

Countermeasures Research on the Integration and Development of Urban “Micro-tourism” Construction and Traditional Culture

Suyang Xu¹, Yichi Zhang², Linghui Chen³, Linghui Chen³, Hong Chen^{1*}

¹ Anhui University of Finance and Economics, School of Language and Media, Bengbu, China

² Anhui University of Finance and Economics, School of Accountancy, Bengbu, China

³ Anhui University of Finance and Economics, School of International Economics and Trade, Bengbu, China

Email Address

3236814072@qq.com (Suyang Xu), acwgych@163.com (Hong Chen)

*Correspondence: acwgych@163.com

Received: 15 Novemebr 2023; **Accepted:** 12 December 2023; **Published:** 28 December 2023

Abstract:

Aiming at the integrated development of “micro-tourism” construction and traditional culture, based on a social practice survey, this paper studies the existing problems in the sustainable development of “micro-tourism” industry in small and medium-sized cities, constructs an evaluation system of tourists’ willingness to participate through questionnaire survey, word cloud analysis and other methods, and discusses how to promote the integrated development path of “micro-tourism” construction and traditional culture. Constructive suggestions and countermeasures are put forward.

Keywords:

Micro-Tourism, Traditional Culture, Culture and Tourism Integration, Sustainable Development

1. Introduction

The integration of culture and tourism is an important driving force for economic development. In recent years, in order to promote the high-quality development of regional economy, local governments actively promote the deep integration of culture and tourism, promote tourism development by increasing cultural connotation, spread and highlight culture through tourism development, and inject new economic growth points into tourism by using unique and diverse cultural resources in the region to create unique cultural experiences and meet the deep spiritual needs of the people (National Tourism Administration, 2016). The development of the times calls for the presentation of new economic formats. All regions vigorously promote the deep integration of culture and tourism, actively promote the product integration, market integration and format integration of both sides, form a consistent development synergy, and give strong kinetic energy to the recovery of national economy and the

development of regional economy [11]. In this context, our team has carried out the special social practice of "micro-tourism" industry research. [1]

2. Research Purpose and Significance

2.1. Research purpose

(1) Understand people's cognition and participation in "micro-tourism", explore people's evaluation and influencing factors of "micro-tourism", investigate people's evaluation and influencing factors of "micro-tourism", help small and medium-sized cities find their own target market and tourism development direction, explore new economic growth points for the development of urban tourism industry, and make up for the weak attraction of cities at present. [2]

(2) Excavating the new form of "micro-tourism" and cultural integration development, and forming the development synergy of "culture+tourism" [4] is conducive to promoting the development of regional economy, inheriting and creatively developing excellent traditional culture, and providing reference for the development of cultural tourism formats in other small and medium-sized cities. [3]

2.2. Research significance

(1) Pay attention to the development dilemma of micro-tourism in small and medium-sized cities. The times are changing, and people's travel modes and tourism purposes are also changing, which makes the traditional tourism industry have to be transformed and upgraded. This survey is conducive to discovering and facing the shortcomings still existing in the industry, and finding the driving force for the sustainable development of the tourism industry and the emerging economic growth point. [4]

(2) Explore the integration of "micro-tourism" and excellent traditional culture to develop new standards and new forms. New forms of tourism can inject strong impetus into the cultural tourism industry and renew new opportunities. It is of great significance to explore the new standards and new forms of the integration of "micro-tourism" and excellent traditional culture, which will play a dual role in promoting culture and tourism, and also open up a new road for their future development (China Population Welfare Foundation 2003).

3. Research Methods

3.1. Literature method

The team members consulted China's 21st Century Agenda-China's White Paper on Population, Environment and Development in the 21st Century, Research on Sustainable Tourism Development and Action Plan for Sustainable Tourism Development through the university library, China Knowledge Network and other platforms, and got to know two theories about sustainable tourism development: development-centered theory and ecological-centered theory. [5]

3.2. Questionnaire survey method

In this survey, questionnaires were distributed online and offline. A total of 234 questionnaires were randomly distributed and 221 questionnaires were collected. The effective rate of questionnaire collection was 96.08%. [6]

3.3. Field investigation

Team members went to local representative scenic spots such as Bengbu Museum, Qiyan Temple and Zhanggongshan Scenic Area in Anhui Province to inspect the tourism environment, talk with the staff of the scenic spots and experience the tourists' feelings.[7]

3.4. Interview survey

The team members contacted the Industrial Development Section of Bengbu Cultural Tourism Bureau to conduct face-to-face interviews on the essence, causes, characteristics and current tourism development of “micro-tourism”.

4. Research Results and Countermeasures

4.1. The masses are highly interested in “micro-tourism”

As shown in Figure 1, the proportion of people who have participated in “micro-tourism” is as high as 83.00%, and those who have not participated account for 17.00%. Most people know or have participated in “micro-tourism” and have a certain understanding of “micro-tourism” in cities. [8]

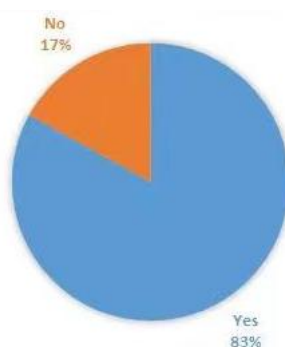


Figure 1. Survey of people's awareness of “micro-tourism”.

As shown in Figure 2, more than half of the respondents are interested in “micro-tourism”, but some respondents are not interested in “micro-tourism”. In short, people's interest in “micro-tourism” is still high, but there are still some concerns. [9]

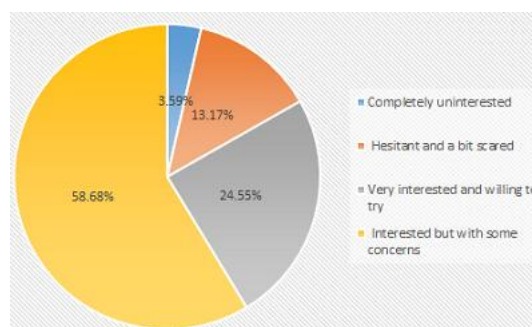


Figure 2. Survey of people's cognition of “micro-tourism”.

4.2. Among the factors of “micro-tourism” evaluated by the masses, comfort, accommodation environment and safety rank first

As shown in Figure 3, “comfort” and “safety” are the two factors that the public first consider when planning a trip, and they are also the two aspects that tourists

attach the most importance to when evaluating their travel experience. Therefore, in order to develop local tourism, comfort and safety must be given priority and improved. [10]

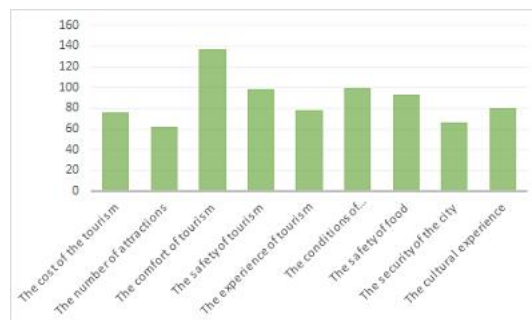


Figure 3. Evaluation Factor Diagram.

Followed by food safety, cultural experience and travel expenses. According to the results of the questionnaire, the team constructed the evaluation index system of tourists' willingness to participate [9], as shown in Figure 4.

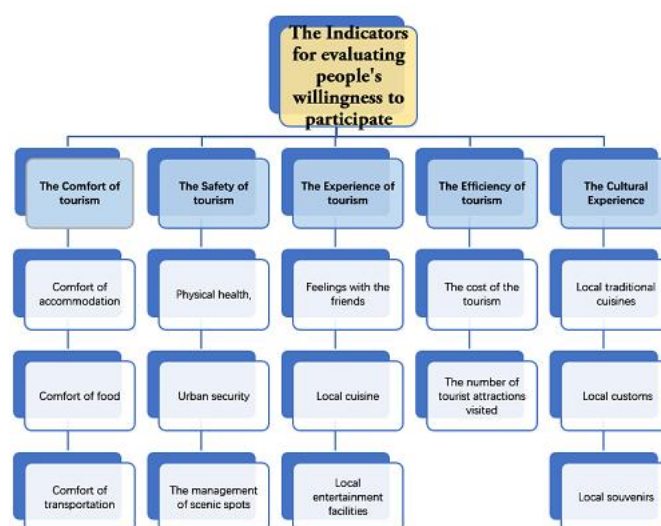


Figure 4. Tourist satisfaction evaluation system

4.3. Status Quo Problems

(1) The development of “micro-tourism” industry and traditional culture is not coordinated enough. At present, urban tourism generally pays attention to economic benefits and rarely takes traditional culture as the core development direction. [11] The development of urban tourism mainly focuses on commercialization and entertainment, while ignoring the protection and inheritance of traditional culture, which leads to the relatively independent development of traditional cultural industries, lack of market competitiveness, restrictions on infrastructure construction and personnel training, and the inability to effectively combine urban tourism with traditional cultural industries, resulting in the inconsistent pace of their development [3].

(2) The tourism infrastructure in small and medium-sized cities is not perfect, which can't provide better comfort for tourists. At present, the transportation network of many small and medium-sized cities is relatively weak, lacking convenient transportation modes, inconvenient connections between cities, and lack of direct

(1) Science and technology help the development of urban cultural tourism industry. Colleges and universities can carry out tourism market research and data analysis, provide effective information about the development trend of tourism industry, the demand for tourism products and consumer preferences, and provide a basis for urban tourism decision-making. It can also assist in the cultural inheritance and protection of tourism resources [7], promote the dissemination and protection of urban history and culture, and provide a unique cultural experience for urban tourism.

(2) Actively organize volunteer activities to give full play to students' strength. Colleges and universities can actively organize some voluntary activities. The types of activities organized by the school can include activities such as station volunteers, scenic spots lecturers and urban beautification, giving full play to the strengths and advantages of students of different majors, and promoting the integration and development of micro-tourism industry and traditional culture through multiple channels. [14]

5.2. Government level

(1) Increase investment in tourism and improve the construction of tourism infrastructure. Relevant government departments should increase the development of tourist routes and strive to provide more comfortable and convenient traffic conditions for tourists. It is also necessary to upgrade the local security system to ensure the personal safety and property safety of tourists during the tour, thus improving the reputation of the city. At the same time, it is also necessary to regularly maintain the environment of tourist attractions, keep the attractions clean and hygienic, constantly improve the local infrastructure, and improve the experience of tourists.

(2) Bring forth the old and bring forth the new, and take various measures to promote the promotion and development of traditional culture. The local government can unite relevant institutions or enterprises to hold activities or jointly produce cultural and creative products, so that traditional culture can enter the public's field of vision in a moderate state and gain higher attention [12]. At the peak of tourism, government departments can also unite with other art organizations to set up a stage in tourist attractions to show the local traditional culture in the form of art and enrich the experience of tourists.

5.3. Social dimension

(1) Enterprises should work together and give full play to their subjective initiative. Enterprises can develop urban "micro-tourism" through enterprise cooperation, brand building, etc. (Wang Keling, Duan Ling 2009-2021). At the same time, enterprises can also cooperate with each other, make use of their respective advantages, fill gaps, integrate resources and make maximum use of them.

(2) Qi Xin, a citizen, works together to promote the development of "micro-tourism". High-quality local residents can actively improve the convenience for foreign tourists, live in harmony and consciously maintain the comfort of the tourism environment. High-quality tourism environment can greatly enhance tourists' sense of experience. Therefore, people should pay more attention to the development of local "micro-tourism", fully realize the positive role that personal ability can play, consciously abide by the social code of conduct, and actively practice the socialist core values to contribute to the development of urban "micro-tourism".

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Bai, X.L.; Wang, S.N. Analysis of the status quo of Fuxin Chahai site propaganda and countermeasures from the perspective of cultural and tourism integration. *Journal of Liaoning Teachers College (Social Science Edition)*, 2023, 5, 29-31.
- [2] National Tourism Administration. Action Plan for Sustainable Tourism Development. Beijing: China Tourism Press. 2016.
- [3] Gao, M.J.; Liu, S.S. Research on the Redevelopment of Guangdong Red Tourism Resources from the Cultural Perspective. *Journal of Foshan University of Science and Technology (Social Science Edition)*, 2023, 41(5), 74-81.
- [4] Huang, H.Y. Research on the Development of Rural Cultural Tourism in the Post-epidemic Era-Taking Yongtai County of Fuzhou as an Example. *Architecture and Culture*, 2023, 9, 80-82.
- [5] Lu, Y.J. The mechanism and mode of deep integration of literature and tourism based on cultural gene decoding-taking Hainan and Yunnan as examples [J/OL]. *Social scientist*, 2023, 8, 64-69.
- [6] Pan, Y. Research on Sustainable Development of Tourism. *Tourism Overview (second half)*, 2016, 14, 209.
- [7] Sun, W.Q. Study on the development strategy of rural areas in the perspective of the integration of literature and tourism-taking Dashanbei area of Guilin as an example. *Journal of Chifeng University (Chinese Philosophy and Social Sciences Edition)*, 2023, 44(8), 69-72.
- [8] Wang, K.L.; Duan, L. Quantitative evaluation of cultural tourism industry policy-an empirical study of policy samples from 2009 to 2021. *Journal of Huaqiao University (Philosophy and Social Sciences Edition)*, 2023, 5, 43-54.
- [9] Wang, L.J. Research on evaluation index system and evaluation method of tourism sustainable development. *Journal of Tourism*, 2001, 1, 67-70.
- [10] Wang, N. Korea and Japan. Research on the design and application of cultural symbols integrated into urban mascots-taking Bengbu as an example. *Journal of Huainan Teachers College*, 2023, 25(4), 33-37.
- [11] Xu, F.F.; La, L.Q.; Yan, X.Y. et al. Review of the research on the integration of cultural industry and tourism industry in China. *Tourism Science*, 2023, 37(4), 1-18.
- [12] Jaco, Cheng Wei. Intangible cultural heritage protection from the perspective of cultural tourism. *Human Geography*, 2008, 1, 1-4.

- [13] China Population Welfare Foundation. (2003). China Agenda for the 21st Century-China White Paper on Population, Environment and Development in the 21st Century. Beijing: China Planning Press.
- [14] Zhang, S.; Gao, N.; Wang, L.Y. et al. Review of the research on the effectiveness evaluation of the integration of culture and tourism industry: relationship identification, theoretical development and system reconstruction. *Tourism Science*, 2023, 37(0), 19-36.



© 2023 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)