

SWOT Analysis and Development Research of Chinese Historical and Cultural Street Under the Background of Rural Revitalization: A Case Study of Ziyang Street in Taizhou

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Under the guidance of the rural revitalization policy, each historical and cultural ancient street scenic spot, with its own advantages, strives to build a leisure culture and rural tourism industry rich in regional characteristics, trying to revive the tourism industry as soon as possible. Ziyang Ancient Street in Linhai, Taizhou has attracted many tourists to visit the area with its unique charm, which brings great business opportunities for the sustainable development of Ziyang Street. In the above background, this paper analyzes the strength, weakness, opportunities, and threats with regard to the current situation of rural tourism marketing in Ziyang Street Scenic Area of Linhai, to deeply understand the state of tourism development in Ziyang Street.

Keywords: rural revitalization, tourism development, historical and cultural street

Introduction

Background and Significance

Based on the research on marketing strategy of rural tourism, we take Ziyang Street in Linhai City, Taizhou City as the research object to explore the current situation of tourism marketing development of Ziyang Street Scenic Area, categorize and sort out the relevant data to find out the shortcomings of its marketing strategy, and propose targeted optimization strategies. It is also expected that through the in-depth excavation of rural tourism and historical and cultural streets, more experts and scholars will pay attention to the development of rural tourism, so as to make the theory of rural tourism more perfect.

A comprehensive analysis of the marketing environment is conducted from a SWOT perspective on the current situation of the tourism industry in Ziyang Street Scenic Area, and then through the research and analysis of the current market strategy, the problems are identified and specific implementation plans for optimization strategies and guarantees are proposed in terms of environment, price, products and policies, which will help the long-term development of rural tourism in Ziyang Street Scenic Area and lay the foundation for the implementation of the rural revitalization strategy. It also provides guarantee for the promotion of local economic development.

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Overview of Rural Tourism

China's rural tourism was developed and emerged under the support and guidance of the government's macro policies in response to the imbalance between urban and rural economic development. The tourism industry in China has developed and emerged under the support and guidance of government macro policies. Tourism, with its characteristics of good integration, strong association, and wide coverage, determines its unique function in rural development. The development of rural tourism in China over the past two decades has shown that it can play an important role in narrowing the gap between urban and rural areas, optimizing the industrial structure of rural areas, solving rural employment, driving the development of related industries, and promoting cultural exchanges between urban and rural areas. The practice and research have confirmed the importance of the rural industry.

A Coupling Relationship Between Rural Revitalization and Rural Tourism

A large number of practices and studies have confirmed that rural tourism is a typical industrial mode to promote industrial integration. It can be said that it perfectly fits the general requirements of rural development in the new era under the strategy of rural revitalization. Obviously, rural tourism is an important driving force to promote rural revitalization and an effective way to realize rural revitalization. On the other hand, rural tourism is the bearer of rural tourism, its living space, and process center, and rural revitalization can provide a good natural ecological environment and strong economic support for the healthy development of rural tourism, which has an important role in improving the quality and efficiency of tourism, transforming the development, and changing the traditional rough development mode. It is also important for tourism industry to improve quality and efficiency, transform, develop, and change the traditional crude development mode. Thus, it can be seen that rural revitalization and rural tourism development interact and have a coupling relationship, and the two have a coordinated and consistent development direction and promote each other. The two have a coordinated and consistent development direction and promote each other.

Overview of Tourism Development of Historical and Cultural Street

China's historical and cultural districts aim to protect the historical and cultural neighborhoods in the city with intact style, concentrated traditional architecture, and rich historical and cultural heritage.

With the rapid development of cultural tourism, the organic combination of historical and cultural tourism and rural tourism has important practical significance for the protection and inheritance of Chinese culture as well as the promotion of rural revitalization and the healthy and sustainable development of rural tourism.

Linhai is located in the eastern coast of Zhejiang Province, and was listed as a national historical and cultural city in January 1994, with beautiful natural landscape and many monuments under its jurisdiction, two national key cultural relics protection units, seven provincial cultural relics protection units, and many municipal cultural relics protection units.

Ziyang Street, running north-south through Linhai, is 1,080 meters long and about four meters wide, is the most prosperous commercial district in the history of Taizhou, and is also one of the best-preserved historical districts in China. On January 24, 2013, it was awarded the "China Habitat Environment Award" by the Ministry of Housing and Urban-Rural Development.

Status and SWOT Analysis of Tourism Development in Ziyang Street

Ziyang Ancient Street is a thousand-year old street, known as "the first ancient street in Linhai". The ancient street has experienced historical changes, rich in humanistic atmosphere and historical culture. In 2020, during

the National Day holiday alone, the scenic spot received 554,600 visitors, with a 62% increase in passenger flow.

Strengths

Natural resources strength. The natural environment of Linhai: The coast is said to be 227 kilometers long. The territory is backed by mountains and water, dominated by mountains and hills, and the terrain slopes from west to east. The Bracken Mountain Range stretches from southwest to east, and the main peak, Mi Sieve Long, is 1,382 meters above sea level, the highest peak in eastern Zhejiang. In the west, there are Darei, Chifeng, and Yanyanuo Mountains standing around, with altitudes between 700 and 1,200 meters. The central part is a fractured basin, and the eastern part is a coastal plain with flat terrain and crisscrossed by rivers and ponds. Its outer edge is mudflats with numerous islands. It has four distinct seasons, with an average annual temperature of 17 °C, an average temperature of 5.8 °C in January, and an average temperature of 28 °C in July.

The historical section of Ziyang Old Street is located in the middle of the urban area of Linhai City, Zhejiang Province, from Guangwen Road in the north to the ancient city wall of Taizhou Prefecture in the south, from Fuqian Street in the west to Chicheng Road in the east. The main road of the historical section, Ziyang Street, is 1,080 m long and 4-5 m wide, running north-south through the ancient city, and is the longest and relatively well-preserved historical district in China, with stores lined up on both sides of the street, including pharmacies, clothing shops, teahouses, restaurants, and other century-old stores.

Historical resources strength. Ziyang Street was originally a street without a name, and it was not convenient for the locals' communication. In order to unify the street name, during the war, the Kuomintang governor Zhuang Qiang Hua on the Linhai Chengguan street selected some famous people for the name, named Wenqing Street, Liu Dun Street, Minglei Street, the current Ziyang Street named Zhongzheng Street.

Humanistic resources strength. In the history of Linhai, there have been five scholars in literature and martial arts, five chancellors in the same dynasty, four brothers, and three inspectors in father and son, and so on. Xie Lingyun, Zheng Qi, Luo Binwang, Zhu Xi, Qi Jiguang, Xu Xiaque, Zhu Ziqing, and many other famous people have left their historical marks in Linhai. The ancient street also retains the remains of the former residences of famous people, such as Zhang Boduan, Chen Hanhui, "four scholars in one family", "three inspectors of father and son", and Guo Fengshao.

The traditional snacks of Linhai were listed on the list of provincial non-patrimonial heritage in 2012, and a lot of Linhai's delicacies can also be found on Ziyang Street, such as egg white sheep's tail, wheat shrimp, horseshoe puff, sheep's feet and hooves, oolong mochi, wheat fat, pendant rice, walnut and ginger juice, green dumplings, green cakes, and so on. On Ziyang Street, a treasure store, Jiangnan Zan, was also found. It specializes in cultural creation, and looking at the introduction, the model is relatively new. This company takes Zhejiang poetic road culture as the blueprint, combs and digs local historical and cultural veins, characteristic products, traditional folklore, non-foreign heritage projects, old brands, and other cultural tourism industry resources elements, integrates three major channels of high star scenic spots, urban business, and social e-commerce in Zhejiang Province, and opens a new consumption flow of cultural tourism integrating cultural and creative goods, cultural and creative light meals and county specialties and handicrafts in the form of flagship stores, franchised stores, and associate stores.

Weaknesses

Added value of tourism products. The tourist products of Ziyang Street refer to the glutinous rice snacks, which highlight the local characteristics of Xingcheng and are convenient for tourists to carry.

Ziyang Street has many tourist attractions, but the added value of the product is still facing the urgent need for transformation. A good number of tourism products supply exceeds demand, product surplus, resulting in a waste of resources, greatly increasing the cost of forecasts. In the vicinity of Ziyang Street, the industrial chain structure of the tourism economy is not perfect, and there is still much room for improvement in the supply and demand of tourism products. There is a lack of specialization of products for sale in scenic spots, and although some scenic spots have started to implement the sale of special products, there is no innovative application.

Insufficient utilization of tourism resources. Ziyang Street tourism resources are mainly focused on a few major attractions, the ancient street, the city walls, and the mountain. Although some scenic spots have important historical value, they are not attractive because they are not tapped enough and tourists hear little about them. There are many children visitors, yet there are not many entertainment facilities built around it. Show Ziyang Street historical and cultural characteristics of the form are too little; for the culture, the historical roots of the excavation are not thorough enough. The advantages of the tourism resources of Ziyang Street are not fully exploited to the fullest.

For the use of tourism resources, the main pillar is the additional industry. Although Linhai established a lot of hotels, travel agencies, restaurants, to a certain extent to solve the problem of passenger flow reception, it did not completely open up the market process, five-star industry than in developed provinces; the gap is more obvious.

Opportunities

Water resources contribute to the development of Linhai tourism. The rich land resources also open up a lot of land for tourism. The biological and aquatic resources on the ground also lay a strong material foundation for the development of tourism in Linhai. Linhai is well known for its water resources. The aquatic resources mainly include sea crabs, sandworms, etc., which can be frozen and further processed. It is possible to win the favor of consumers through the exquisite product packaging.

Government strongly supports the development of tourism. As a key cultural relic protection unit, Ziyang Street is highly valued by the state and also contains great commercial value and market potential. On the basis of retaining the information of the original historical traces, the ancient street has been integrated with modern thinking and ideas to develop a museum around the area to collect the cultural relics and display them to tourists for visits.

The Taizhou government strongly supports the development of tourism. It points out that it should take the creation of a pilot city of national characteristic culture and tourism consumption and a national demonstration area of all-area tourism as a grasp, further strengthen resource integration, line integration, and brand integration, plan and build a number of tourism big scenic spots and big projects and big platforms that lead industrial development and drive strongly, systematically enhance the level of Taizhou tourism development, create tourism IP with distinctive recognition and tourism explosive products with strong attraction, and build the whole area tourism pattern of mountain and sea linkage and cultural travel integration, and the construction of a national famous tourism city.

Threats

Inadequate tourism environmental protection system. In the early stage of the development of tourism in Ziyang Street, the excessive pursuit of maximizing economic benefits was at the expense of the environment. The over-exploitation and utilization of natural landscape, coupled with the lack of awareness of environmental

protection, broke the harmony between man and nature and destroyed the self-restoration ability of nature, leading to the destruction of a considerable part of the natural landscape, which had an extremely serious impact on the development of Ziyang Street.

In addition, driven by economic interests, various highly polluting factories have been established one after another, and their emissions of carbon dioxide and other gases have seriously polluted the atmosphere, bringing a great impact on the air quality of Linhai and causing great damage to the environment of the scenic area. In addition, the phenomenon of littering by tourists is also common, which brings hidden danger to the environment. The market system of Ziyang Street needs to be improved urgently in order to overcome the obstacles facing the development of tourism and to promote the solid advancement of the tourism economy.

Lack of training for professionals. Tourism professionals include: tour guides, tourism customer service, scenic spot staff. Tourism talent lack of the main performance is:

1. Engaged in the tour guide industry, professional basic knowledge is not excellent. In Ziyang Street, each scenic county has one to two guides, and some scenic areas even no guide reception. With the increase of foreign tourists, the foreign language level of the tour guide is increasingly strict. The tour guide team needs to grow.

2. The role of tourism customer service is to do a good job in the tourism pre-sale, sale, after-sales work. However, the lack of talents in customer service in the tourist area of Ziyang Street has led to the problems of booking, ticket collection, and travel evaluation.

3. In the peak season, there will be bloated crowds, traffic congestion, travel inconvenience, which requires the staff of the scenic area to evacuate, and organize the corresponding activities to rationalize the time, the lack of this link of work; the effect of tourism will be affected accordingly.

Lack of publicity. According to the development situation and condition of Ziyang Street today, tourists' understanding and awareness of tourism is not optimistic. There are still many defects in thinking and knowledge: too little familiarity with the tourist culture of Ziyang Street, too little awareness of the tourism industry in Ziyang Street, too little tourism industry that can attract tourists. Solving the tourism awareness is the responsibility of thriving Ziyang Street tourism development imperative. Tourism awareness comes from the local residents, and from the publicity efforts for Ziyang Street. From the actual development of tourism, do a good job of tourism training, with the right way to guide people to establish a long-term value, to contribute to the development of tourism in Ziyang Street in a small way. The main manifestations of the lack of tourism publicity efforts are:

1. Tourists do not know enough about the culture of Ziyang Street;
2. The construction of Ziyang Street lacks the same planning and is not finely carved, so that it is not fully developed, resulting in people being too little familiar with Ziyang Street;
3. The market of Ziyang Street has not been opened comprehensively.

Ziyang Street Tourism Development Measures

Enhance the Competitiveness of Cultural Tourism Resources

From the actual development of tourism in Ziyang Street, create tourism industry characteristics of the construction. Once a month, on a fixed date, we carry out a cultural promotion activity with the theme of "the preservation of the ancient street of Ziyang". Set up a team of volunteers responsible for the planning of activities, greening, and sanitation around the ancient street, mobilizing the masses, setting up a tourism and cultural charity foundation, and implementing the tourism industry shareholding system cooperation. Produce posters and propaganda columns around the ancient street to promote the characterized cultural connotations of Ziyang Street.

Increase the Added Value of Tourism Products

Attach importance of the construction of the characteristics of tourism products, and strive to create a boutique.

1. The tourism products will be finely packaged, and then divided into different prices according to gift boxes, bags, for different needs of consumer groups;
2. The suppliers of tourism products establish cooperative links with tourist attraction companies, travel agencies, large hotels, and restaurants. In the process of marketing such products, do a good job in the sales activities of tourism products;
3. Break the traditional financing model and implement social publicization: the implementation of the shareholding system, the use of social power financing to increase the added value of the product, tourism product income according to the share system to investors share, so as to mobilize the enthusiasm of the masses;
4. The establishment of online and offline tourism product marketing model to expand the marketing channels of tourism products.

Enhance the Utilization Rate of Resources in Ziyang Street

1. The government should also give strong subsidy system support, but also the coordination and cooperation of local residents, and jointly promote the completion of the ecological protection circle of tourism resources. Joint development of tourism resources, the construction of tourism projects beneficial to local residents. Avoid the phenomenon of large-scale low-level development. Make the tourism resources taken and used in the right way. For the development of tourism resources in Ziyang Street, the local government's charter should be formulated, without permission, unauthorized developers, the implementation of disciplinary measures.
2. Build on the basis of tourist attractions, the rational use of tourism resources, the unique advantages of the resources for the local economy to seek development. In the development of tourism resources, the integration of local customs can promote the spread of local culture. It is possible to show respect and welcome to tourists through dance, local characteristics of tourism activities.

Improve Tourism Environmental Protection System**Enhance the management system.**

1. Set up the legal regulations of Ziyang Street scenic spot, install cameras in the scenic spot, and assign special people to view it at fixed points, for deliberate littering, damage to the environment, once found, each time a fine of 50 yuan;
2. Scenic spot is not allowed to carry flammable and explosive goods, not allowed with the smell of pollution into the things, once found, each time a fine of 100 yuan;
3. The development of the scenic area to adopt a protective supervision mechanism: Set up a 24-hour security team and create a special line for customer platform.

Improve the market system.

1. Adopt different development models for areas with different environmental conditions. Some areas are more environmentally destructive; it is necessary to suspend a series of tourism activities and carry out a complete overhaul;
2. For less polluted areas, remedial measures should be given, such as afforestation, development of the surrounding environment, and the issuance of subsidies to encourage local residents to plant trees. Invest corresponding funds for environmental reformation;

3. For places that are basically free of pollution, develop ecological tourism, protect plant resources, and conduct sightseeing of natural landscapes. Protect vegetation to close mountains and nurture forests, promote the restoration and development of forest resources, delineate delineated protection boundaries, implement woodland protection, and maintain local landscapes. Strengthen the greening of scenic spots to improve the quality of the environment and establish a good ecosystem.

Conclusion

Driven by the background of rural revitalization, rural tourism has had a flourishing development. Although the development mode of tourism has won a certain market and development space, tourism is a pillar industry for Linhai, a city with profound cultural heritage and long history. Ziyang Street tourism has formed a certain scale and achieved certain results after the development of recent years, providing an important way for local residents to increase their income and get rich. Although the development of rural tourism is rapid, there are: (a) backward rural infrastructure; supporting facilities are not perfect; (b) tourism practitioners lack of talent; service quality is not high; (c) tourism products are relatively single; innovation is not enough; (d) ecological environment quality is not high; and (e) environmental awareness is weak and other major problems. Although the development of Linhai Ziyang Street has exposed many shortcomings, with the pressure, there is the impetus to move forward; there is a clearer direction of tourism restructuring. Ziyang Street tourism in the future development path, to achieve sustainable development of tourism, should take a variety of ways: improve the infrastructure and related facilities construction; improve the quality of tourism service personnel; improve service levels; tourism products to enhance innovation, change the single situation; pay attention to environmental protection, take the road of sustainable development, in addition, the development of tourism in Ziyang Street should also learn from other historical and cultural ancient streets tourism experience, and combined with Linhai's urban performance development as appropriate, open up a new road belongs to their own. From the perspective of market development, clear target positioning, the development of multi-level three-dimensional tourism economy.

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