

Study on the Construction of the Development Mode of Wuyuan Huangling Tourist Custom Town

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Abstract: As of December 2019, there are 57 tourist-style towns in Jiangxi Province. Since Wuyuan Huangling became a style town in 2016, due to limited implementation conditions and policies, there have been problems in the construction and operation of the town. Use the method of field survey to issue questionnaires to tourists in Huangling Town, Wuyuan, using online and online methods. It is summarized that in the process of construction and operation of Wuyuan Huangling, there are problems such as weak infrastructure, insufficient secondary consumption, and insufficient creativity of cultural and creative products. It is necessary to improve the infrastructure construction of the town, extend the industrial chain, and dig deeper into the town's culture. Integrate strategies such as smart tourism elements.

1. Introduction

Foreign tourist towns originated earlier. Since 1982, the United States, Japan and many other countries have begun to vigorously build tourist towns to promote urbanization. The research on domestic tourist towns started in 2005 and formed an inflection point in 2015. Figure 1 is a visualization analysis chart of 929 results formed by searching the keyword "tourism + town" on CNKI as of August 1, 2020.

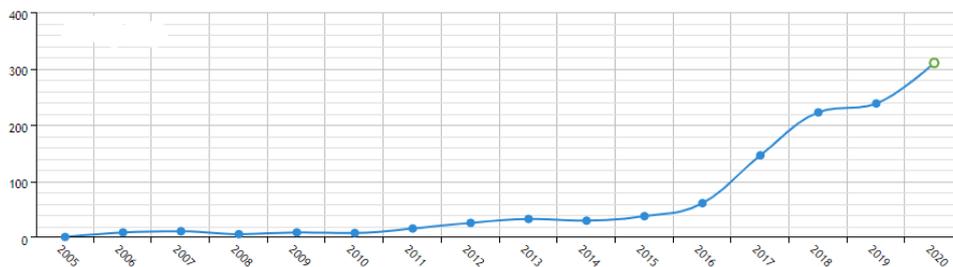


Fig.1 Visual Analysis Diagram of Measurement in Tourist Towns

Summarizing domestic scholars' research on tourist towns, cultural tourist towns are a socio-economic space that relies on culture as the core resource and integrates cultural industries, tourism industries and urbanization [1]; all regions must actively promote reforms and focus on building industrial tourism. With the help of the industrial, resource and brand advantages accumulated in the previous period, we will vigorously develop the industry and service industry and fully promote the development of the regional economy [2]; as the economic and social structure is undergoing transformation, historical and cultural heritage can not only be expressed in the construction of characteristic towns. New functions [3]. With the development of characteristic industries as the core, the development of urbanization and the sustained prosperity of the regional economy will be promoted through agglomeration of industrial platforms and supporting corresponding public services [4].

2. Investigation and Research on Tourist Satisfaction in Huangling, Wuyuan

2.1 The Design of Tourist Satisfaction Questionnaire in Huangling, Wuyuan

In order to more objectively understand the situation of Wuyuan Huangling tourist style town, the author began to investigate online and offline tourists from August 2020. A total of 345 questionnaires were issued, and 45 invalid questionnaires were excluded. There were 300 valid questionnaires, with an effective rate of 86%. The content of the questionnaire mainly includes four parts: the first part is about demographic issues; the second part is about tourist-related issues, including the source of tourists, the length of stay in Huangling, etc.; the third part is about tourist facilities, related formats, environmental atmosphere, and safety. Guarantee the satisfaction of visiting tourists; The fourth part counts the suggestions of tourists on the further development of Wuyuan Huangling Town.

2.2 Analysis and Reflection on Survey Results

According to the author's survey and statistics, tourists are generally satisfied with the environmental atmosphere and safety guarantees of Wuyuan Huangling Scenic Area. Table 1 shows the data statistics of tourism facilities and related businesses in this survey. After analyzing the data, it can be concluded that the current Wuyuan Huangling town There are several problems:

Table 1 Partial Survey Data Table of Tourist Satisfaction in Huangling, Wuyuan

Items	Choice	Number and proportion				
		1	2	3	4	5
Tourist facility	Fast and convenient transportation inside and outside	10(3%)	50(16%)	166(53%)	44(14%)	30(10%)
	Travel logo orientation is accurate and practical	54(18%)	162(54%)	66(22%)	12(4%)	6(2%)
	Enough parking lot	20(6%)	30(10%)	64(21%)	156(52%)	30(10%)
	Strong WIFI coverage in small towns	6(2%)	40(13%)	46(15%)	150(50%)	40(13%)
	Adequate tourist toilets	30(10%)	190(63%)	46(15%)	24(8%)	10(3%)
Related formats	Smart tourism construction in the town	0(0%)	6(2%)	70(23%)	204(68%)	20(6%)
	The town provides "one-stop" tourism products	10(3%)	54(18%)	152(50%)	70(23%)	14(4%)
	The town provides cultural and creative products	2(0.6%)	8(3%)	90(30%)	192(64%)	8(3%)
	The town has night tourism products	8(3%)	26(8%)	72(24%)	180(60%)	14(4%)
	Single tourism product	8(3%)	196(65%)	46(15%)	20(6%)	30(10%)

The construction of infrastructure in tourist-style towns is the foundation of local economic, social and environmental development, and is closely related to people's lives and tourism. The survey results show that tourists are less satisfied with the infrastructure construction of Huangling Town. 53% of tourists think that the traffic inside and outside the town is inconvenient, and 78% of tourists say that the number of parking lots in the town is insufficient. Whether it is internal and external traffic or the number of parking lots, it is directly linked to the tourist experience. The inadequacy of these facilities will directly affect the satisfaction of tourists with the town. It can be seen that although Wuyuan Huangling Town has completed its infrastructure and hardware construction, it still cannot meet the needs of tourists. The construction and improvement of the town's infrastructure is imminent. And with the increasing popularity of the town and the increasing number of tourists, the need to upgrade the infrastructure has become more and more obvious.

Tourism products are the source of life and the foundation of existence for every small town. If tourism-style towns can produce distinctive tourism products based on their regional advantages and firmly grasp development, they can vigorously promote local tourism and economic development. However, after the author's on-the-spot investigation of Wuyuan Huangling tourists, it is found that there are few types of tourism products in the town, and tourism products cannot be

developed based on effective integration of local customs. The associated problems such as single tourism products and weak tourism experience will also be highlighted one by one. For example, the data analysis in Table 1 shows that 64% of tourists are dissatisfied with the cultural and creative products provided by the town, and 65% believe that the number of local tourism products is insufficient. In the last part of the questionnaire soliciting tourists' opinions on the development of Wuyuan Huangling, it can also be seen that people call on the town to vigorously produce tourism products with local cultural characteristics and refuse to be the same.

2.3 There Are Few Night Tourism Products and Insufficient Secondary Consumption

Today, with the rapid development of night tourism, the night tourism products of Huangling Town in Wuyuan fail to meet the needs of tourists. After analysis, 64% of tourists believe that the town fails to provide sufficient night tour products, which also indirectly leads to a certain degree of indirection that only 10% of tourists are willing to stay in the town for two days. The widening of night tourism products in the scenic spot is an effective way to retain tourists. It can not only develop and upgrade the product system, but also further promote the consumption of tourists and bring considerable income to the scenic spot. In 2018, the secondary consumption income of Huangling Township was only 25 million yuan. In 2019, it increased by 5 million yuan over the previous year. Huangling Town still stays at the level of ticket economy, and most of its income comes from tickets and ropeways. With narrow income channels and low customer unit prices, it is urgent to take measures to promote secondary consumption in small towns.

2.4 Unbalanced Development in the Four Seasons and Insufficient Construction of Smart Tourism

In the questionnaire “Which season do you prefer to visit Huangling in Wuyuan” questionnaire, 74% of tourists choose spring, while only 5% prefer to visit small towns in winter. It can be seen that Huangling Town still has the problem of uneven development in the four seasons. Spring and autumn are prosperous, summer is flat and winter is mild. Although the town has successively introduced “Water Swing”, “Piaoxue Minguo Starry Sky Pavilion”, “Ping Cake Brother” and other Internet celebrity projects to attract tourists to travel in different seasons, but the effect is mediocre. In addition, up to 95% of tourists think that WIFI coverage in the town is not strong, and 74% of tourists have not experienced the construction of smart tourism in the town. The image of a tourist destination can be spread on a large scale through tourists' original works (such as Douyin, Moments), and the speed of media dissemination in the current information age is affecting every potential tourist, and there is no doubt that the town must be added The intensity of the construction of great wisdom tourism.

3. Construction of the Mode of Wuyuan Huangling Tourist Style Town

3.1 Improve Infrastructure Construction to Meet the Basic Needs of Tourists

The infrastructure construction of the tourist-style town not only includes the traffic, tourist signs, parking lot, tourist toilet and other town service facilities included in the questionnaire. The town must not only complete the construction of infrastructure, but also complete the tourism supporting facilities. Tourists' requirements for infrastructure are not limited to the already built level, but require the construction of facilities to meet the higher demand of tourists. In this regard, we must first attach great importance to strengthen the government's leading role, give full play to the government's “visible hand”, formulate and issue support policies, broaden social funds, and increase the diversification of tourism infrastructure investment. Secondly, the construction of infrastructure should be planned reasonably and arranged scientifically. Tourist-style towns should follow scientific and reasonable principles, plan tourism service facilities, tourism distribution centers, tourism consulting centers, etc., to maximize the function of each facility, so that tourists travel the most convenient and enhance the sense of tourism experience.

3.2 Dig Deep into Cultural Connotation and Create Characteristic Cultural and Creative Products

“Special” is the most important rule for the survival of a tourist-style town. The characteristic tourist products of the town are the basis for its existence and development. For Huangling Town, innovative products are the most important source of development. When Huangling develops its products, it must be in line with the actual local conditions, based on its location advantages, and maximize the development of local characteristics. The famous writer Feng Jikai once commented after arriving in Wuyuan: “Educated Wuyuan people love Wuyuan's culture.” Wuyuan Huangling Town should make full use of Wuyuan culture and inject culture into it. On the other hand, small towns should do a good job of tourist consumption surveys, actively seek out tourist consumption needs in the context of market operations, and create tourism cultural and creative products with regional characteristics. Creating cultural and creative products with local cultural elements can not only bring new consumption hotspots to the town, but its important significance lies in the inheritance and spread of traditional culture.

3.3 Build a Night Tour Product System to Promote the Second Consumption of Tourists

Since 2018, Huangling has launched a night tourism mode, successively creating “ancient village night tour” and “tiantai garden restaurant”. Integrating water rhyme, nature, lighting, music, and environment, visitors can enjoy a bonfire dance and delicious food in the midsummer night. However, with the continuous development of night tour economy, tourists have higher and higher requirements for night tour products in small towns, and the night tour product system of Huangling Town in Wuyuan needs to be updated in time. On the basis of doing a good job of research, the town is required to absorb and learn from the results of other towns' excellent night tour products, develop night tour products that tourists love to see, and do a good job in market segmentation. Night tour products can be imitated, so there are many small towns developing similar products, resulting in the same lack of characteristics. If Huangling Town is to gain the continued favor of tourists and achieve further transformation and upgrading, Wuyuan culture must be effectively integrated into the products when developing night tour products, so that tourists can experience the charm of Wuyuan culture at night and at the same time. Promote the secondary consumption of tourists and improve the overall benefits of the town.

3.4 Balance the Development of Tourism in the Four Seasons and Integrate Smart Tourism Elements

Seasonality and timeliness have always been the two core issues of the tourism interface. If Huangling Town in Wuyuan wants to break through the season and time constraints, it needs to continuously integrate local culture to develop off-season tourism products. As an ancient Huizhou village with a history of 600 years, Wuyuan Huangling has a long history of Huizhou culture, and the local cultural resources are sufficient to support the development of various tourism systems in Wuyuan Huangling. For example, Wuyuan Huangling Town can actively upgrade and develop research tourism, sunset tourism and conference tourism that do not require high seasons, time, and cycles. At present, the construction level of smart tourism in the tourist-style towns in Jiangxi Province is relatively low, which is an opportunity and a challenge for Huangling Town in Wuyuan. Wuyuan Huangling Town should increase the construction of e-ticketing, wireless WIFI coverage, WeChat and Weibo website and audio guide system; increase cooperation with travel agencies and related departments, optimize the town's own website, optimize ticket purchase and accommodation. The chain of suppliers such as catering, catering, etc. ensures that tourists can enjoy “one-stop” tourism products and enhance the sense of tourism experience.

4. Conclusion

This article takes Wuyuan Huangling as the survey object and conducts online and offline tourist satisfaction surveys on the town. It is found that the current Wuyuan Huangling tourist style town

has weak infrastructure construction, single tourism products, lack of cultural and creative products, and night There are few tourism products, uneven development in four seasons, and insufficient construction of smart tourism. The construction of the current town is undergoing a major reshuffle, and the positive significance that the town brings to the local area has become increasingly apparent over time. It is even more necessary to put forward corresponding measures and take corresponding actions to address these issues, so that the academic community and relevant departments will pay more attention to the construction of Wuyuan Huangling, so that Wuyuan Huangling tourist style town can achieve better sustainable development.

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