Due to the rapid development of social economy, accelerated urbanization construction and transformation and upgrading of various industries, rural tourism is not only an extension of agriculture, but also intertwined with commerce, industry and other industries [3]. It is not only an important way to improve farmers' living conditions, promote farmers' income, promote agricultural modernization and build beautiful countryside, but also opens a golden era for rural tourism to transform from a single industry to the integration of primary, secondary and tertiary industries.

2.4 The Development Threat of Rral Tourism in Henan Province

2.4.1 The Government Lacks Effective Planning

At present, most rural tourism enterprises in Henan are built on local rural tourism resources. However, rural tourism resources in many cities are relatively similar, which makes a large number of rural tourism enterprises operate in the same type. As a result, the competition among rural tourism enterprises in the same region is quite fierce, and the tourism content is single, which will make tourists lack the desire to revisit. So, it is likely that the heat of rural tourism will dissipate quickly, which is not conducive to the development of rural tourism.

2.4.2 The Contradiction Between Ecological Environment and Economic Development Has Intensified

Although rural tourism is one of the important means to promote rural economic development, it is highly dependent on the environment. In recent years, the rural tourism industry in Henan has been developing rapidly, and the construction of infrastructure has caused inevitable damage to the ecological environment. Blind expansion and construction will bring irreparable losses to the ecological environment [4]. The development of rural tourism industry in Henan must be based on ecological environmental protection, otherwise, it will be very harmful to long-term development.

3. SUGGESTIONS FOR PROMOTING RURAL TOURISM DEVELOPMENT IN HENAN PROVINCE

3.1 Exploring the Rural Characteristics

In order to attract tourists for a long time, in addition to having its own unique agricultural products, natural resources and production process, it is also necessary to explore the cultural connotation of the local countryside, carry out innovative packaging for local cultural products, increase the appeal and thickness of the countryside, so that the service can be extended from the surface to the deeper connotation.

3.2 Improve the Infrastructure

The government should improve basic service facilities such as roads, networks, parking lots and waste treatment for entering villages, and carry out projects to upgrade rural tourism and leisure agriculture in accordance with the specific conditions of each region [5]. The government should make efforts to revitalize the idle land, available forest land, collective construction land, etc., and make reasonable and scientific arrangements for these lands, organically integrate the elements of beautiful countryside and rural tourism and build a reasonable infrastructure system.

3.3 Improve the Management Level

In order to improve the management level and service quality of rural tourism in Henan province, cultivating high-level talents is the key. We should not only encourage the introduction of talents from other places, but also train local farmers in various ways [6]. The tourism management level and service level of local villages can be improved by means of media publicity and education, training courses for tourism professionals, and entrusted training for talents in colleges and universities.

3.4 Create the Rural Tourism Boutique

In order to obtain more tourist market, in addition to the participation of relevant government departments and tourism departments in news publicity, operators should pay more attention to the innovation of sales methods and unified planning. In the process of rural tourism operation, we must focus on integrating suburban villages and individual retail businesses, launch rural tourism boutique routes, improve the scale of operation, highlight local rural tourism characteristics, and build a rural tourism brand [7].

3.5 Give Full Play to the Advantages of the Government

Henan province government and relevant departments should give full play to the decision-making advantage, optimize the environment of system, and standardize the tourist service quality, resource sharing, unified planning. We must orderly develop the rural tourism projects, and guide farmers with their own resources to form an ecological rural tourism development model integrating production, sales, housing, tourism, shopping and fun [8]. The government should strive to promote the development of related industries, promote the local villagers to get rich, also make the rural tourism become a beautiful rural construction landscape.

4. CONLUSIONS

Under the background in the beautiful countryside construction, rural tourism in Henan province faces many advantages and opportunities, but it also faces some problems and threats. Therefore, Henan province should look at the beautiful country of construction as an opportunity to improve the infrastructure construction, mining country characteristics, improve

the management level, give full play to the advantage, make the rural tourism development to get fast development.

ACKNOWLEDGMENT

This research was supported by Teaching Reform Research and Practice Project, "Microeconomics hybrid teaching mode reform and practice based on mobile Internet technology", Zhongyuan University of Technology, 2019.

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