

Research on Current Situation and Countermeasures of Tourism Development in Anhui Province

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Abstract: In recent years, tourism has been placed in a higher strategic position, which clearly points out that we must insist on expanding tourism domestic demand and promoting high-quality development of tourism. In this context, in order to solve the problem of rich tourism resources but low tourism output in Anhui Province, the Statistical Yearbook of Anhui Province from 2014 to 2021 is taken as the data source, and an evaluation system of tourism development in Anhui Province is constructed from four indicators: tourism income, domestic and foreign reception characteristics, number of tourist attractions and tourism environment. To reveal the change law of tourism development in Anhui province before and after the COVID-19 epidemic, explore the driving force and resistance of high-quality development of tourism in Anhui province, deeply analyze the causes of difficulties in the development of tourism in Anhui province, we propose suggestions and countermeasures to promote the high-quality development of tourism in Anhui province, and help the high-quality development of tourism in Anhui province.

Keywords: Anhui Tourism; Low-Carbon; Green Tourism Economy

1. Introduction

In 2021, Tourism Development Plan states that the national cultural and tourism industry will seek progress while maintaining stability, implement new development concepts, adhere to the integrated development of culture and tourism, accelerate the supply-side structural reform of tourism, strive to promote high-quality development of tourism, and actively promote the further integration of tourism into the national strategic system. As an important part of the tertiary industry, tourism has become an important driver of economic development. In

recent years, with the rapid development of the global tourism market, tourism has played an increasingly important role in driving the economic growth of the tertiary industry [1]. As a province with large tourism resources, Anhui Province is rich in natural resources and human resources. However, there is still a big gap in tourism output between Jiangsu, Shandong and Henan provinces [2]. Especially at present, the tourism industry in Anhui province has suffered heavy losses in the epidemic, and the recovery of the tourism industry is facing difficulties. It is urgent to promote the high-quality development of the tourism industry in Anhui province, reduce and get rid of the impact of the epidemic

2. Literature Review

In the academic research, many scholars have studied the tourism industry. Yuan Min pointed out in 2023 that the explosion of the tourism industry in Zibo, Shandong Province has brought inspiration to the development of the national tourism industry, and the combination of culture and tourism can enrich the cultural connotation of tourist attractions. Quality improvement to provide higher quality tourism services [3]. Sui Guijie, Wang Jizhong and Jia Yadong took the tourism industry of Hainan as their research object in 2023, and believed that the "two mountains" theory, "clear water and green mountains are gold and silver mountains", reflected in the tourism industry, is the high-quality, sustainable and green development of the tourism industry, and is the basis and premise for the high-quality development of Hainan tourism [4]. When studying X city's tourism industry in 2023, Ren Jiang pointed out that high-quality development of X city's tourism industry should take its own characteristics as the starting point, carry forward its own characteristics, expand its advantages, and turn the "trump card" of its own characteristics into a "gold medal". Li Jun and Yao Hong pointed out that Xi 'an should

optimize tourism public services to provide tourists with satisfaction in the study of the high-quality development of tourism in Xi'an. Promote tourism marketing and expand foreign markets [5]. Zhang Yaxin studied the Huangshan tourist attraction in Anhui Province, and took the construction of Huangshan into a world-class leisure and vacation destination as the breakthrough of Anhui's tourism industry. Through organic integration of its own tourism resources, an integrated tourism product supply system could be formed, so as to improve the utilization efficiency of tourism resources and meet the diversified needs of tourists [6]. In 2021, Wang Wenjing, Liu Junyi and Jin Wanyu took Hefei as an example to analyze the difficulties faced by Anhui's tourism industry after the epidemic, such as greatly reduced demand for tourism consumption and large cash flow pressure of cultural tourism, and proposed solutions such as combining online and offline tourism routes and increasing government support [7]. In 2021, Tu Wei et al. will study the Lushan Scenic area, calculate carbon source and carbon sink, analyze the balance, combine tourism with carbon peaking and carbon neutrality, and point out that tourism should develop with low carbon and high quality [8]. In 2021, WangDe gang pointed out that in order to ensure the stability of the tourism industry and achieve high-quality development under the epidemic situation, multiple efforts and measures must be taken to form a common driving force through the construction of a systematic policy system and response mechanism to help the rapid recovery of the tourism industry [9].

Lots of scholars are devoted to the study of tourism. They take various regions as examples, analyze the current situation of tourism development in various regions, and put forward solutions. There are also many scholars studying how to recover tourism as soon as possible after the epidemic and proposing a large number of feasible countermeasures. Some scholars study the protection of tourism resources as the starting point to put forward the view of low-carbon sustainable development of tourism; However, they are mostly based on a single data, without building more specific tourism development indicators, and can not make targeted suggestions according to various indicators. In the face of the severe blow to tourism after the epidemic, we must promote the

low-carbon and high-quality development of tourism. The recovery of tourism after the epidemic and the low-carbon sustainable development of tourism do not conflict with each other, but complement each other. Only the low-carbon and high-quality development of tourism can better change the development status quo of tourism after the epidemic. However, scholars before this have not combined, and further studies are needed.

3. Research Ideas

On the basis of existing theories, an indicator system for tourism evaluation in Anhui province is constructed based on tourism income, the number of domestic and foreign visitors, the number of tourist attractions, and the tourism environment. The current situation of tourism in Anhui Province is objectively analyzed, the profound impact of the epidemic on tourism in Anhui province is deeply studied, and the obstacle factors hindering the high-quality development of tourism in Anhui province at this stage are revealed. Put forward feasible development countermeasures to help the high-quality development of tourism economy in Anhui province and break the constraints of the epidemic on the development of tourism in Anhui province.

4. Analysis of the Current Situation of Tourism in Anhui Province

4.1 Vertical Comparison of Tourism Income

Through data search and analysis, it is found that abundant tourism resources in Figure 1 bring huge tourism income to the tourism industry of Anhui Province. However, from 2014 to 2019, tourism income of Anhui Province keeps growing, but it declines significantly in 2020 and rebounds in 2021. Tourism revenue in Anhui Province showed a trend of first rising, then declining and then rising, and the downward trend was particularly obvious in 2020, but it still did not recover to the peak level in 2021, and there was still nearly 400 billion yuan away from the highest level in 2019.

4.2 Horizontal Comparison of Tourism Income

Bounded by the Yangtze River, Anhui Province is divided into six cities in southern Anhui (Huangshan, Wuhu, Ma'anshan, Tongling, Xuancheng and Chizhou) and six cities in northern Anhui (Huaibei, Bozhou, Bengbu,

Fuyang, Suzhou and Huainan) [9]. As shown in Figure 2, the tourism income of each city in Anhui Province in 2021 is 124.69 billion yuan in Hefei City, followed by Wuhu City, and 8 billion yuan in Huaibei City, the lowest. The tourism income of Hefei City in 2021 is about 15 times that of Huaibei City and about twice that of Wuhu City. The tourism income of Hefei City in 2021 is about 22% of the 557.83 billion yuan of tourism income of Anhui province, and the tourism development gap with other regions is amazing. According to the division of northern and southern Anhui, it is not difficult to find

from the figure that tourism in southern Anhui generally develops better than that in northern and northern Anhui, and the gap is not small. The tourism development level of a province is a comprehensive summary of various constituent regions, and needs balanced development of each region to drive the real take-off of tourism in a province. The huge gap between urban areas often brings about various problems of people's livelihood and economy. Only by solving the unbalanced development of regional tourism can we really solve the ills of tourism development in Anhui province.

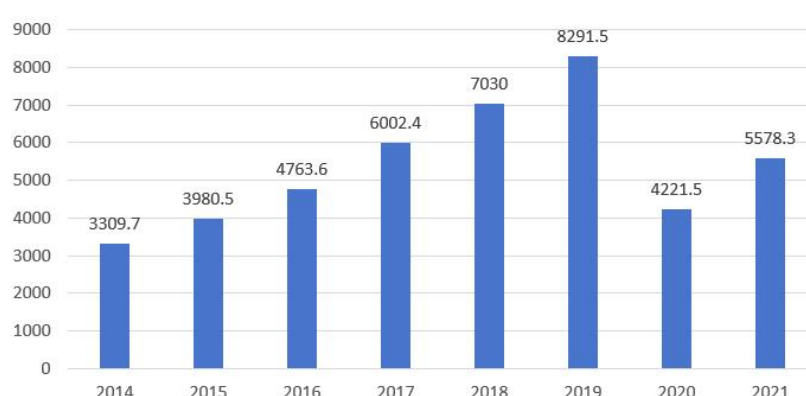


Figure 1. Domestic Tourism Revenue of Anhui Province from 2014 to 2021 (billion yuan)

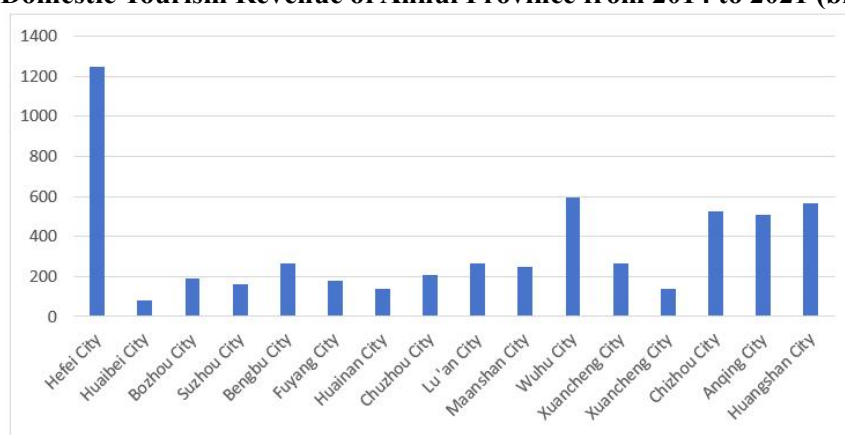


Figure 2. Tourism Revenue of Anhui Province by city in 2021 (billion yuan)

4.3 Number of Guests

The number of tourist arrivals is an important indicator to measure the development of tourism in a region. As shown in Figure 3, from 2014 to 2019, the number of domestic tourists in Anhui Province has been on the rise. From 2019 to 2020, affected by the epidemic, the number of domestic tourists in Anhui Province dropped off a cliff, and from 2020 to 2021, the number of domestic tourists in Anhui Province increased, but the range was not large. There is a gap of nearly 24 million domestic tourists in 2019, and

Anhui's tourism industry has a lot of room for growth, and it still has a long way to go to recover to the pre-epidemic level.

The number of foreign tourists is also not optimistic. Figure 4 after a small increase from 2017 to 2019, the number of foreign tourists in Anhui Province declined linearly from 2019 to 2020 under the influence of the epidemic and international situation, and there is no sign of a rebound in the number of foreign tourists in 2021, only 60,905

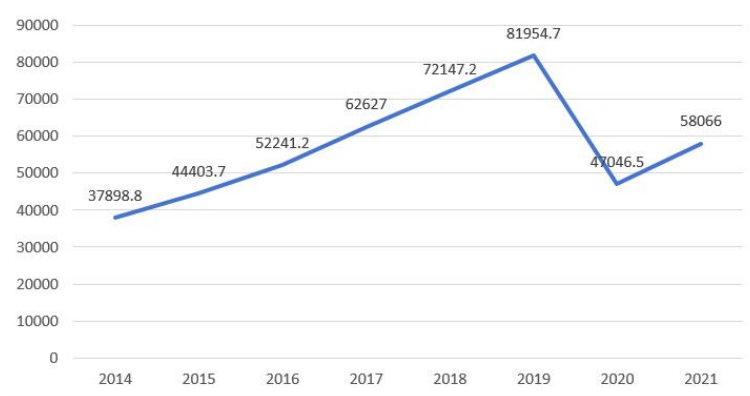


Figure 3. Number of Domestic Tourists in Anhui Province from 2014 to 2021 (10,000 Person-times)

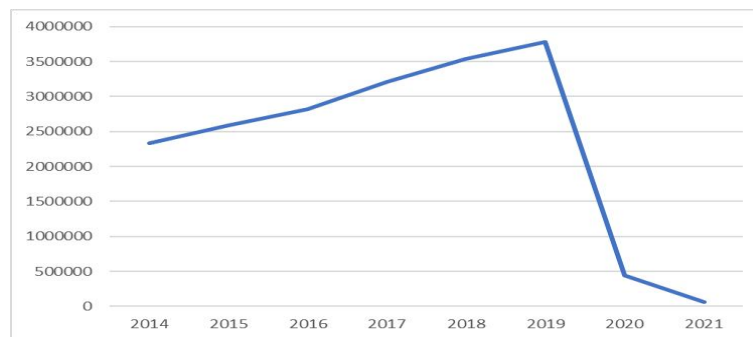


Figure 4. Number of Foreign Tourists in Anhui Province from 2014 to 2021 (Person-times)

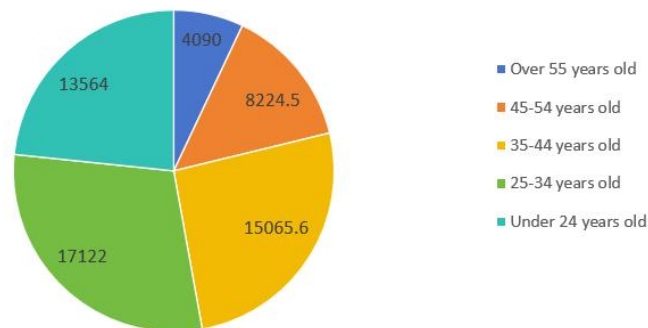


Figure 5. Age Distribution of Domestic Tourist Arrivals in 2021 (10,000 Person-times)

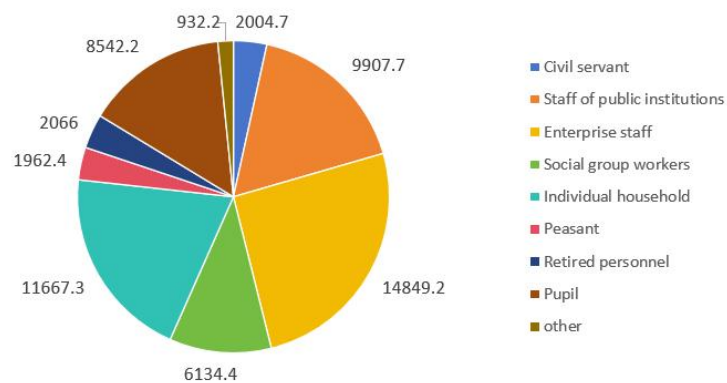


Figure 6. Occupational Structure Chart of the Number of Domestic Tourists in 2021 (10,000 Person-times)

By analyzing the distribution of age and occupation structure of domestic tourist groups in Anhui province, as shown in Figure 5 and Figure 6, it is found that in the age structure of tourism in Anhui province, the main force of tourism is the young group aged 25-34, followed by the middle-aged group aged 35-44, and the young group aged under 24. The target customer group of tourism consumption structure in Anhui Province is mainly young middle-aged people, and the customer group is relatively young. Tourism promotion strategies can be developed for young people.

From the chart of the occupational structure of the number of tourists, it is not difficult to see that enterprise staff and public institution staff account for almost half of the number of tourists. They have strong spending power, but their consumption power is restricted to a large extent due to their busy work. However, their travel time characteristics are relatively similar, most of them are in holidays. These groups can be used to improve the output of tourism in Anhui province.

4.4 Scenic Spot Resources

The dynamic assessment mechanism of 5A scenic spots has very high requirements for environmental quality, and the 5A assessment is not permanently effective. If the environmental quality fails to meet the standard, the National Tourism Administration will take measures such as revoking and demoting to ensure the environmental quality of 5A scenic spots. After the evaluation system was established in 2003, the China National Tourism Administration evaluated the first, second and third batch of 5A tourist attractions in 2007, 2009 and 2011 respectively. By the end of 2022, the number of 5A-level tourist attractions in China has reached 317, which is considered to be the highest level of tourist attractions in the country, and is one of the important pillars of the development of China's tourism industry, and has obtained nearly 70% of the operating income in the region, which plays a pivotal role in promoting the development of China's tourism industry.

Table 2. Number and Income of A-level Tourist Attractions in Anhui Province in 2021

district	Number of Grade A tourist attractions (number)	Total revenue (100 million Yuan)	Correlation coefficient
Hefei City	62	1246.9	0.570898813
HuaiBei City	18	80	

The number of tourist attractions in Anhui Province is shown in Table 1.

Table 1. Number of Tourist Attractions in Anhui Province from 2017 to 2021

A given year	Number of Grade A tourist attractions (number)	Number of 5A attractions (home)	Number of 4A attractions (home)
2017	566	11	188
2018	660	11	194
2019	605	11	194
2020	625	12	203
2021	657	12	208

According to the data released by the Ministry of Culture and Tourism, although the number of 5A-level tourist attractions is less than 1% of the total number of national scenic spots, it can be seen from Table 1 that there will be 12 5A-level scenic spots in Anhui by 2021, accounting for about 3.8% of the national 5A-level scenic spots [10], among which the famous scenic spots such as Huangshan and Jiuhua Mountain are well-known throughout the country and even the world, and Anhui is very rich in tourism resources.

The abundance of tourism resources is related to the tourism income, and what is the degree of correlation? Correlation is a kind of measure, which can indicate whether there is correlation between two variables and the degree of correlation. The function CORREL is used to calculate the correlation of two variables using EXCEL data analysis tool. His return value is a number between -1 and 1 to represent the degree of correlation of variables. When the value of the function is closer to 1, it means that there is a strong positive correlation between two variables, which means that the increase of one variable will increase the other variable, or the decrease of one variable will decrease the other variable. On the other hand, if you go further away from 1, there is no correlation between the two variables. Subdivision, generally can be divided into three levels: $|r| < 0.4$ is a low linear correlation; $0.4 < |r| < 0.7$ is a significant correlation; $|r| \geq 0.7$ Highly linear correlation.

Bozhou City	42	189.6
Suzhou City	24	159.7
Bengbu City	34	262.7
Fuyang City	36	177.2
Huainan City	37	140.4
Chuzhou City	43	206.5
Lu 'an City	51	262.9
Ma'anshan City	34	250
Wuhu City	34	595.1
Xuancheng City	61	266.7
Xuancheng City	22	138.9
Chizhou City	37	524
Anqing City	70	510.8
Huangshan City	52	567.2

As shown in Table 2, using the CORREL function in EXCEL, 0.570898813 can be obtained, with a significant correlation between 0.4-0.7. It can be seen that the tourism income of a region has a great relationship with the tourist attractions of the region, and the abundance of tourism resources is closely related to the development of tourism, which suggests that we need to dig deeply into the tourism resources of the region and carry out appropriate development and mining of tourism resources. And pay attention to the sustainable development of tourism resources, green tourism and low-carbon tourism.

measured by the proportion of per capita green area of parks, green coverage rate of built-up areas, and the number of days with urban air quality reaching or better than Grade II in the whole year. As shown in Table 3, over time, the proportion of days with urban air quality reaching or better than Grade II and the per capita green area of parks in Anhui province have been growing, and the green coverage rate of built-up areas has been increasing until 2020. The rest of the year has also been in low growth, the overall green coverage rate in Anhui Province has shown a trend, enough to see that Anhui Province pays attention to environmental protection, people's happiness is getting stronger and stronger, and tourism conditions are getting better and better.

4.5 Tourism Environment

The regional tourism environment is mainly

Table 3. Main Indicators of Tourism Environment in Anhui Province from 2014 to 2021

A given year	Proportion of days with air quality at or better than Grade II (%)	Green coverage rate of built-up area (%)	Per capita green park area (square meters)
2014	87.8	41.18	13.20
2015	77.9	41.16	13.37
2016	74.3	41.71	14.02
2017	66.7	42.2	14.32
2018	71	42.5	14.67
2019	71.8	42.7	14.8
2020	82.9	42	14.88
2021	84.6	44.07	14.49

5. Cause Analysis

After the development of tourism industry suffered a heavy blow, the tourism economic recovery is obviously lack of momentum, mainly due to the following aspects:

5.1 The Impact of the Epidemic on the

Economy cannot be Underestimated

Since 2020, affected by the COVID-19 epidemic, the rapidly developing tourism industry has experienced a great impact, and the number of tourists and tourism income have dropped off a cliff. Although China's economy and its strong momentum have become the first country in the world with positive economic growth after the

resumption of production and work for nearly a year, China's tourism industry has not recovered to the previous level. In this context, residents' work stoppage and production production lead to reduced income, so that they do not dare to consume without money, and consumer demand has declined, resulting in tourism revenue unable to recover to the pre-epidemic level.

5.2 The Supply Quality of Tourism Resources Still Needs to be Improved

With the structural reform of the tourism market, as consumers pay more and more attention to tourism experience and service quality, traditional tourism products and service models may no longer be able to attract tourists. The tourism industry in Anhui Province has not provided more high-quality and novel tourism products and services to meet the growing tourism demand of tourists.

5.3 Lack of Standardization of Tourism Market

In recent years, the tourism market has been criticized by people. Merchants in tourist destinations have been forced to buy and sell low-quality products. Merchants seize the characteristics of large customer mobility and only do one business for customers without pursuing repeat customers, and the reputation of tourist destinations has continued to decline. The tour guide colludes with the shop owners to force customers to buy scenic goods, otherwise they will speak ill of each other and give customers a very bad consumption experience. These phenomena have been repeatedly reported by the media in recent years, and negative news has affected the tourism market, which is that customers dare not travel and dare not consume. The tourism market is in urgent need of rectification.

6. Conclusions and Suggestions

6.1 Conclusion

From the comparison of tourism income in Anhui Province in the past eight years, the development of tourism in Anhui Province has been hit hard since the epidemic, and then rebounded, but there is still a considerable difficulty and distance to recover to the eve of the epidemic. By analyzing the tourism income of each region in Anhui Province in 2021, it is

found that there is a great disparity in tourism income between the south and north of Anhui Province, and the development of tourism industry is unbalanced. In terms of the number of tourists, the number of domestic tourists has plummeted since the epidemic, and then picked up slightly, but it is still not optimistic. Based on the analysis of the structure distribution of domestic tourist numbers in terms of age and occupation, it is found that the tourist consumption group in Anhui province is mainly young and middle-aged, and the target customer group is relatively young. And most of the people in enterprises and institutions travel consumption, accounting for almost half of the number of domestic tourists; After the epidemic, the number of foreign tourists has been declining despite the small base, and the contribution rate of foreign tourists to the tourism development of Anhui Province is getting smaller and smaller. From the perspective of scenic resources, Anhui Province is rich in tourist resources, and 5A scenic spots have increased in recent years. According to the calculation of EXCEL tool CORREL function, A-level tourist attractions have a great relationship with tourism income, which inspires us to develop tourism resources, and at the same time to protect resources, low-carbon green tourism, and promote the high-quality development of tourism economy. Tourism environment is an important restricting factor for tourism development. The quality of tourism environment in Anhui province can be measured by using three dimensions: per capita park green area, green coverage rate of built-up areas, and the proportion of days with urban air quality reaching or better than Grade II in the whole year. In recent five years, the proportion of days with urban air quality reaching or better than Grade II in the whole year has been increasing. The green coverage rate of built-up areas also showed a rising trend on the whole, and the tourism environment continued to improve.

6.2 Suggestions

According to the above four indicators, the suggestions for Anhui tourism are put forward:

6.2.1 The government will strengthen policies to help the recovery of tourism economy

The government can consider reducing the operating costs of some scenic spots to reduce the operating costs of scenic spots; In addition, the scenic spot will be included in the

investment object of public infrastructure construction to improve the infrastructure and environmental quality around the scenic spot. Formulate policies conducive to the development of tourism and stimulate the steady recovery of tourism economy after the epidemic.

6.2.2 Reform of the tourism supply side to create unique core tourism products

Increase the supply of high-quality tourism products and services, improve the quality of tourism facilities and services, and provide higher quality tourism supporting services, such as hotels and catering services; To build Anhui tourism modernization, it is necessary to develop local resources, launch unique cultural tourism products, and build a high-quality economic development area with "Anhui characteristics".

Develop tourist attractions, increase the number of A-level scenic spots, give full play to local tourism characteristics and advantages, scenic spots with historical and cultural deposits, scenic spots with unique geography characteristics and cultural characteristics, etc., so that tourist attractions with local characteristics can play A greater advantage, attract more tourists, increase tourism consumption to promote the high-quality development of tourism, and thus feed back economic development. Finally, promote the further integration of tourism and economic development.

6.2.3 Strengthen province cooperation and narrow regional disparities

The development of tourism economy in Anhui province is extremely unbalanced. In order to improve the competitiveness of tourism, it is necessary for the two regions to work together, including strengthening cooperation in policy, transportation and other aspects, so as to narrow the gap and build Anhui province into a strong tourism province.

6.2.4 Attach importance to the international tourism market and strengthen international publicity

Inbound tourism market, the market development potential is huge; However, the number of foreign tourists has continued to decline since the epidemic. Therefore, in the future, we should further improve the quality of tourism services, optimize the tourism environment, do a good job in tourism publicity in Anhui, promote the internationalization and characteristics of tourism, adjust the structure while expanding the scale, increase the development of tourism products, and truly

realize the rapid and healthy development of Anhui tourism. So as to improve the contribution rate of tourism to the economy, and then accelerate the industrial transformation of Anhui province.

6.2.5 Low-carbon green tourism to promote the high-quality development of the tourism industry

For the provinces with a large number of tourist attractions, it is necessary to strengthen the publicity of scenic spots in and around the city, focus on the development of short - and medium-range scenic spots integrated tourism market, save resources, reduce carbon emissions; Comprehensive management of the internal environment of the scenic spot, on the basis of protecting the existing resources, reasonable development and utilization of idle areas in the scenic spot, improve the overall ecological benefits of the scenic spot; We will speed up the greening and intelligent of infrastructure and tourism buildings.

6.2.6 Standardize the market order and provide quality services for tourists

Enhance the comprehensive strength of tourism industry, strengthen the construction of tour guide team, and improve the professional quality of tour guide groups; The tour guide cannot force the tourists to buy the situation; Strictly control the prices of goods and services in scenic spots, strengthen market supervision, and prohibit the phenomenon of cheating tourists by raising prices; Improve the quality of tourism services and standardize the order of the tourism market.

6.2.7 Locate the target customer group and carry out the tourism industry publicity in a targeted manner

The target customer group of tourism industry in Anhui province is relatively young in age, mostly young and middle-aged people; From the perspective of occupation, tourism consumption is mainly for enterprise employees; They have strong travel consumption power, like new things, and travel time is more unified, mostly for national statutory holidays. In view of these characteristics, we can attract young customers in novel ways in the publicity strategy; In terms of travel time, increase the preferential treatment of non-holiday tourism, carry out cross-peak tourism, and avoid excessive load of scenic spots and damage the ecological environment of scenic spots. Cooperate with enterprises and

public institutions to issue ticket coupons as unit welfare to stimulate tourism consumption.

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