

The Development of Rural Tourism in Bozhou City under the Background of Cultural and Tourism Integration

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Abstract: Based on the merger of the former National Tourism Administration and the Ministry of Culture in 2018, and the proposal of the rural revitalization strategy of the 19th National Congress of the Communist Party of China, the rural tourism of Bozhou is facing new development opportunities. This research uses literature collection and SWOT methods to analyze and suggest the development problems in the context of cultural and tourism integration in Bozhou City. This study is conducive to the development of rural tourism in Bozhou City.

Keywords: Integration of culture and tourism; Rural tourism; Development; Bozhou; Anhui

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1. Introduction

In 2018, the Central Committee of the Communist Party of China and the State Council issued the Strategic Plan for Rural Revitalization (2022), and local governments at all levels have successively issued relevant plans. The “Bozhou Tourism Promotion Regulations” were implemented in January 2022, which encourage and support rural characteristic resources to engage in rural tourism activities following the law. To promote the development of rural tourism in the city, the Bozhou Municipal Bureau of Culture and Tourism has improved the “Bozhou All-for-One Tourism Plan” and “Bozhou Rural Tourism Development Plan.” The integration of culture and tourism refers to the cross-combination and integration of various elements in the culture and tourism industry to form a harmonious state of integration and symbiosis^[1]. In 2018, the former China National Tourism Administration and the Ministry of Culture merged and renamed the Ministry of Culture and Tourism, which is the most intuitive reflection of the integrated development of culture and tourism^[2]. Rural tourism is the reception of tourists by local residents so that tourists can experience, play, relax, live, and perform other rural activities in rural areas^[3]. Rural tourism refers to the integration of rural tourism pastoral scenery with

natural ecological tourism and leisure tourism to give meaning ^[4]. Natural existence and historical and cultural heritage that are attractive to tourists, as well as artificial creations that are directly used for tourism, are called tourism resources ^[5]. Rural tourism is based on agriculture, which is a way for people to return to nature, and an important embodiment of enhancing farmers' sense of gain, happiness, and security ^[6].

2. Research objects and classification of rural tourism scenic spots in Bozhou City

2.1. Research object

Bozhou City is a prefecture-level city under the jurisdiction of Anhui Province, located in the northwest of Anhui Province, at the southern end of the North China Plain, at the junction of Anhui and Henan provinces. The city has two national rural tourism key villages, four provincial tourism characteristic towns, six provincial characteristic tourism villages, three provincial characteristic food villages, seven provincial rural tourism “micro creativity” and “micro transformation”, top 100 demonstration sites, and 12 provincial leisure tourism demonstration sites.

2.2. Classification of rural tourism scenic spots in Bozhou City

This study refers to the division of rural tourism destinations according to functions proposed by Zhang and other scholars ^[7]. Some of the tourist attractions affiliated with the Bozhou Municipal Bureau of Culture and Tourism are organized into the following six categories: agricultural tourism, agricultural experience, folk culture, ecological landscape, leisure and vacation, and health care and recuperation according to rural tourism resources, as shown in **Table 1**.

Table 1. Classification of rural tourism scenic spots in Bozhou City

Classify	Typical representatives
Agricultural Experience	Lixin Impression Jiangnan Ecological Park, Wuzi Ancient Liquor Culture Industrial Park Scenic Area, Anhui Gujing Liquor Culture Expo Park
Leisure and Vacation	Lixin West Feihe Wetland Cultural Park, Liandie Valley Scenic Area, Cihe Modern Agriculture Demonstration Park, Lixin County Preventive Disease Care Garden, Rungeng World Family Farm
Health and Recuperation	Kangmei Huatuo International Traditional Chinese Medicine City, Tangwang Hot Spring Scenic Spot, Shennong Valley Wisdom Medicine Market Scenic Spot, Qiaocheng District Baiyao Garden, Bozhou Union City Traditional Chinese Medicine Health Tourism Zone
Agricultural Tourism	Bailuzhou Scenic Area, Boyao Flower World, Chenguang Village Mulberry Orchard, Lixin County Sunshine Four Seasons Flower Sea View Area
Folk Culture	Mengcheng Zhuangzi Temple, Wuyang County New Fourth Army Fourth Division Memorial Hall, Mengcheng Xuefeng Park, Banqiaoji Battle Memorial Hall, Bozhou Paper-cutting, Huatuo Five Poultry Opera
Ecological Landscape	Huatuo Baicao Garden, Lin Yongcheng Scenic Area, Ecological Landscape, Mengcheng Ten Thousand Buddha Pagoda Landscape, Vortex River Landscape Belt

3. SWOT analysis of rural tourism in Bozhou City under the background of rural revitalization

3.1. Advantages

Bozhou City has a long history and a variety of resources. As the ancient capital of the Three Dynasties, Bozhou

has many historical relics and celebrities. Under the cultivation of the Vortex River, Taoist culture and Jian'an culture have formed a regional culture with distinctive characteristics. Bozhou has the development of multi-level composite industries such as traditional Chinese medicinal materials, winemaking, and mineral deposits, and is rich in products. A total of 5.7 billion tons of underground resource reserves have been identified, of which coal reserves have reached 5.02 billion tons, ranking third in the province. More than 400 varieties of Chinese medicinal materials are planted in Bozhou City, which should not be underestimated among the national medicinal materials^[8].

Bozhou has a great location. Bozhou is located in the northwest of Anhui Province. The construction of the Shanghe-Hangzhou high-speed railway, the construction of the Bozhou Airport, the Fumeng-Huai intercity railway, the Bomeng Expressway, the Bozhou section of the Xuhuai-Fuzhou Expressway, the vortex river waterway, and the port integration projects are advancing rapidly. The reconstruction of national and provincial trunk roads and rural roads has been continuously increased, the regional "M" shaped three-dimensional traffic corridor has been initially formed, and the urban center road network of "one ring, seven horizontal and seven vertical" has been initially formed. The integrated transportation network with smooth internal and external connections has been continuously completed.

The source market is strong. In 2021, the number of tourists in Bozhou reached 12.796 million, and the number of one-day tourists, and the number of overnight tourists reached 11.058 million^[9]. Through the ranking of Ctrip tourist attractions, it is found that Cao Cao Yunbing Road, Bozhou Flower Opera Building, Huazu Nunnery, Bozhou Museum, and other scenic spots have great demand from tourists.

3.2. Disadvantages

There is some damage to the buildings in the scenic spot. The overall repair and renovation of some scenic spots in Bozhou City is too frequent, resulting in some ancient buildings losing their due charm. At the same time, the government has not taken comprehensive measures to protect ancient buildings promptly, and tourists' intentional or unintentional destruction of scenic spots will have an impact on the buildings^[10].

There is a shortage of professional talents, and the operation needs to be improved. Most of the rural tourism practitioners in the country are non-tourism graduates. In the process of rural tourism operation, the order and coordination of tourists in scenic spots are weak, and the health inspection rate of scenic spots is low. As a result, the overall satisfaction of the scenic spot is low.

Lack of supporting facilities. The scale of development of the rural tourism market is fast, the accommodation and internal supporting facilities of some scenic spots are incomplete, and the systematic construction and planning of infrastructure in the early stage are backward.

3.3. Opportunities

There is a large consumer demand. The state is constantly adjusting the rest time of statutory holidays so that residents have more time to go out and play. The development of the economy has led to the growth of residents' disposable income, and people are more and more fond of relieving stress and relaxing through tourism, as rural tourism has adapted to the needs of urban people for short-term travel. The dissemination of new media. The spread of new media has accelerated the awakening of residents' awareness of tourism, and at the same time, they have paid attention to health care. On the one hand, the fast pace of life is more concerned with the convenience of obtaining information. On the other hand, with the improvement of cultural quality and personal participation awareness, tourists need a more humanized communication platform, the popular

language expression characteristics of new media, convenient access to information, and equal and mutually beneficial communication methods, which can effectively attract the public's attention and better perceive the needs of public health^[11].

Policy-led development. The state has abundant policy support for rural tourism. The General Office of the Provincial Government's "Several Opinions on Further Accelerating the Development of Rural Tourism", the Municipal Government's "Implementation Opinions on Accelerating the Development of Tourism" and other documents to accelerate the development of rural tourism in our city, and constantly enhance the image of the tourism brand, around the core cultural tourism resources of the main urban area and county, build a historical and cultural tourism highland in the ancient city of Bozhou and the highland of Laozhuangzi, and so on. Thus, a new pattern of cultural and tourism agglomeration and development can be achieved.

3.4. Threats

Competition in the rural tourism market has intensified. With the expansion of the scale of the rural tourism market, the market competition is becoming more and more fierce, which poses pressure on the rural tourism business of Bozhou City. Rural tourism is a new growth point of the tourism economy, with many regional social forces trying to seize the opportunity to participate, such as Bozhou City around Henan, Shandong, the Yangtze River Delta region, and so on. They are committed to accelerating the development process of rural tourism, making rural tourism fierce competition. To cope with this challenge, the relevant departments and enterprises of rural tourism in Bozhou need to continuously improve service quality, develop rural tourism products with Bozhou characteristics, and deepen cooperation with local cultural and tourism bureaus, scenic spots, and tourism enterprises to enhance their market competitiveness. At the same time, focus on safety management and service innovation to improve customer satisfaction and loyalty, to occupy an advantageous position in the fierce market competition^[12].

Security Risks. The main service area of rural tourism is remote villages, and the tourism infrastructure is incomplete, so it is necessary to further improve the tourism service functions of accommodation, catering, leisure, and relaxation of rural tourism resources in Bozhou City, and further strengthen safety management and risk prevention. At the same time, solves the adverse impact of emergencies on the development of rural tourism.

4. Suggestions for the development of rural tourism in Bozhou City

4.1. Dig deep into the existing advantages of Bozhou

Dig deep into the advantages of resource characteristics and location. At present, Bozhou has a variety of resources and a superior geographical location, so it is necessary to make every effort to create differentiated rural tourism products with Bozhou characteristics and make overall plans to achieve the refinement of tourism resource utilization. Vigorously promote traditional historical and cultural measures. Bozhou City should maintain a high degree of deep excavation of history and culture, and the local government should vigorously support and attract foreign investment.

4.2. Reasonably avoid the disadvantages of Bozhou rural tourism development.

Cultivate the professional talents of scenic tour guides. Efforts should be made to recruit outstanding graduates and improve job security. Improve the satisfaction of the staff of the scenic spot, do a good job in the professional training of practitioners, and cultivate many professionals. Improve the supporting facilities and

equipment of the scenic spot. Punitive measures or blacklist records should be taken to enhance the awareness of scenic spot personnel to protect scenic spots. Build a smart management platform system. The smart platform of the scenic spot should be strengthened to facilitate tourists. At the same time, it provides diversified information services and makes full use of technologies such as big data and cloud computing. Let tourists experience the joy brought by science and technology when browsing scenic spots, and create a new rural tourism platform system in Bozhou City^[13].

4.3. Seize new opportunities for the development of rural tourism

Cultivate a joint innovation model for scenic spots. Excavate the diversity of rural tourism routes in Bozhou City and give tourists more choices. Additionally, strengthen the linkage of scenic spots and theme linkage to create an Internet celebrity brand rural tourism destination. Implement diversified marketing and publicity methods. Give full play to the advantages of Bozhou City's diverse and rich resources and carry out diversified marketing. Database surveys and collection of tourist data, combined with major platforms for publicity, such as Weibo, public accounts, official websites, and so on. In the process of marketing, promote the characteristics of rural tourism destinations themselves, with the help of modern people's preferences for rural tourism to continuously improve, to achieve better publicity and marketing purposes^[14].

Extended feature products are also important. In the case of unbalanced economic development in various counties and districts of Bozhou, combined with the preferences of tourists, the creation of special products is carried out. Enhance the brand effect of products, vigorously develop the processing of agricultural by-product products, and promote economic development^[13].

4.4. Actively respond to the external threat to the development of research and tourism in northern Anhui

Accelerate the building of the Bozhou tourist destination brand, and jointly promote the development of the rural tourism economy in northern Anhui. Enhance the market competitiveness of Bozhou's rural tourism products. Strengthen the differentiation and characteristics of Bozhou's rural tourism products, combine the advantages of Bozhou's historical and cultural resources and natural ecological resources, and create a unique Bozhou rural tourism project. Strengthen brand building, and improve the visibility and influence of the Bozhou rural tourism brand through the publicity of successful cases and word-of-mouth marketing. Deepen the cooperation between Bozhou rural tourism resources and well-known tourism enterprises, understand the needs of rural tourism, provide customized services, and establish long-term and stable cooperative relations. Strengthen the professional training of Bozhou rural tourism practitioners, improve the quality of service, and win market recognition with professionalism.

Strengthen security management. Establish a sound Bozhou rural tourism safety management system, including safety rules and regulations, emergency plans, safety education and training, and so on. Equip professional safety personnel and equipment for the development of rural tourism in Bozhou, and conduct regular safety inspections and drills to ensure the effective implementation of various safety measures. Strengthen communication and coordination with local governments and medical institutions, and establish a linkage mechanism to ensure timely response and handling of emergencies when they occur. Pay attention to the physical health of students, do a good job in safety prevention and control, and ensure the safe progress of rural tourism in Bozhou.

5. Conclusions

In the context of the integration of culture and tourism, based on the classification of rural tourist attractions in Bozhou City, the advantages, disadvantages, threats, and opportunities of rural tourism in Bozhou City are analyzed, and the advantages are extended, the disadvantages are turned into advantages, threats are turned into benefits, and opportunities are turned into gains. To put forward development suggestions, dig deep into the existing advantages of Bozhou; reasonably avoid the disadvantages of Bozhou's rural tourism development; grasp the new opportunities for the development of rural tourism; actively respond to the external threats to the development of research and tourism in northern Anhui ^[15]. Thus, this can create a sustainable destination city brand for the development of rural tourism characteristics in Bozhou City and promote the development and protection of Bozhou City's tourism economy.

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Disclosure statement

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